S&MM

SALES & MARKETING MANAGEMENT

NOVEMBER 14. 1983
A BILL PUBLICATION
FIVE DOLLARS

AN S&MM SPECIAL SECTION
Sales Meetings
Page 65.

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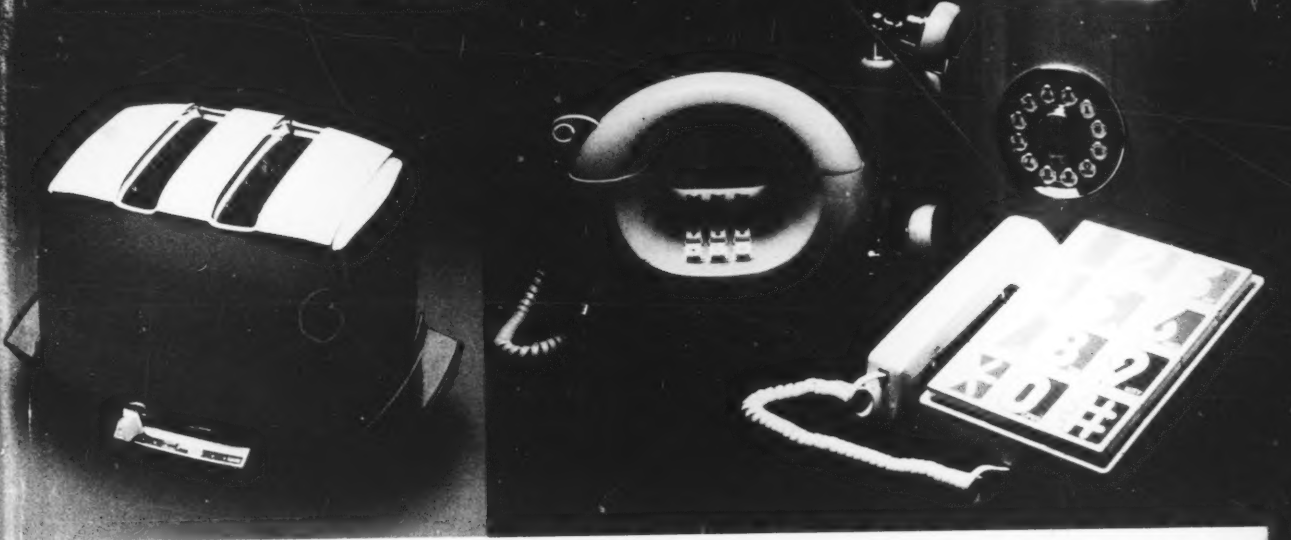
Of toasters and telephones . . .



Sales of home telephones through retail stores tripled this year to more than 15 million units, making them the hottest item in electronics. With nearly 200 suppliers, it isn't clear which ones will be left in 1990 when, as one analyst predicts, phones will be as common as toasters on store shelves. Page 35.

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S&MM
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S&MM's cover photos courtesy of Sunbeam Corp. (toaster) and AT&T Consumer Products (telephone)

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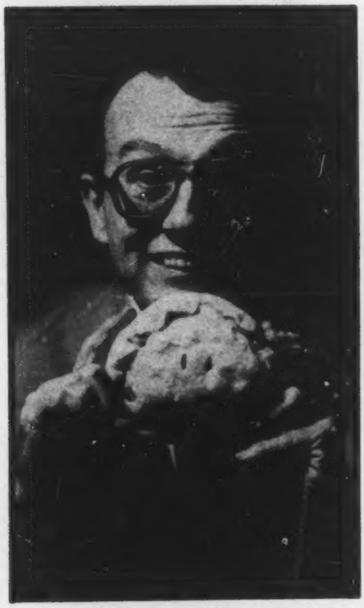
ABP BPA

of the chain's 350 stores. Two months later, the meat pies were accepted for 7-Eleven's Baltimore-Washington stores; now they are in 5,000 7-Elevens nationwide.

The pies are being marketed by Washington advertising agency owner Garnet Thomas Sleep Jr., and are made from his family's traditional English recipe, which calls for beef, onions, and potatoes in a pastry crust. In England, the pies are known as Cornish pasties.

Sleep, who had no previous selling experience, made all the sales calls himself until a couple of months ago, when he began hiring brokers. They will be calling on groceries as well as convenience stores. The first to sign was Safeway, last month, for some 175 stores in the District of Columbia area.



"So big you may need two hands," Sleep says of Mr. Pastie pies.

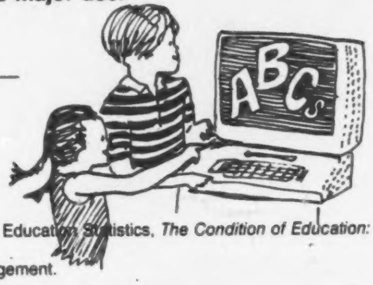
Mr. Pastie, which retails for about $2 for a pie that weighs at least 8 oz., is made by hand in a bakery in Pennsylvania's Pocono Mountains. It is, Sleep says, "the only handmade product in the freezer case."

S&MM MARKET HIGHLIGHT

Computers in schools

One-third of public elementary and secondary schools had a microcomputer in the 1981–82 school year, reports the National Center for Education Statistics. Computer literacy, by far, is the major use.

Grade Level	*% With Micro*
All schools	34%
Elementary	22
Junior high	52
Senior high	67



Source: National Center for Education Statistics, *The Condition of Education: 1983 Edition.*

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BRAND-NAME MARKETING

Chipman-Union socks it to 'em

When its Odor Eaters socks became profitable in this year's first quarter, it marked the successful culmination of Chipman-Union's first foray into branded men's hosiery. The achievement, largely responsible for boosting sales 63%, to $40 million, since 1979, called for more than just adding a brand name. For the first time, the New York City–based company used marketing programs new to much of the $953 million men's sock industry.

Prior to Odor Eaters, Chipman followed a private-label "bag approach," says Carl Hagen, sales and marketing vice president. That meant selling socks as a commodity through mass merchants without product research or promotional support. By contrast, the Odor Eaters rollout followed nearly four years of research and tests that indicated a niche for a premium-branded line of men's socks.

Rather than face the expensive task of developing a brand name, Chipman licensed the Odor Eaters trademark that Combe, Inc. has used since 1974 to market a shoe insole. Once store tests in Phoenix and Tucson confirmed consumer interest, Chipman's marketing plan called for rolling Odor Eaters out one region at a time, supported by co-op and point-of-purchase advertising, introductory discounts, coupons, and where volume warranted, TV commercials that had proved effective in Phoenix.

A basic planning error, Hagen says, resulted in a roadblock at the start. Beginning with Los Angeles, the Odor Eaters strategy departed from past distribution practice by emphasizing food and drug outlets instead of mass merchants. But retailer response was not as expected. "We did not test the trade's response and had no way to estimate how difficult it is to place a product in food and drug outlets," Hagen says. "Evidence of a high consumer response was not a strong enough argument to get shelf space."

But resistance was short lived. Using brokers instead of its small direct sales force, Chipman finally elbowed its way onto shelves in such drug chains as Revco and Skaggs Cos., a division of American Home Stores. The introduction was so successful, in fact, that Revco and then Skaggs insisted that Chipman change its plans for a regional rollout to allow the chains to distribute Odor Eaters in all of their stores.

Chipman now sells its new line in 5,000 food and drug outlets and has even begun testing sales in mass merchandisers K Mart and J.C. Penney. Besides increased sales that result directly from Odor Eaters, Hagen says that marketing expertise gained in that exercise has also bolstered all of the lines that Chipman sells.

This sock slipped

Kayser-Roth was not so fortunate with its name-brand men's sock, Sock Sense, like Chipman-Union's also sold in food and drug outlets. "We pulled back in late 1982," a spokesman says. "We are not shipping any under the original concept." Also, TV support has been suspended.

Ironically, Kayser-Roth (1982 sales: $700 million) seemed even better positioned than Chipman-Union. It is the largest manufacturer of socks in the U.S., and its sales of No Nonsense women's pantyhose in food and drug stores trailed only L'eggs, marketed by Consolidated Food subsidiary Hanes Corp.

One industry observer says

INDUSTRIAL MARKETS

Rosier forecasts— sort of

With the major economic indicators rebounding faster than expected, the federal government's Bureau of Industrial Economics (BIE) revised its annual forecast for selected industries (S&MM, Apr. 25).

Two industries, construction machinery and farm machinery, swing sharply, from anticipated gains to expected declines in shipments. Where BIE originally saw a 4% rise in construction machinery it now envisions a 7.8% decline, a result of the Caterpillar strike dragging into the first four months of 1983. (The company accounts for more than one-third of industry output.) Farm-machinery makers are also expected to suffer a 7.8% drop in contrast to an earlier 2.3% gain. Excessive inventories resulting from weak 1982 sales and sharply reduced planted acreage are the culprits.

Among the industries whose outlooks have improved since BIE's original forecast are cement, whose shipments will spurt 8.5% vs. an earlier 3.0%, and synthetic rubber, whose 5.6% expected gain was revised upwards to 10.5%. A stronger than anticipated surge in new-housing starts will keep cement plants humming, BIE says, and a robust 30% rise in auto shipments will have a nourishing effect on suppliers.

Ups and downs in industry forecasts

Industry	*Projected 1983 Shpmnts. ($ Mil.)*[1]	*Revised 1982–83 Forecast*	*Original 1982–83 Forecast*
Motor vehicles	$48,100.0	+29.7%	+26.1%
Computers	42,830.0[2]	+18.0	+18.0
Petrochemicals	24,900.0	+ 8.7	N.A.
Steel	23,000.0	+18.3	+24.6
Semiconductors	19,837.0	+19.1	+14.6
Paper & paperboard	12,670.0	+ 4.5	+ 3.2
Commercial printing	10,700.0	+ 1.9	+ 2.9
Pharmaceuticals	10,407.0	+ 3.7	+ 3.7
Appliances	7,750.0	+14.0	+ 6.0
Aluminum	7,574.0	+12.3	+12.0
Furniture	7,360.0	+12.0	+ 8.0
Lumber	6,800.0	+16.8	+12.3
Plastics	5,145.0	+ 5.0	+ 5.6
Farm machinery & equipment	3,919.3	− 7.8	+ 2.3
Agricultural chemicals	3,579.0	−11.9	− 2.5
Construction machinery & equipment	3,554.9	− 7.8	+ 4.0
Oil-field machinery & equipment	2,718.1	− 2.8	+ 2.0
Copper	2,635.0	+ 3.8	+19.1
Cement	1,475.0	+ 8.5	+ 3.0
Machine tools	1,300.0	−31.2	−30.9
Synthetic rubber	950.0	+10.5	+ 5.6

[1] In 1972$. [2] In current dollars.

N.A.—Not Available.

Sources: Bureau of Industrial Economics. *A Midyear Review of the Outlook for 1983 (A Supplement to the 1983 Industrial Outlook).*

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that Sock Sense failed because of its packaging. Unlike Odor-Eaters, which are displayed in an open rack, Sock Sense were sold in boxes. That frustrated consumers who wanted to feel a premium-priced sock before buying it.

INCENTIVES

They'll settle for a 'world' show

More or less booted out of Chicago's McCormick Place next October (S&MM, Nov. 15, 1982)—the clout-heavy Housewares Show wanted the time—the management of the National Premium/Incentive Show (NP/IS) and the companion Incentive Travel & Meeting Executives (IT&ME) Show is putting the best face on the alternatives left to it.

Next September, NP/IS will meet in San Francisco's Moscone Hall. Meanwhile, the first World Congress & Exposition on incentive travel and meeting management is scheduled for next July 24–26 in the New York Coliseum.

"We're viewing this as a permanent annual show, with more of an international and educational flavor than IT&ME," said Hub Erickson, whose Hall-Erickson, River Forest, IL, will manage both shows.

The congress, sponsored by Meeting Planners International and the Society for Incentive Travel Executives, will feature a series of seminars. Topics will include transportation negotiations, currency issues, and meeting management.

Also taxes. "In several industries, the demarcation line between meetings and incentives has become somewhat hazy,"

CORPORATE TRAVEL®

Business travel is on the rise again, after some tough times. And as newly cautious managements seek the best deal for the dollar, the travel agent who services corporate accounts becomes increasingly important. Thus S&MM begins a column devoted to corporate travel.

How corporate travel costs are changing

The corporate traveller spends big bucks, but how big, and on what? Some answers to those questions are provided by the following figures, which measure actual spending as reported by clients of PHH Group, Baltimore, a consulting company that specializes in travel. The figures permit comparing monthly spending rates for the full years 1981 and 1982, and also comparing 1982 with the first eight months of 1983.

	Year To Date Through			*Year To Date Through*	*% Change*
	12/82	*12/81*	*% Change 1981-82*	*8/83*	*8/83 vs. 12/82*
Meals	$101.43	$114.23	− 11.2%	$ 95.37	− 6.0%
Lodging	122.04	133.16	− 8.4	130.66	+ 7.1
Transportation	131.64	105.09	+ 25.3	148.79	+13.0
Car rental	28.54	10.54	+170.8	30.46	+ 6.7
Telephone	71.22	89.30	− 18.4	67.46	− 5.3
Postage & supplies	33.40	17.60	+ 89.8	28.39	−15.0
Entertainment	68.30	66.53	+ 2.7	63.99	− 6.3
Misc.	39.22	38.63	+ 1.5	42.40	+ 8.0
Total	**$595.84**	**$573.08**	**+ 4.0%**	**$607.52**	**+ 2.0%**

Source: PHH Group, Travel Expense Management Systems, *Travel Expense Management Report.*

Note that the largest rate of increase is in the transportation category. Obviously the company that wants to cut business travel costs should focus on getting the best air fares possible.

So here's a suggestion

A quick way to find the lowest air fare between two cities is with the electronic version of the *Official Airlines Guide* (*OAG*), which lists worldwide flight schedules, updated weekly, and U.S. and Canadian air fares, updated every 24 hours. Schedules are listed in order of departure—no airline favoritism here—and fares are listed low to high. The service can be used by anyone who has a terminal that can communicate over public data networks. After a one-time $50 subscription charge, fees are based on usage. It costs about $3.50 to plan a complete round trip, says *OAG* vice president Glen Belden. For information, phone 800-323-3537, or write to *OAG* at 2000 Clearwater Dr., Oak Brook, IL 60521.

By Rayna Skolnik, Senior Editor

S&MM MARKETGRAPH

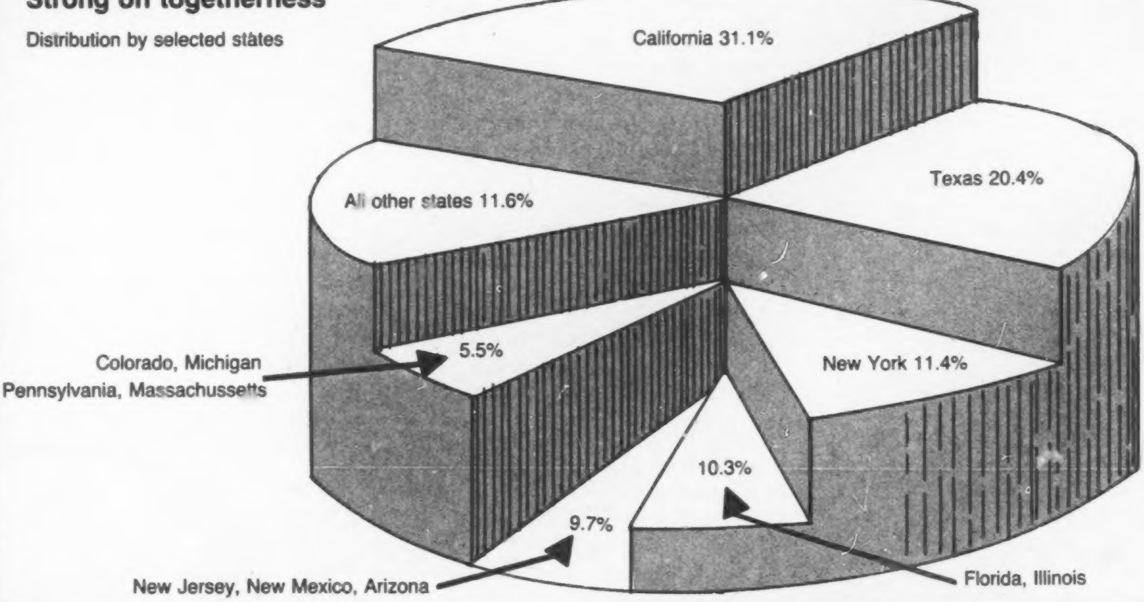
Clustering takes on an Hispanic flavor

Each immigrant wave to the U.S. has found the newcomers clustering together in selected locales as they strove to make the transition from old country to new. The latest immigrants, Hispanics, have carried clustering further than anyone. Almost three of every four Hispanics, 73%, live in five states: California, Texas, New York, Florida, and Illinois, in that order.

Hispanics are also the most urbanized group in the U.S. Some 9 out of 10 live in an urban area vs. 85% for blacks and 71% for whites. Cubans set the pace, with 98% classified as urbanites. What is more, almost three-fifths of the Cubans, 59%, live in the urban areas of metropolitan suburbs compared to 37% for whites and only 19% for blacks. This is because many Cubans achieved middle-class status before fleeing Cuba for the U.S. and thus could afford to live in suburban cities. —TCT

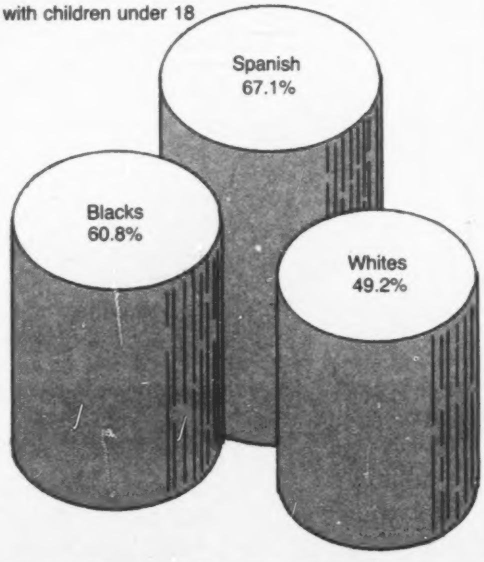
Strong on togetherness

Distribution by selected states



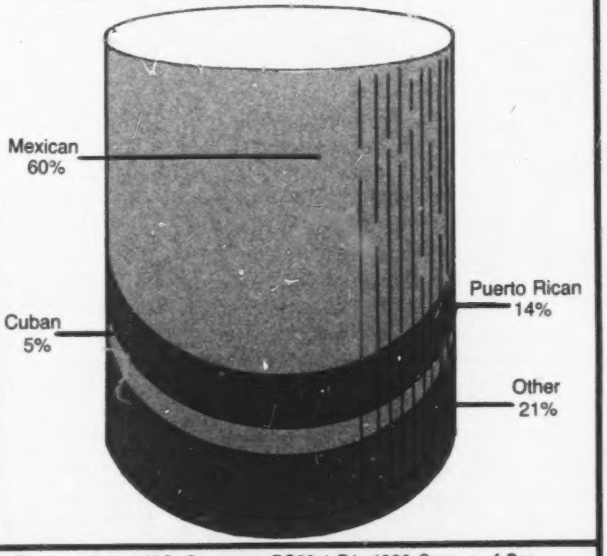
Attractive children's market

Families with children under 18



A dominant Mexican presence

Breakdown by type of Spanish origin



Source: Census Bureau, *1980 Census of Population, General Population Characteristics: U.S. Summary*, PC80-1-B1; *1980 Census of Population Supplementary Report, Persons of Spanish Origin by State: 1980*, PC80-S1-7.

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S&MM's Special Sales Meetings Section

A survey of S&MM subscribers reveals that increased product introductions, rising sales, and larger sales forces are among the reasons that companies this year need meetings to reinforce the link between management and the sales force.

Meetings carry the message

By RAYNA SKOLNIK
Senior Editor

The key word for meetings in 1983 is *more*. When asked in an exclusive S&MM survey whether they are holding more, fewer, or the same number of sales meetings in 1983 as compared with 1982, numerous respondents replied that they are holding more this year. It's not unanimous, of course. Some companies are still cutting back on meetings, for reasons that they describe succinctly as "budget" or "economic conditions." But the trend toward more meetings is distinct—and in sharp contrast to the cutbacks of last year.

The survey questionnaire was mailed to 1,000 S&MM subscribers in consumer, industrial, and service companies in mid-August. Such topics as meeting frequency and locations, planning procedures, and meeting content were covered in the questionnaire. By the September cutoff date, 235 responses had been received.

Of the 235 who responded, 209 replied that they either have held or will hold at least one sales meeting this year. Some of the 26 who are not holding meetings explained that they have national sales meetings every other year, and the questionnaire caught them in the off year. A sales executive with a manufacturer of rubber and polyurethane rollers said there were no meetings at his company this year because "business conditions caused the forecast to be missed." A manufacturer of cutting tools cited "poor sales." And several respondents wrote that they do not hold sales meetings because their sales forces are made up entirely of manufacturers' representatives. Among their comments:

◆ "Since we have a small network of manufacturers' reps, it's easier and more effective to deal with them on an individual basis."

◆ "Our sales force is manufacturers' rep agencies—the cost of meetings is prohibitive vs. return."

Another frequently mentioned reason for holding more meetings is the need for better communications.

Among the companies reporting an increase in the number of meetings this year, several common threads are evident. One is an increase in regional meetings. A manufacturer of prepared baking mixes is holding regional meetings, in addition to a national meeting, for the first time this year; the respondent writes that the division is growing and there is a "need to work at the regional level." The general sales manager of a company that markets computerized controls for industrial plants indicates that regional meetings have jumped from 5 per year to 12; a two-day review meeting with regional managers is held at a different location each month.

Ease into regionals

The marketing director of a business communications systems company describes a transition that is taking place in his company. In 1982 there was a national meeting only, this year there is the national meeting and quarterly regional meetings, and next year there will be regional meetings only. The reason: "Due to the size of the sales force [he indicates that it is larger than 250] and the expansion of our product line, it will become necessary this year and the following

A. Survey results: The meeting planners

1. What are your approximate annual sales?

$10 million or less	30%
$11–$25 million	27
$26–$50 million	18
$51–$100 million	10
$101–$500 million	11
$501 million or more	4

Base: 219 replies.

2. How large is your sales force?

Fewer than 10	20%
10–19	18
20–49	29
50–99	14
100–249	12
250 and above	7

Base: 228 replies.

3. Do you use your own sales force, independent reps, or both?

	1983	*1982*
Own sales force	53%	55%
Independent reps	14	13
Both	33	32

Base: 210 replies.

4. Do you use distributors?

Yes	55%
No	45

Base: 201 replies.

5. If yes, do you . . .

. . . include them in meetings held for your own sales force:	12%
. . . hold separate meetings for distributors:	72
. . . both of the above	16

Base: 93 replies.

B. Meeting budgets and agendas

1. What is your annual sales meeting budget (excluding travel)?

Under $10,000	40%
$10,000–$50,000	42
$50,000–$100,000	10
$100,000 or more	8

Base: 203 replies.

3. Who (by title) has the final say in determining the meeting agenda?

General sales manager	39%
Vice president, sales/marketing	33
Marketing director	20
President	19
Executive vice president	6

Base: 203 replies. Replies total more than 100% because of multiple answers.

5. Did you, or will you, hold any teleconferences in the years indicated?

	Yes	*No*
1982	5%	95%
1983	7	93
1984	8	92

Base: 179 replies.

2. Have you tried to reduce meeting costs this year?

	1983	*1982*
Yes	55%	67%
No	45	33

Base: 201 replies.

4. How often are the following included on your sales meetings agenda?

	Always	*Sometimes*	*Never*
Sales training	60%	35%	5%
Product introductions	55	44	1
Information on competitors' efforts	56	41	3
Sales progress reports	76	23	1
Product promotions	52	44	3
Motivational talks	36	53	11
Recognition & awards for salespeople	39	51	10
Announcement of incentive programs	22	61	17
Sales force feedback	77	22	1

C. Meeting sites

1. Do you hold sales meetings at company sites, noncompany sites, or both? Check as many as are applicable.

	1983	*1982*
Company site	72%	61%
Hotel	62	62
Resort hotel	40	51
Conference center	25	23
Airport hotel	21	26
Budget motel	3	1

Replies total more than 100% because of multiple answers.

2. When choosing noncompany sites for a sales meeting, how important are the following factors?

	Very Important	*Somewhat Important*	*Not Important*
Rates	47%	50%	3%
Convenience to airport	34	48	18
Convenience of location for attendees	48	41	11
Room size, furnishings	24	59	17
Security	15	53	32
Ease of check in, check out	25	58	17
Quality of food	56	39	5
Quality of service	67	32	1
On-site meeting staff	35	44	21
Meeting equipment	45	45	10
Entertainment	11	36	53
Health and sports facilities	18	45	37
Banquet facilities	33	38	29

Except where noted, figures are based on 209 replies.

years to regionalize the meetings and have them more often."

Another frequently mentioned reason for holding more meetings is the need for better communications. A maker of specialty steel cookware, with sales in the $11-$25 million range and a company sales force of more than 250 people, has gone from one to two meetings annually in order to "increase productivity through communications." A manufacturer with between 50 and 99 salespeople, both its own and manufacturers' reps, held two annual meetings in 1982, three in 1983, and plans four in 1984 in order to "give better education on company policies and products to additional divisions."

Other reasons given for holding more meetings this year:

◆ New product introductions—from a manufacturer of packaged sewing notions and also a manufacturer of oil and gas burners, sump pumps, and combustion efficiency test instruments

◆ Rising sales—from a water bed company

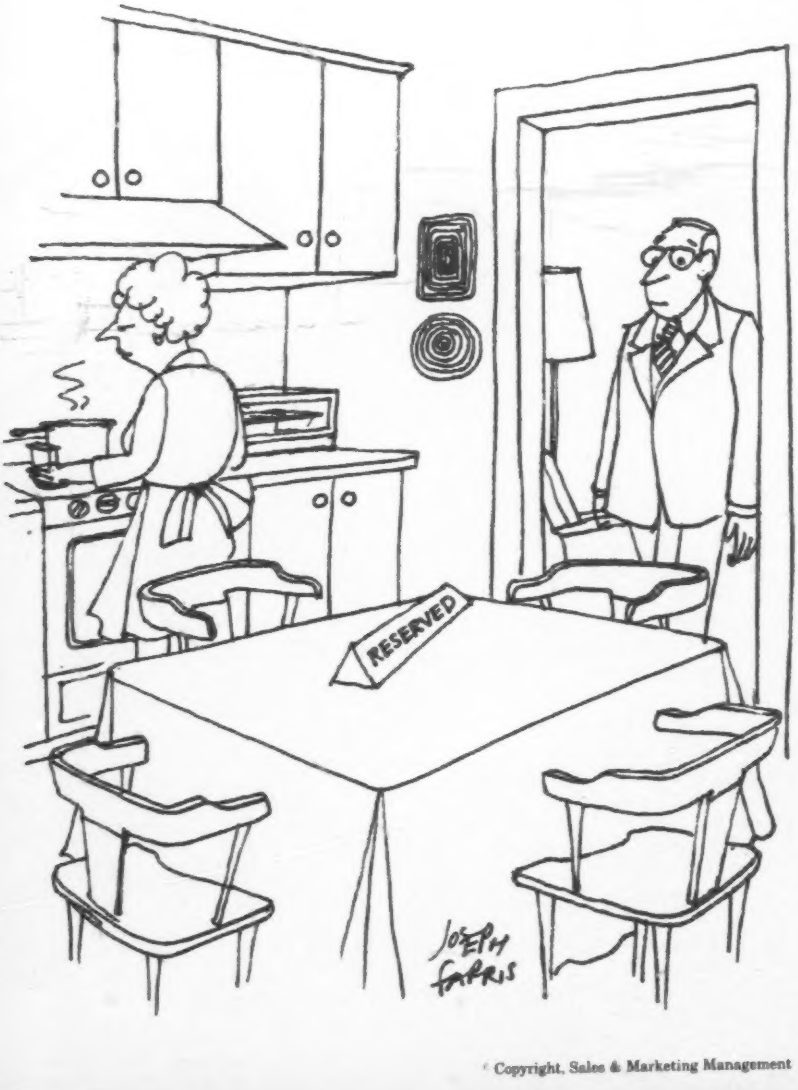
◆ Increased sales force size—from a marketer of electronic components.

Slightly more than half of those who responded to the survey use only their own sales force, 14% use only independent reps, and one-third use a combination of the two (Table A-3). The percentages are nearly identical to those resulting from last year's survey. More than half of the companies represented in the survey use distributors, and a large majority—71%—hold separate sales meetings just for their distributors (Table A-4).

Looser purse strings

Controlling costs is still important to meeting planners, but there are signs that purse strings may be looser than a year ago. The survey (Table B-1) shows that the meetings budget is between $10,000 and $50,000 for 42% of the responding companies, and under $10,000 at another 40% ("well under $10,000," writes a marketer at a company that manufactures food flavors). It is therefore noteworthy to discover a dramatic shift in companies' cost-cutting practices. From 1981 to 1982, the percentage of respondents who reported trying to cut meeting costs jumped substantially, from 55% to 67%. But this year the percentage has dropped back down to 55% (Table B-2). Even with that drop, however, more than half of the respondents are making a concerted effort to reduce meeting costs without reducing effectiveness.

Asked to explain the cost-



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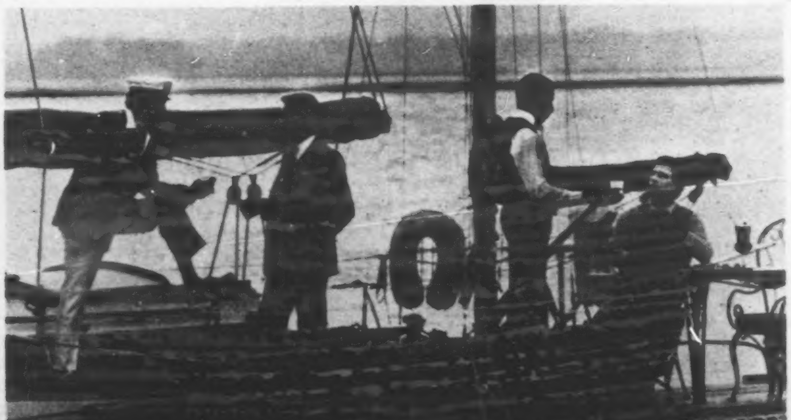

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S&MM's Special Sales Meetings Section

cutting steps they had taken this year, many sales and marketing executives mentioned such obvious tactics as holding fewer or shorter meetings, dropping national meetings in favor of regional ones, taking advantage of special air fares, holding more meetings on or near company premises, and doubling up on room assignments. Several respondents say they have asked manufacturers' reps to pay their own air fare; others have reduced hospitality-suite time. A marketer of electronic test and measurement instrumentation reports cutting down on the hours that the bar is open.

More than half the respondents are making a concerted effort to reduce meeting costs.

"We bring sales managers into the company site, then have managers hold separate meetings in the field," reports a manager at a processed-meat company that keeps costs down by holding only regional meetings. And the marketing manager of a manufacturer of family apparel writes that his frugal company holds meetings at a budget motel, has reduced the length of the meeting by one day, and has "confined the total meeting to the motel rather than transporting the group back and forth between corporate office and motel."

In most cases, the content of a sales meeting is determined by sales and marketing executives. Yet in fully one-fourth of the responding companies, the ultimate decision on the agenda is made by either the president or the executive vice president. (The replies to this question, B-3, total more than 100% because many respondents checked more than one title, indicating that more than one person signs off on the final agenda.)

The elements included on the agenda by most companies are, as in previous years, feedback from the sales force, sales progress reports, and sales training (Table B-4). The most dramatic growth is in the "feedback" category, up to 77% this year from last year's 71%. Clearly more and more marketers are realizing how important it is to talk with, rather than at, the sales force. Yet it is surprising that there should be any sales meeting that fails to provide for input from the sales force. Sales force training and feedback figure prominently in meetings held by the Electra Co. and Worthington Diagnostic Systems, described on pages 78 and 84 respectively.

Most meetings continue to be gatherings of all participants at a single location, rather than teleconferences. There is an increase in the number of companies using, or planning to use, teleconferences, but it is slight (Table B-5). One reason, certainly, is that there are many situations in which there can be no substitute for face-to-face contact.

Yet there are undoubtedly many marketers who are intimidated by either technology or cost concerns. They may be interested in the comment from the national sales manager of a floor-covering marketer whose

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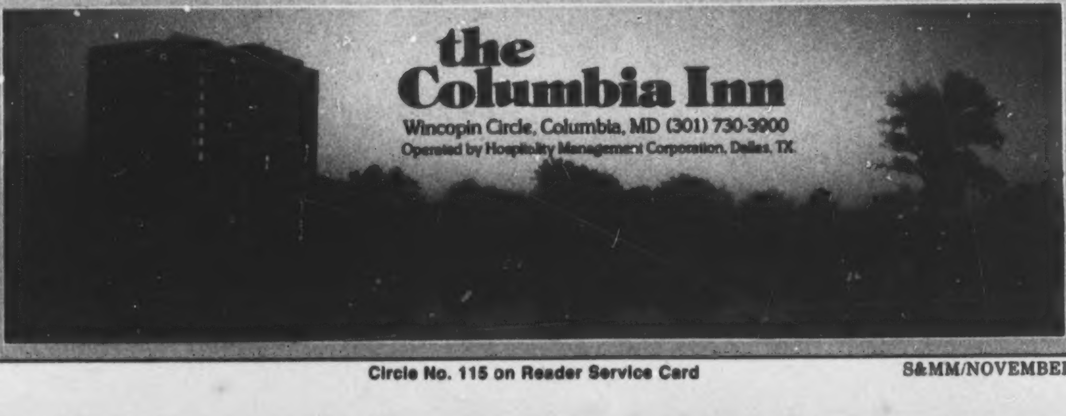
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The conference center, still a relatively new idea in meeting sites, is carving out a niche for itself, especially for companies planning small meetings.

division has a sales force of fewer than 10 people, sales in the $11–$25 million range, and who writes that his division has tried to cut costs this year by having fewer meetings and more teleconferences at centralized locations. The article on page 114, "Audioconferencing: The Party Line Is Back," outlines methods of audioconferencing, a low-cost alternative to videoconferencing.

As mentioned above, many companies are cutting costs by holding more meetings at company sites. That category experienced a sharp jump this year: 72% of respondents hold some or all of their meetings at company sites, vs. 61% last year (Table C-1).

The conference center, still a relatively new idea in meeting sites, continues to carve out a niche for itself, especially for those companies planning small meetings. One-fourth of the respondents report using conference centers for their meetings this year. One company that has found the conference center particularly suited to its meeting needs is Wenzel, a St. Louis–area marketer of tents and sleeping bags (see article on page 112).

The meeting site category that showed the sharpest usage decline was resort hotels, down to 40% this year vs. 51% last year. This may indicate that the amenities offered by a resort are less important for a sales meeting than for, say, an incentive trip. That conclusion is supported by Table C-2, in which 53% of the respondents indicate that entertainment fa-

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cilities are not important to them when choosing a meeting site, and 37% report that health and sports facilities are not important. Only 11% consider entertainment very important, and 18% rate health and sports facilities very important. Those numbers tie in with respondents' comments that they are holding shorter meetings and devoting more time to work. Although recreation time is part of the agenda at many sales meetings, there is clearly a substantial number of companies for which work is the only concern.

Not surprisingly, the most important factors in choosing a meeting site are, as in previous years, quality of service and quality of food. The last thing any meeting planner wants to deal with is hassles with service at the meeting site. After all the effort that has gone into the planning, the end product should run smoothly. Food ranks high on the list, too, for the simple reason that a good meal, or a bad one, can influence a salesperson's perception of the entire program.

'A real waste of time'

On the other hand, when asked what single element of their company's sales meetings they would like to improve, no one mentioned the food. The overwhelming majority wrote that they would like to see an increase in sales force participation at the meetings, and that they would like to see time used more wisely and efficiently.

Two comments in particular sum up the feelings expressed. The sales manager for a major airline writes, "Meetings must be worthwhile, well planned, and move fast. Make them valuable to attendees. Never let anyone say after a meeting, 'Well, that was a real waste of time.' "

The national sales manager of a marketer of gas grills and air-conditioning equipment writes, "Meetings need to be highly professional, with detailed corporate and market data and new product innovations. They must also be exciting to listen to . . . or *don't* have them!"

A meeting that's a waste of time, and therefore a waste of money, is demoralizing, worse than no meeting at all. The articles that follow offer guidelines for well-planned, effective, and memorable meetings, meetings that will offer a high return on both the time and the money invested.

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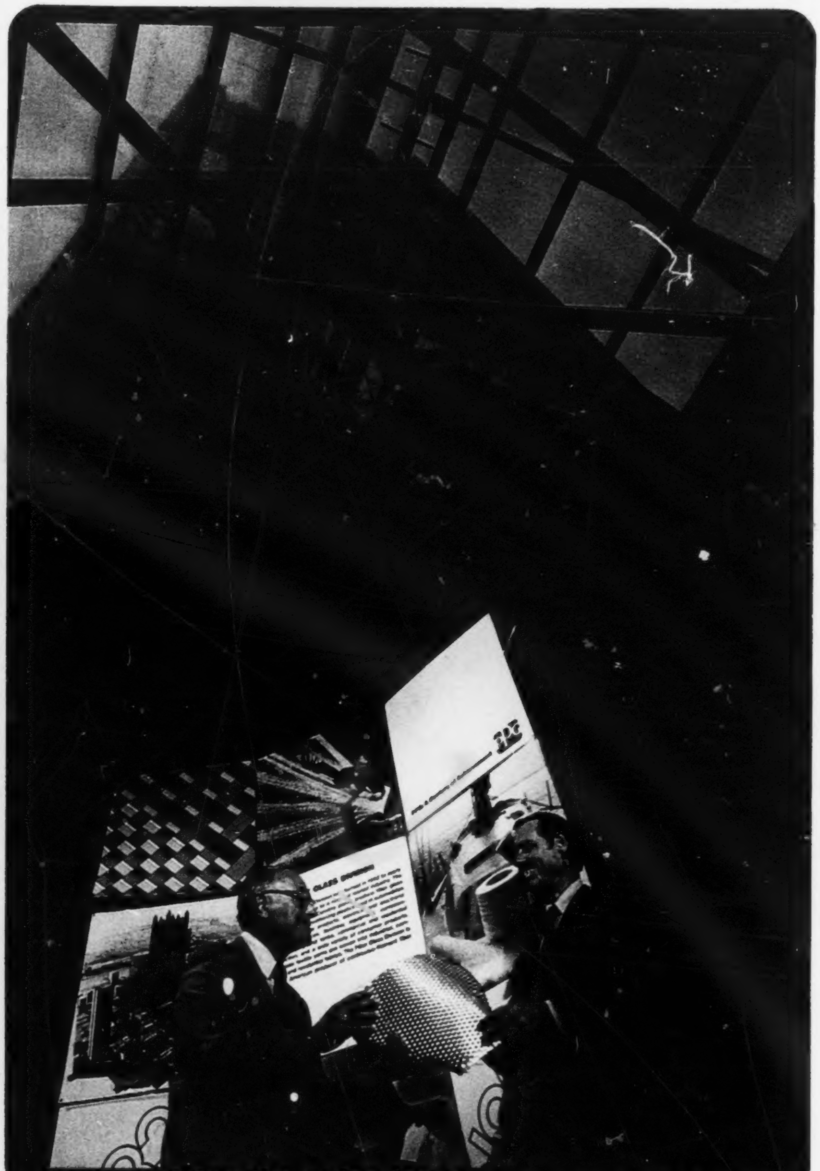

Computerizing the sales force: In the lobby of PPG Industries' new corporate headquarters, strategies for using the computer in the Fiber Glass Div. are discussed by sales director Pete Pecora (l.) and on on The Com

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Palo Alto cuts cable's cord with a plan for a fiber optic TV system that will offer a "menu" of programs. Page 12.

Roel Construction rolls sales up 190% with its first direct mail blitz. Page 12.

Beatrice waves its wand and turns 100 ad agencies into 7. Next up: a $20 million image campaign. Page 15.

Pick a peck of pasta, or flour, or peanut butter, at Safeway's bulk food sections. Page 21.

Make your own market. That's what Sky Courier tells its sales trainees. Page 22.

As its book list grows, so does Gale Research's selling effort. Page 38.

Converse uses the fast break to score gains in running and tennis shoes. Page 41.

Companies sell consumers direct in videotex tests from Connecticut to California. What does it mean for retailers? Page 80.

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It's 'What If . . .?' time in Washington

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Ninth Annual S&MM Awards. Honored are those marketing organizations that excelled in 1983. Our Annual Awards Issue also cites the year's top marketing entrepreneurs. Jan. 16.

S&MM Special Section: Audiovisuals. How such companies as Lever Bros. and Celestial Seasonings create presentations that motivate the sales force and win customers. Also: case histories of new AV uses. Jan. 16.

Beer marketing. California beer drinkers take their brews seriously (they even have a consumer magazine of their own). So does Kirin's, which stages a push to make itself better known, leaving the state's many gourmet brewers with a problem. Feb. 6.

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S&MM cover photo by G. Gaye Zold

some indecision, also. "It's still quite new as far as making an analysis of this," says spokeswoman Bonnie Lewis. "But so far what the figures indicate is that our bulk food sections are an added incentive. People are buying things like dried fruits in small quantities, which they would have to pass up because they are so expensive."

To keep food stuffs sanitary and also safe from tampering, the stores keep one to two clerks in the sections at all times.

TELEMARKETING

Sky trainees phone up new markets

Sky Courier Network, a Reston, VA–based, time-critical delivery service (1983 sales: $31.7 million), has its own way to train rookie salespeople: Make them provide it with proven new markets.

Since 1978, the company has used telemarketing to boost its mostly field-selling force in its major-city markets; at the beginning of this year, says Charles Zeitzoff, vice president, sales and marketing, it started assigning its new salespeople who have little sales experience and other new hires who are not familiar with the air courier business to a target city, one not presently served by a salesperson. Each trainee is responsible for making contacts and passing along leads to the salesperson whose territory is closest to the target city. When sales for the new market reach $25,000, the trainee is transferred to the target city, to become its field salesperson.

The program has been successful so far in two cities, Atlanta and Dallas. Zeitzoff says that monthly sales have gone from "practically nothing" to $30,000 in Atlanta, and to $60,000 in Dallas.

Presently the telemarketing training approach is being used in 10-plus cities, including Houston, Cleveland, Detroit, St. Louis, New Orleans, Philadelphia, Pittsburgh, and Seattle.

S&MM MARKET HIGHLIGHT

Staying alive

What Americans will spend for care in nursing homes will reach $30.3 billion in the year 2003, more than double what they spent in 1978. So reports the National Center for Health Statistics, a part of the federal government's Dept. of Health and Human Services. Moreover, their hospital bills will be 43% higher in that year than in 1978 and physicians will be charging them 37% more. (That's not counting what inflation will add to all of these bills.)

	19[illegible] ($ Bil.)	2003 ($ Bil.)
Hospitals	$73.9	10[illegible]
Physicians	36.3	4[illegible]
Nursing homes	14.5	[illegible]

Note: Constant dollars.
Source: National Center for Health Statistics, *Changing Mortality Patterns, Health Services Utilization, and Health Care Expenditures*, Series 3, No. 23.
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MARKET EXPANSIONS

Tidying up auto parts

Building stores that could pass as airy supermarkets isn't the usual approach for auto parts retailers, but, says Robert Stander, executive vice president of Grand Auto Parts, Oakland, CA, "Our store projects our philosophy."

He adds, "We welcome and want all kinds of customers. That's why we spend an awful lot of time, money, effort, and planning in presenting our store, making it as pretty and clean as we can. We want people to know they don't have to have grease under their nails to come in here."

Eight months ago, the northern California retailer was unknown to southern Californians. But sales for its Rowland Heights unit opened in April ran 20% ahead of projections. The company has since opened a second unit in southern California, with three more scheduled in January. Management of the 82-store chain, which had sales of $122 million last year and an annual growth rate of 35% over the past five years, thinks it can match its northern California performance in the southern half of the state by sticking to strategy. Says Stander, "We have three times the inventory of our competitors and we're way ahead of them in service to our customers as we also are in our computerized inventory control and replenishment."

Indeed, there is competition aplenty in southern California for Grand Auto. Pep Boys dominates the market there with its 38 units. But Stander claims that his company competes successfully with Pep Boys in mid-California cities, including Fresno and Bakersfield.

The company's "clean look" is apparently attracting more female customers than anyone might expect to find in an auto parts store. Stander agrees. "We treat women excellently," he says. "Also, we have female store managers and a female district manager. Whenever

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S&MM's Annual Awards Issue

Hot Products of 1983: Cabbage Patch Kids • Calvin Klein underwear • Stickers • Telephones • Videocassette recorders • Lotus 1-2-3 • Convertible cars

Outstanding Achievement Awards: Consumer Products: Commodore International • Maytag • Noxell • Shaw Industries • Van de Kamp's Frozen Foods **Industrial Products:** Intergraph • Kaypro • Masonite **Retailing:** Home Depot • Nordstrom • Popeyes Famous Fried Chicken **Distribution:** Noland • Softsel Computer Products **Services:** American Airlines • Ryder Truck Rental • ServiceMaster Industries

Company Turnarounds: Johnson & Johnson • Sears, Roebuck • Winnebago Industries

Business Executives' Dining Awards: The top 100 restaurants in the U.S. and Canada, as selected by S&MM readers in our annual poll.

AN S&MM SPECIAL SECTION: ***AV Equipment***

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Ninth Annual Awards Issue

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Awards for
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in these categories:
Consumer Products
Industrial Products
Retailing
Distribution
Services
&
New this year:
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16 **Robert Shapiro: G.D. Searle**
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An S&MM Special Section: Trade Shows. S&MM reports on the latest show-planning ideas and techniques being used at shows. Included are case histories and a statistical profile of the industry. Feb. 6.

Personal computers. The first in a new S&MM series on why today's marketer must have his own PC—and why he need not fear it. Feb. 6.

On the track. The Chessie System tries one-on-one sales calls and coordinated advertising and promotion to win back fresh-produce business. Feb. 6.

For this issue only

Because of the space devoted to our Annual Awards, our Short Takes, S&MM Barometer, Corporate Travel department, S&MM Predicts, Marketing Newsletter, and Industrial Newsletter, which usually precede our feature articles, are not included in this issue. Also, we are omitting the following departments, which usually follow our features: Compensation, Computer in Sales & Marketing, Cooperative Advertising, Customer Service, International Newsletter, Jaundiced Eye, Marketing Research, Meetings, On the Road, Sales Force Management, and Significant Trends. Awards, Et Cetera is substituted for Marketers, Et Cetera.

When the objective is more sales, AV is the tool that can reinforce subtle points or dazzle their prospects with sound, photography, graphics, and often cartoons.

Marketers choose their weapons

By STEVEN MINTZ
Associate Editor

A sales and marketing executive seeking ways to get more sales by using audiovisual (AV) equipment in presentations is likely to find the number of options disconcerting. The best AV format for a particular company isn't easy to determine. It depends to a large extent on the company's size, the type of product, and anticipated sales. But a marketer cannot overlook such factors as the transportation his sales force uses, or even the personalities of his salespeople. Still, there are general guidelines, some of which are brought out in S&MM's latest AV survey (see accompanying tables).

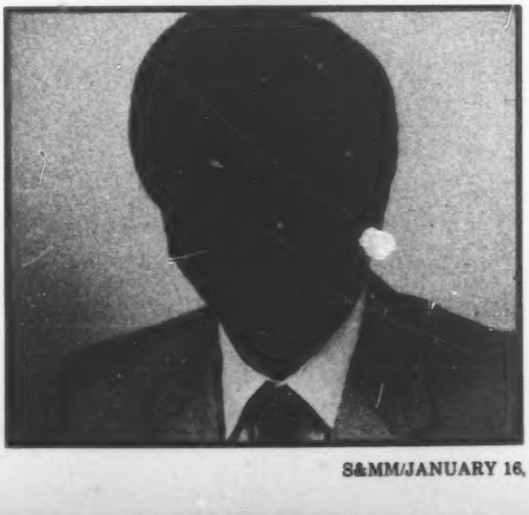
To begin to find a more precise answer to the question of what kind of AV presentation is best, S&MM interviewed a cross-section of executives who responded to the survey, and asked them how they incorporate AV in their sales and marketing programs. Regardless of whether they were new to AV or familiar with it from long experience, they shared at least one important point-of-view: In selling situations, AV gives them a critical edge.

National Revenue's Frank McCormick

'Salespeople feel AV puts them in a much better position to close.'

When sales presentations are made to large groups, AV is an effective way to keep the message strong and the salesperson alert to audience response. That's one reason why National Revenue's 700 salespeople carry slide/audio projection units to help sell financial service packages to companies that extend credit at the wholesale and retail levels.

"Salespeople feel AV puts them in a much better position to close," McCormick, marketing vice president, insists. "They can sit back and make note of the audience response, then go back later and reinforce certain points." Also as a result of AV, presentations to larger groups don't require additional sales personnel. For instance, only one salesperson was needed for a recent presentation to 12 general partners of a large accounting concern. "Without AV, a sale to that large a group would have been more difficult," McCormick says. He claims that the sale, if unassisted by AV, would have required two more salespeople or two more presentations to reach the partners four at a time. But the 13-minute AV segment, aimed at selling a cash flow management system for slow-paying accounts, conveyed the right mes-

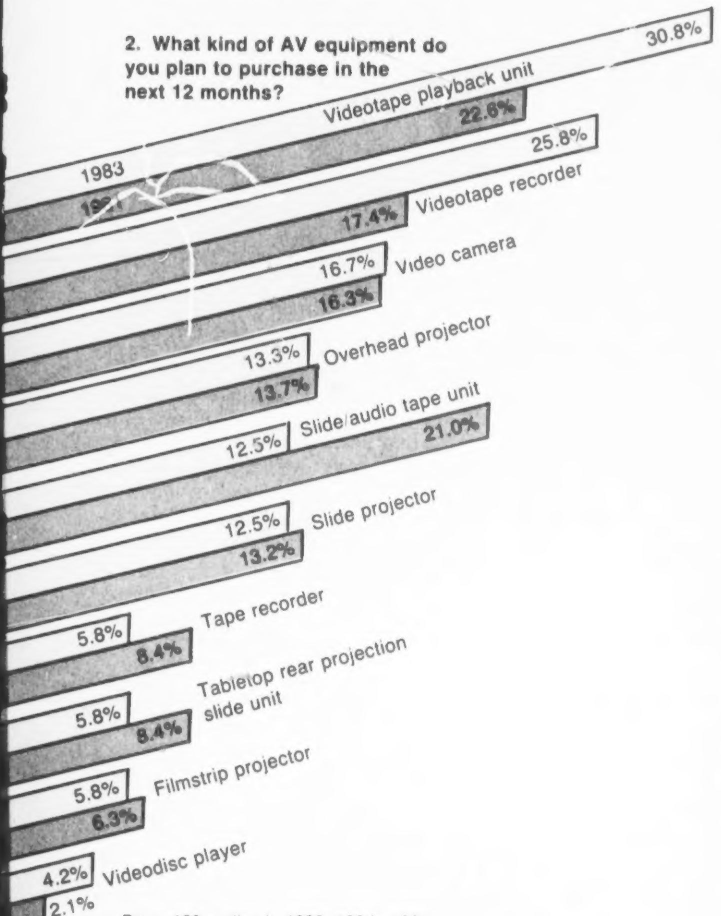


1. Do you or your salespeople use AV support in sales activities?

1981		1983	
Yes	77.2%	Yes	77.8%
No	22.8%	No	22.2%

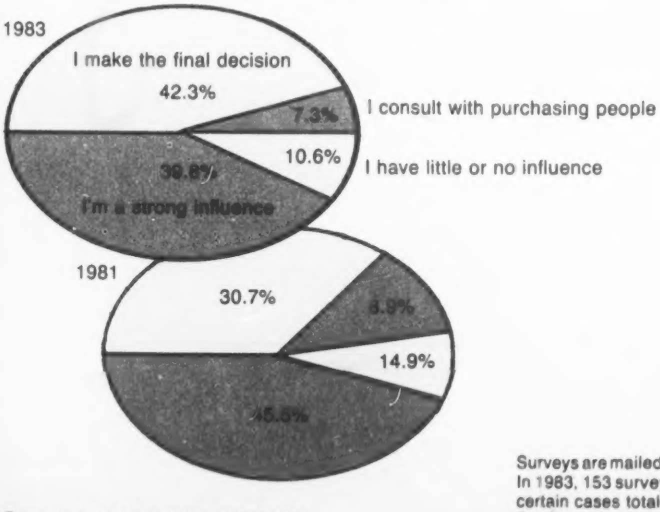
Base: 153 replies in 1983, 246 in 1981.

2. What kind of AV equipment do you plan to purchase in the next 12 months?



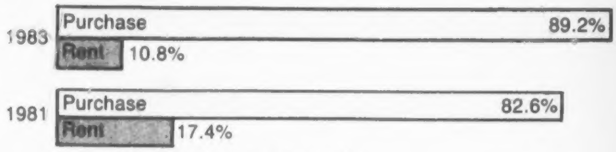
Base: 120 replies in 1983, 190 in 1981.

3. What is your role in purchasing AV equipment?



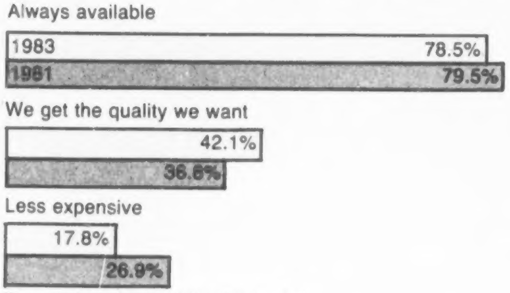
Base: 114 replies in 1983, 190 in 1981.

4. Do you primarily rent or purchase your AV equipment?



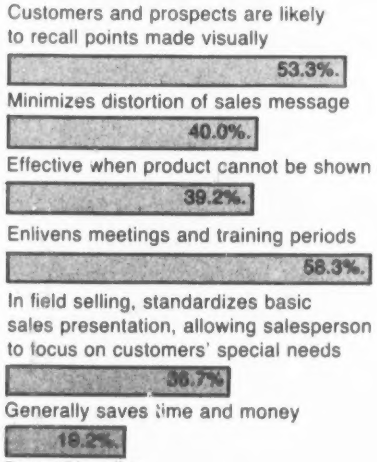
Base: 120 replies in 1983, 207 in 1981.

5. Why do you primarily purchase AV equipment?



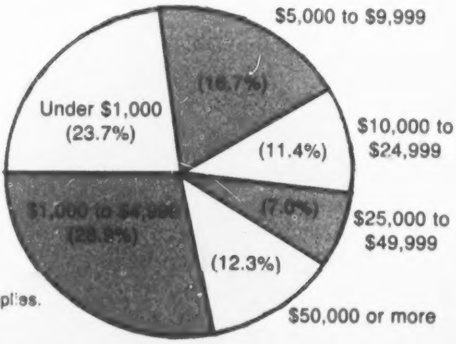
Base: 120 replies in 1983, 171 in 1981.

6. Why do you use AV support?



Base: 120 replies.

7. How large is your 1984 AV budget?



Base: 120 replies.

Surveys are mailed to 1,000 S&MM subscribers; results are based on the number of responses. In 1983, 153 surveys were received by the cutoff date. In 1981, 246 surveys were received. In certain cases totals exceed 100% because respondents gave multiple answers. Source: 1983 and 1981 S&MM AV Surveys.

sage simultaneously to all 12 partners. By incorporating such things as charts, photographs, and a voiceover narration, it showed, McCormick says, "the concrete and mortar behind the presentation."

Presentations in Columbus, OH, where National Revenue is headquartered, are opportunities for more customizing than is usual. Sometimes an opening slide will show a dual logo to add "a nice, personalizing touch," McCormick says.

American Saw & Manufacturing's Don Rooke

'AV has caused increases in sales that are hard to calculate.'

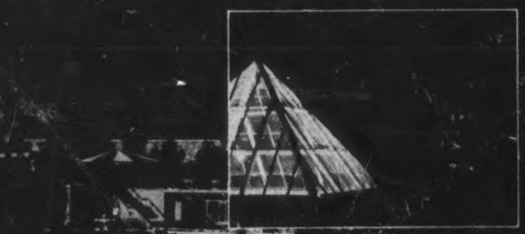
When American Saw & Manufacturing drew up its plan for the introduction last year of a new Mercury band saw blade, an AV sales presentation was a critical part of it. During the five-minute videotape, two actors take the roles of shopworkers. One complains to his boss about a problem that he is unable to solve; the other reports to his boss how a Mercury blade has solved that same problem.

AV sales presentations like this are standard operating procedure at American Saw, and its sales vice president, Rooke, has no doubts about their value. "In selling, AV has done wonders for us," he says. "It has caused increases in sales that are hard to calculate." To those who are concerned that the cost of AV presentations is too high, Rooke claims, "It's worth every damned cent we've spent on it."

Actually, American Saw, East Longmeadow, MA, has created 30 videotapes, including some in Spanish, over the past five years. To show the films, each of 15 three-person sales teams is

CANADA

EDMONTON



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Contact Carol Lee Marshall (403) 42[illegible]-4715

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equipped with a 7-in. desktop video playback unit. Usually, presentations introduce new saw blades to a distributor's sales force or, less frequently, directly to an end-user. Often a distributor's salesperson will want a customer to see the tape. If so, Rooke ordinarily sends one of his salespeople along too. A major reason why Rooke is persuaded that video is the best AV medium is flexibility that permits tailored presentations. American Saw has its own production facility, and most sales presentations are developed there at relatively low cost in a short period of time. Sometimes, though, the ability to film elsewhere is beneficial in promoting a relationship with customers. Using portable video cameras, American Saw can make a film in the customer's shop of an employee using a particular piece of equipment. If the employee leaves that job, his successor can learn exactly how to operate that same piece of equipment just by watching.

Iwatsu's Dan Mahoney

In general, AV is new to Iwatsu of America, says Mahoney, marketing services manager. "Heretofore this company never saw the need for AV. Now we're at the point where we want the world to feel our presence. AV is part of that."

'We're at the point where we want the world to feel our presence. AV is part of that.'

The Carlstadt, NJ, subsidiary of Japanese Iwatsu Electric started using AV in 1983 because its 160 independent authorized dealers in

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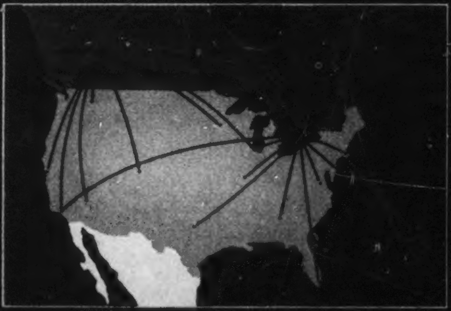

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the U.S. wanted end-user training on the telephone communications systems that Iwatsu sells to small- and medium-sized companies. It is essential that prospects know the training is available before they will place their orders. "There is always a fear factor in a business that is changing phone systems," Mahoney says, "AV helps to relieve it. If I go out on a demonstration and show a sample of what we use for training, the anxiety starts to dissipate."

Specifically, Iwatsu uses a slide show together with synchronized audio presentation to show its new Omega IV digital telephone system that it introduced last July. Through the use of cartoons, caricatures, and photographs, Iwatsu portrays some 130 features of the Omega IV system. One feature, for instance, is a voice synthesizer that permits, for internal office use, any of seven messages when the phone is unattended. The presentation can be a straight 10-minute selling piece or a 35-minute show that allows five or six pauses for hands-on sessions.

Thus far, the slide/audio format gives Iwatsu dealers and Iwatsu's own 13-person direct sales and marketing team ample flexibility, portability, and visibility. What's more, in terms of cost effectiveness, Mahoney says that less than $20,000 in AV costs "is not outrageous for millions in sales." Nevertheless, Mahoney expects that video versions will be in use shortly. In fact, all end-user oriented programs were developed in such a way that art and photography are transferable into a video format without loss.

Arrow Automotive's Marshall Gralnick

'The first thing a customer judges a supplier by is what he sees.'

When Arrow Automotive Industries recently acquired 8mm desktop film projectors for its sales force to use in sales presentations and training clinics, it built on long experience with AV. In fact, the Framingham, MA, company uses AV extensively to sell auto parts to automotive aftermarket retailers, wholesalers, and warehouse distributors.

Arrow relies on a two-part presentation using slides with dissolve capability plus an audio narration. The first part is a 20-minute corporate overview, the second is a 12-minute sequence of a salesman calling on a prospect and spelling out the Arrow philosophy, says sales and marketing vice president Gralnick. That philosophy emphasizes quality of product, delivery, order fill, and how Arrow goes to market. Those points are more colorful, interesting, clearer, and memorable with audiovisual assistance.

AV is not merely a sidelight, but an "integral part" of sales presentations, Gralnick insists. The reason: "The first thing a customer judges a supplier by is what he sees." In that case, making sure what he sees portrays the supplier in the most favorable light is critical, and it's a job that an AV presentation can do easily.

The recent move into 8mm—with sound track—is aimed at going beyond corporate philosophy and into describing product lines. The first 20-minute film is devoted to clutches. Shown on a desktop projector, the presentation is ideal for as many as 20 to 30 people. In front of groups this large, in fact, use of the 8mm presentation counteracts "a little stage fright" that Gralnick says salespeople accustomed to smaller numbers tend to develop. A second film, now being made, will combine five products and last 40 minutes. When brevity is essential, however, parts of these films can be used with no loss of impact.

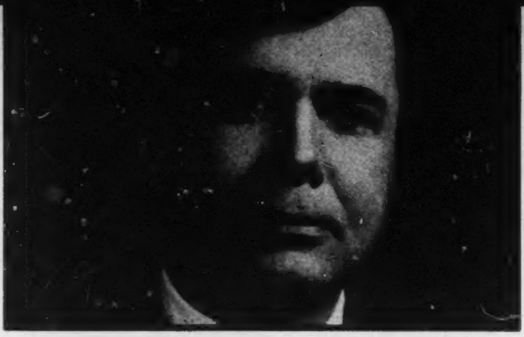
Bendix Transportation Management's Michael Tillander

When salespeople for Bendix Transportation Management turn to AV, they mean business. "We go for blow 'em away presentations," says

'We go for blow 'em away presentations.'

Tillander, sales and marketing vice president. Slides help them portray in a dramatic fashion the complex financial and logistical factors that crop up in today's newly deregulated trucking environment. Presentations are aimed at customers who regularly ship goods using their own fleets or 300 tractors and trailers that belong to the Detroit-based subsidiary of Allied Corp. A typical presentation lasts from 30 minutes to an hour, and systematically guides both salesperson and audience through such thorny issues as changes resulting from the Motor Carrier Act of 1980. "In most presentations, people without structure usually get off on tangents," Tillander says. By contrast, he notes that AV enforces a structure and keeps the salesperson out of traps. Certain slides provide lead-ins for extemporaneous comments. One slide suggests a $12 million opportunity; the next asks, "Can it be done?" Another slide introduces a plan for a task team and is followed by one that asks, "How do you do it?" This approach also stimulates dialogue, which is encouraged at all times, Tillander says, even in the course of the slide presentation.

The combination of verbal and visual impact tends to "crystallize attention," Tillander says. Cartoons, graphics, and charts all underscore selling points. One cartoon sequence illustrates how customer persuasion has changed under deregulation by showing the way it used to be: a supplier with his arm around a customer, offering him football tickets. Another slide shows the tangled telephone lines that result from poor communications, the kind that Bendix can rectify. Still more slides examine ramifications of such topics as recent tariff changes. The format, Tillander says, "provides a lot of information plus humor."



**Professional Medical Products'
Doug Livernois**

'What turned us on was portability.'

Professional Medical Products is in its second year of using video presentations to aid in the selling of disposable medical products to hospitals and nursing homes. "What turned us on was portability," Livernois, sales and marketing vice president, says of the compact video playback units that first attracted the Greenwood, SC, company to AV. These days, 50 salespeople carry video programs on 12 product lines plus either the compact display units or, to allow greater visibility, modules that let them show the programs on full-sized TV sets. Livernois has discovered the following advantages:

◆ AV ensures that all prospects get the same message.

◆ AV allows salespeople more time to sell. In an industry where customer personnel turnover is often as high as 20% a month, salespeople are usually charged with training. Video programs train as effectively and are available on the 24-hour schedule that hospitals and nursing homes follow. Not only do salespeople have more time to see customers as a result, but from a personal standpoint, Livernois says, the freedom improves their morale.

◆ Prospects are more apt to allocate time to an AV presentation, whereas they tend to permit interruptions during live presentations.

◆ AV can go where salespeople cannot. Because many purchase decisions are made by standardization committees that ordinarily bar salespeople from hearings, AV provides an effective sales presence. In that situation, Livernois says, AV "has probably increased our success rate threefold."

◆ Video memos disseminate new-product information quickly and effectively.

The subject of one new tape is Ultigard, an adult incontinent brief that was introduced last year. The entire presentation, which deals broadly with causes and problems associated with adult incontinence, consists of two 20-minute segments. Because that is long for a sales call, the tapes are designed to give the salesperson options, Livernois says. Any 10-minute section can be used as a straight sales piece.

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S&MM
SALES & MARKETING MANAGEMENT

FEBRUARY 6, 1984
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Inside Out

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Finding the best buys in express mail is the stamp of World Mail Center. Page 12.

Corning conquers China as its foreign marketing unit scores its first big sale. Page 13.

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New Orleans' World's Fair organizers count on international exhibitors. Page 21.

Izod cages the alligator for a new garment line targeted to the 40% who don't like wildlife on their clothes. Page 40.

Corporate licensing booms as Campbell, Kellogg, and others peddle their trademarks for exposure and royalties. Page 76.

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PCs and marketers forge a productive alliance

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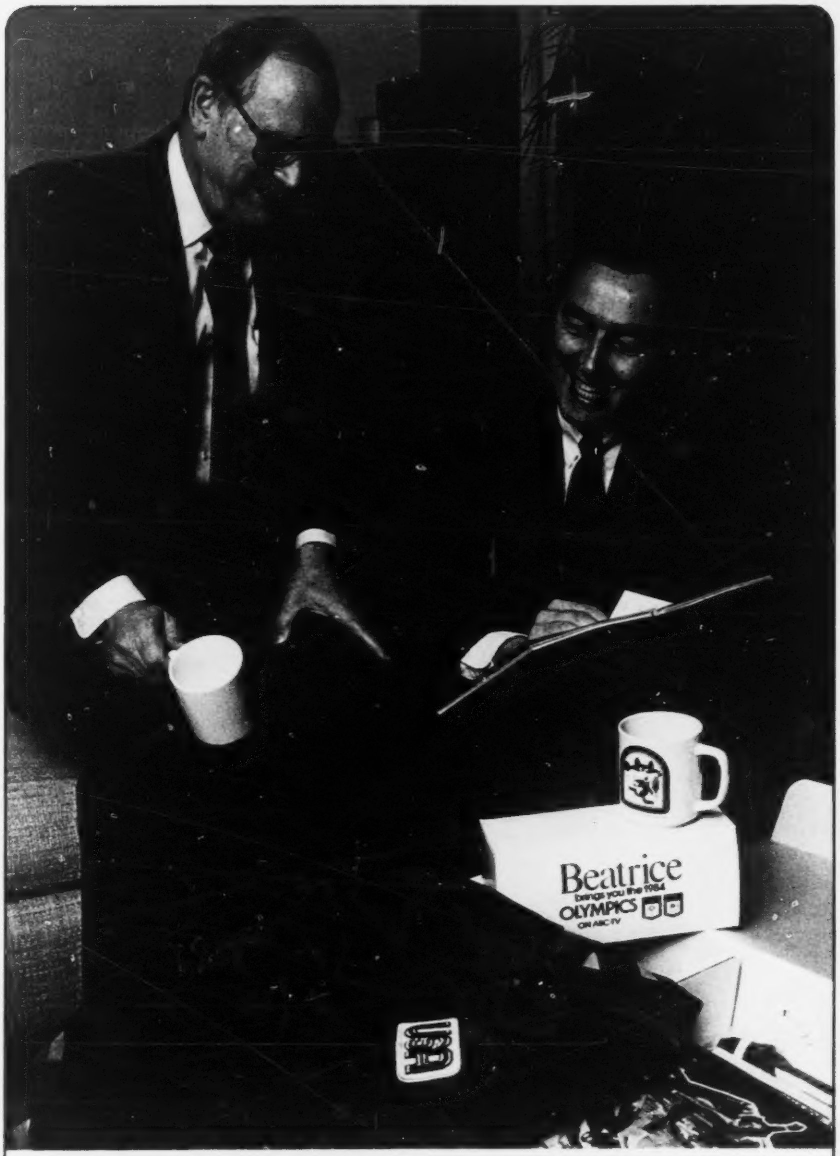

Beatrice says goodbye to the bean counters: Marketers now control the fate of this multi-armed consumer products company. Above, Grocery Group chief J.J. McRobbie (l.) and corporate marketing boss Hal Handley ready an Olympic ad blitz. Page 30.

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An S&MM Special Section: Test Marketing. Executives reveal whether they'll now do more or less testing. Also, the emergence of Canadian cities as favorite test sites. Mar. 12.

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S&MM's cover photo by Tony Kelly, courtesy of Beatrice Foods

transition that MTI Systems completed last October. The reason: "We changed when our customers started changing," says Bert Rudofsky, chairman of MTI, formerly Measurement Testing, Inc. "To grow we had to move into computers."

Thus far the transformation has been successful. The Port Washington, NY, company sells computer terminals and peripherals for such manufacturers as Texas Instruments, Digital Equipment, and Intel Corp., its biggest supplier. After nine months of fiscal 1984, its earnings of $175,000 from $12 million in sales are 75% ahead of its performance in all of 1983, when sales totalled $13.5 million.

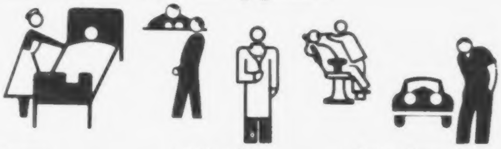
Rudofsky credits that success to his "technically sophisticated" 20-member sales force, part of which sells equipment with industrial and research applications, while the other part sells equipment with applications in office-oriented data communications. Salespeople are paid commissions based on gross margins, not gross sales—most are computer engineers hired since the changeover; they supplement the original five-person rep sales force, all of whom survived the changeover in October.

Aware that the use of personal computers (PCs) is growing among his customer base, end-users of data-processing and technically oriented computer systems, MTI recently began to service IBM PCs. Rudofsky admits that the move is aimed at salvaging a piece of the PC market after a wrong decision he made earlier to sell PCs made by Texas Instruments and Digital Equipment. In that instance, Rudofsky acknowledges, "We backed the wrong horses."

S&MM MARKET HIGHLIGHT

Fastest-growing services

Those who specialized in keeping Americans healthy or out of legal difficulties tended to do better in 1982 than most others, statistics from the Census Bureau's annual report on selected services indicate. While total service receipts rose 9%, hospitals did much better, up 16%, followed by legal services, 12%, and physicians, 11%. The selected services that the bureau tracks account for 36% of the $986.4 billion consumers spent on all services in 1982. The leading gainers:



Service business	*1982 $ Mil.*	*% Gain Over 1981*
Hospitals	$93,347	16.4%
Legal services	35,547	12.0
Physicians	51,894	11.0
Dentists	16,083	8.1
Auto repair	22,144	6.7
Total selected services	$352,156	8.6%

Note: Health and legal services estimates do not include nonemployer receipts.
Source: Census Bureau, *1982 Service Annual Survey*, BS-82-01

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Johnstone tries cooperation

Johnstone Supply, Portland, OR, is a distributor that changed its spots and is growing as a result. A cooperative association of more than 60 independently owned plumbing supply businesses in the U.S., it gained 20 new members last year, its second full year as a co-op. Better still, members' total sales were up 30% to $50 million-plus, only a fraction of which was due to the new members. Already this year, two more members have signed on.

One reason for the growth, says company president John Shank, who owned Johnstone when it was a franchise operation, is competition from formidable chains, such as W.W. Grainger, and from large, locally established companies. Shank looks for independent dealers eager to get volume discounts and better parts availability so they can compete. To find them he relies on word of mouth, vendor references, and ads in such trade publications as *Wholesaler* and *Appliance Service News*.

Johnstone Supply's John Shank

A second reason for the association's growth, Shank says, is that members find it attractive because they don't belong to it, they own it.

As Shank sees it, one of his association's major jobs is providing support to members, mainly through direct mail promotions and a 500-page catalogue that is issued three times a year. The cost of membership is 1% of gross sales each month for the co-op's advertising, plus 1% for its administrative overhead.

Circulating information among members creates what is almost a national account system, Shank says. After one member sold a carbonator pump last fall to soft drink bottlers, other members learned about it via the "Johnstone Journal." That resulted in additional sales, to bottlers in other areas. Says Debbie Kauphusman, purchas-

Force colonel, tried to sell in retail stores such meals under the name Skylab Foods. They failed to go into orbit. "The public," says Sable, "is entirely frightened of things that come out of space."

Sable is trying again, this time in partnership with Hanover House Industries, Hanover, PA (sales: $200 million), the mail-order division of Horn & Hardart Co. The new product is heat-and-serve meals called Golden Moments. And he's soft-pedalling the space angle, concentrating instead on the food's nutritional value and convenient means of preparation. Packed in aluminum retort pouches, they can be heated by being placed in boiling water or on any heat source.

Primarily marketed through catalogues to the elderly (hence the name), the line is also being sold in boating and camping retail stores. A low-calorie version is sold by weight-loss clinics. Hanover also sells the product to public and private agencies for meals-on-wheels programs. They contain no preservatives or artifical ingredients, yet have a shelf life of three to five years thanks to their packaging. Six entrées are available, packed in boxes of 12 at $27 at retail.

S&MM Barometer

Southwest misses the upbeat

Although the employment recovery tops expectations, it isn't benefiting local markets evenly. Because wages and salaries account for 61% of Effective Buying Income, marketers must pay heed to this dissonance when mapping sales strategies for 1984.

Between October 1982 and October 1983, the latest period for which Bureau of Labor Statistics has data, the economy generated more than 1 million new jobs, but three regions account for more than three-fourths of the gain—the Southeast, up 414,000; Far West, 289,000, and Great Lakes, 111,000. Only two regions account for 92% of 348,000 new manufacturing jobs: the Southeast, 191,000, and Great Lakes, 157,000.

The big surprise: The usually high-flying Southwest is still lagging, with the smallest gain in total jobs and smaller manufacturing payrolls than a year ago. Arizona has posted smart gains, but Texas and Oklahoma have fewer workers than a year earlier. Total employment is up most dramatically in Alaska, 5.3%, and Florida, 4.7%.

Where the job gains are

Region	Total Employment Oct. 1983 (000)	% Gain Oct. 1982–Oct. 1983	Total Mfg. Oct. 1983 (000)	% Gain Oct. 1982–Oct. 1983
U.S.	**90,882**	**+1.2%**	**18,746**	**+2.1%**
New England	5,532	+1.1	1,434	+1.2
Mideast	17,470	+0.4	3,443	−1.1
Great Lakes	15,873	+0.7	4,090	+4.0
Plains	6,732	+0.9	1,258	+2.4
Southeast	19,920	+2.1	4,341	+4.6
Southwest	8,970	+0.2	1,373	−0.1
Rocky Mountain	2,733	+1.6	352	+2.0
Far West	13,652	+2.2	2,455	+0.7

Source: Bureau of Labor Statistics, *State and Metropolitan Area Employment and Unemployment: October 1983*, USDL 83-521
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WORLD TRADE

World's Fair keeps its head above water

"The World of Rivers—Fresh Water as a Source of Life" is the theme of the 1984 Louisiana World Exposition, set to open in New Orleans on May 12. The exposition offers participating corporations the chance to get their names and products before the more than 10 million visitors expected to attend the fair during its six-month run through Nov. 11.

Approximately 80% of the exhibit space is now filled, and officials are confident that the Louisiana fair will turn out to be a money-maker, something of a rarity where world's fairs are concerned; Expo '82, the Knoxville fair, just barely reached the break-even point. But sponsors of the Louisiana exposition are counting on greater corporate and international participation to help them turn a profit on their $350 million investment.

The project has converted an 82-acre portion of the New

Past meets future in converting unused space to space-age space.

S&MM MARKETGRAPH

Where you'll find discretionary dollars

A big factor behind consumers' record spending splurge last Christmas was the greater availability of discretionary dollars. A tip-off comes from some of the best-sellers: videocassette recorders (VCRs), home computers, stylish clothes, and jewelry. While there's general agreement that discretionary dollars are what's left after the necessities are bought, there's no consensus on how to measure them. However, the Conference Board and the Census Bureau now have tackled the issue, using data from the bureau's annual survey of consumer income and Bureau of Labor Statistics' 1972–73 consumer expenditures survey. They estimate that, in 1980, 27 million households (about 31% of the U.S. total) had $193 billion in discretionary income, or 14% of total after-tax income. Their average income, $36,954, was 75% greater than the all-household norm.

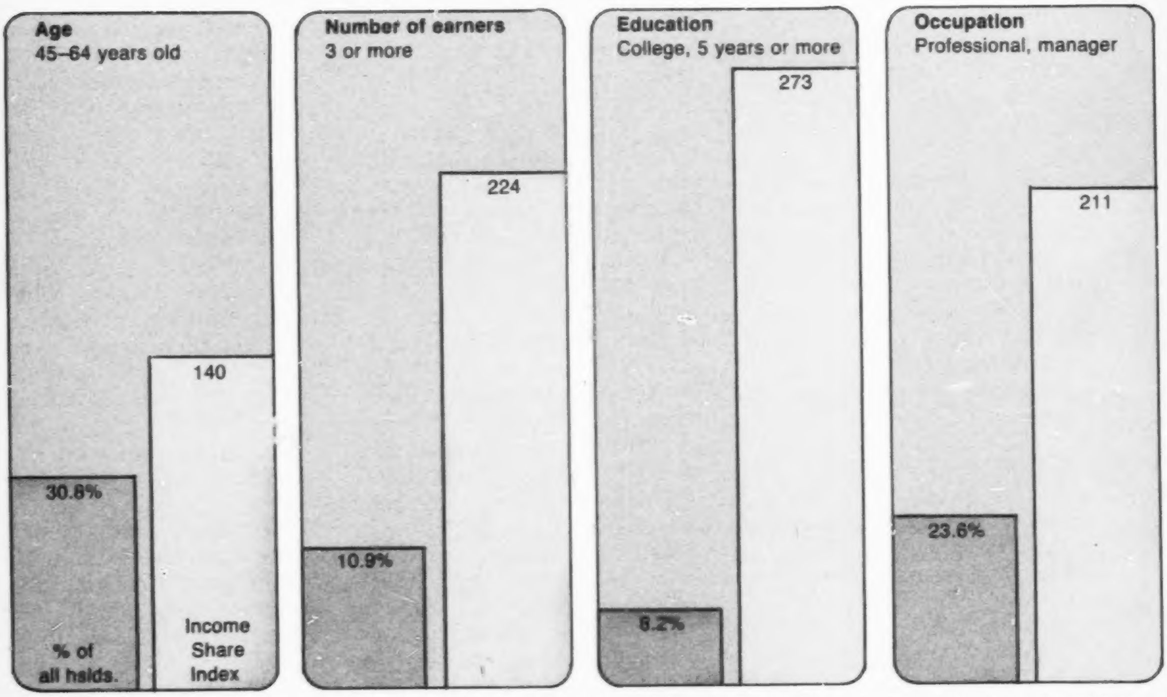
Not surprisingly, households in the discretionary income class tend to be headed by a manager or professional. Two or more members are in the labor force, and they generally are older and well educated.
—TCT

Overview of discretionary income market

Pre-Tax Income	*Hslds. With Discretionary Income (000)*	*% Of Hslds. In Pre-Tax Income Group*	*Spendable Discretionary Income ($ Bil.)*	*% Of Spendable Discretionary Income*
Under $25,000	6,165	11.0%	$ 17.5	9.0%
$25,000–$34,999	7,441	54.8	31.8	16.5
$35,000–$49,999	7,297	86.2	55.5	28.7
$50,000–$74,999	3,338	99.6	52.9	27.4
$75,000 or more	1,051	100.0	35.6	18.4
Total	**25,292**	**30.7%**	**$193.3**	**100.0%**

Note: Details may not add to totals due to rounding. Households are for March 1981; income for preceding year.

Household types that set the pace



Note: Index calculated by dividing household category's share of total spendable discretionary income by share of total households; an index of 273 means the catetory's share of discretionary income is 173% greater than its share of total households.

Source: The Conference Board and Census Bureau, *A Marketer's Guide to Discretionary Income*

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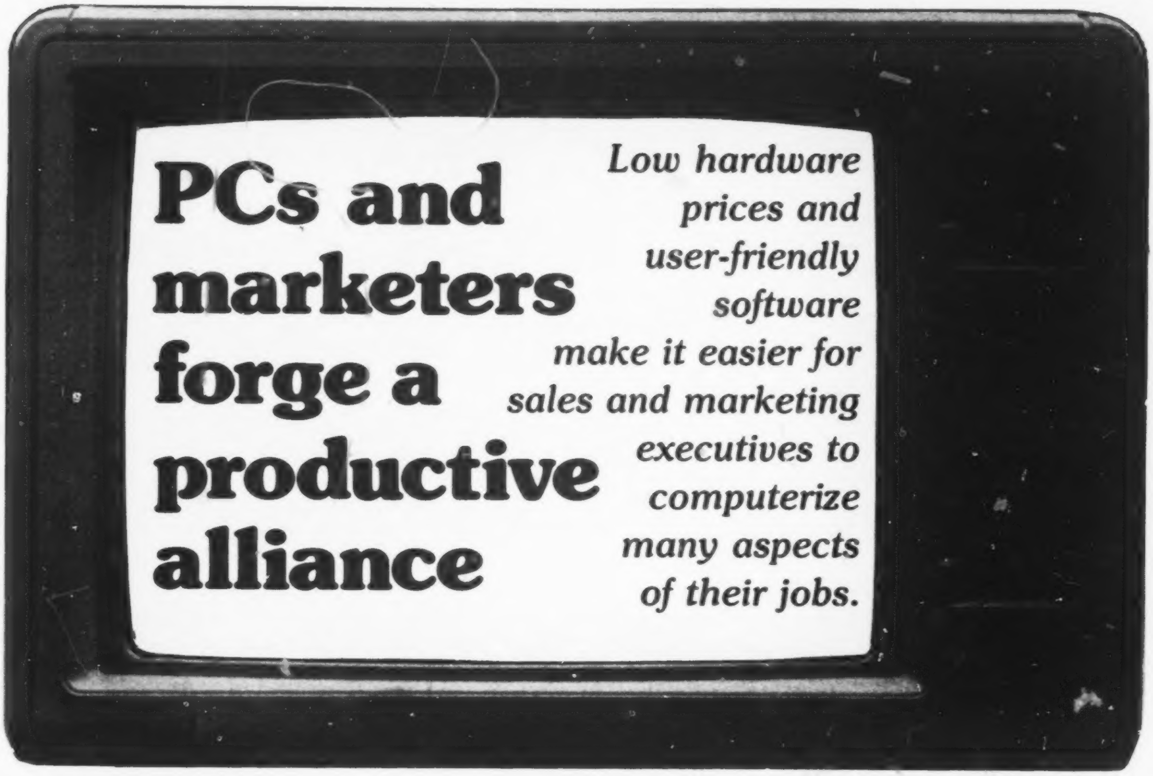
THE COMPUTER IN SALES & MARKETING



PCs and marketers forge a productive alliance

Low hardware prices and user-friendly software make it easier for sales and marketing executives to computerize many aspects of their jobs.

By NORMAN WIENER
Vice President
Strategic Futures, Inc.

There are (at least) seven shaggy arguments sales and marketing executives make against using personal computers (PCs), and here they are, with rebuttals:

1. **"I don't know how to type."** You don't have to type. Any PC program you use can be run with two fingers.

2. **"I don't know how it works."** If that was a valid argument, few of us would ever buy an automobile or even a refrigerator.

3. **"I don't know how to program it."** You don't need to know anything about programming to use the off-the-shelf software packages that are increasingly available.

4. **"Technology is changing rapidly, so I'm waiting for the next product generation."** There will always be a better computer two years from now. The astute marketer should be an opportunist who can identify tools for increasing earnings rather than a procrastinator who puts decisions off.

5. **"I keep up-to-date files on everything that affects me, so I don't need a computer."** Paper-based files are one-dimensional and provide limited means for making quick, quantifiable decisions.

6. **"I don't have a strong math background."** The programs do the tough work for you—you just tell them the numbers.

7. **"I have no applications to run on these machines."** Before you're halfway through this series of articles, you'll have an ample assortment of

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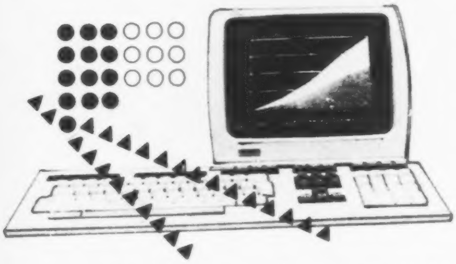
applications to consider. The box on "Nine Ways the PC Can Help Sales Managers" (see facing page 37) demonstrates the various areas in which the PC will be productive.

Now that we have answered the most common objections, let's see how the PC will improve your decision-making and problem-solving. Here are some of the most important benefits:

1. The potential savings in time offered by the PC represents a substantial opportunity cost. As any experienced PC user will tell you, projects that once took days can now be done in hours and, in some cases, minutes, with the machine. For any manager involved in selling, where time is directly correlated to earnings potential, this reason alone should be compelling.



2. The availability of user-friendly software lets managers start right in, producing results. Software today is written and designed to be used by non-data-processing professionals.

3. Software for sales and marketing uses is becoming increasingly available at an unprecedented pace. In many cases, marketers can use one of the many popular spreadsheet or data-base management programs for problem-solving.

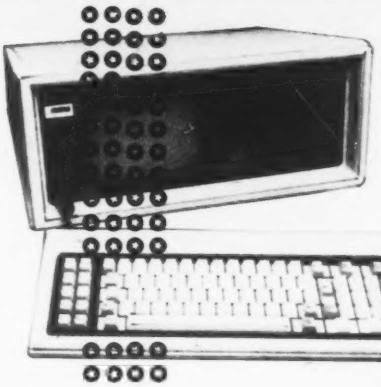
4. Available hardware options provide for a full range of choices to fit any budget. The cost of entry into the PC world varies from $3,000 to $10,000. With the proper guidance—talking to other PC users, visiting computer stores, reading this series—you can learn to understand the hardware options that will affect your initial purchase.

5. Computer networks will help you reduce cost and increase sales. Any sales manager who has had to relay a message from the home office to the field by 9:00 a.m. Monday morning can appreciate the need for "electronic mail." PCs, supported by the proper hardware and software, can establish a continuous dialogue with the sales force. While it may seem impersonal, it is no more so than a memo, and it eliminates many of the unnecessary calls which do not improve productivity or selling efficiency.

6. PCs open your window to a world full of computerized information. Within the past five years, there has been an enormous investment in organizing vast amounts of information into usable and manageable formats, for computer access via telephone. These data bases are full of current hour-by-hour and historical data on every conceivable field that touches on sales and marketing. The PC provides a means for harnessing this growing base of information for daily decision-making.

7. Understanding the PC's capabilities provides the only effective means for managing its future growth within your company. Like it or not, in the future business environment PCs will be as common as calculators are today. If the PC is to be the focal point for decision-making in marketing, you must understand it. While you may not be the person who feeds it the data, you *must* be the one who will manage its capacity to generate information for decision-making.

This is the first of three articles to be excerpted from a new book, *Personal Computers: Gaining the Competitive Edge in Sales and Marketing*, by Norman Wiener, director of market research at St. Regis Paper for 11 years before moving to his present job earlier this year. The second installment, in the Mar. 12 S&MM, will discuss software packages; the third, in the Apr. 2 issue, hardware options.



The PC is no more and no less than an extension of your goals and abilities. Its purpose must always be to further your effectiveness as a manager.

Before you can organize information for use on a PC, you must decide how you want the information to help you.

All experts agree that the successful sales manager must have five major abilities, and, not surprisingly, all of those abilities are based on knowledge. The five:

◆ Know the territory.
◆ Know the competition.
◆ Know the product.
◆ Know how to manage the increasingly complicated sales process.
◆ Know how to communicate and coordinate with other departments.

Data collection forms

As you attempt to gather information for use with your PC, you will face the need for data collection forms. By using these forms, which are critical if you want to build a consistent base of information (commonly called a "data base") from a variety of sources, you will establish enough data to set up several important data bases, ranging from mailing lists to analyses of your customers, competitors, and sales force.

The accumulation of this data will take time, and will require the resources of your sales personnel, regional sales managers, and marketing and product managers. In some cases, you may be able to gener-

9 ways the PC can help sales managers

The greater productivity that the personal computer (PC) will unleash is best seen by considering the nine modes of the sales manager and how the PC can improve his management of them.

Mode	*Traditional*	*PC-Oriented*
Collecting	Call reports, competitor information, key industry indicators, senior management plans.	Expandable capacity of PC storage devices—disk drives—lets you gather an incredible amount of data and retrieve it within seconds. Once in place, this investment will pay back its cost many times over.
Organizing	Putting together collected information and using it to manage the sales force.	In most cases, you can input your data in almost any order, and organize it later in any manner desired. Sorting and printing 1,000 customer cards alphabetically, then by Zip Code, then by account size, and finally by primary business could be done in 20 minutes.
Retrieving	Finding the crucial information needed for the sales process.	Let's say your product development people need a list of customers using one of your products and those of competitor X, with at least 50 employees in the plant. Checking files, talking to salespeople, and querying customers would be a monumental effort. With a customer data base, a secretary can generate the list in minutes. Most important, this task would not involve the sales force, saving more time for selling.
Educating	Using retrieved information to build a better sales force.	PC-generated reports provide the most concise, time-effective way of educating sales representatives and managers on any aspect of the sales process. They learn what you want them to, because you determine the report format.
Processing	Analyzing what's been collected, organized, and retrieved for management insights.	Clearly the PC's greatest strength because it can add, subtract, multiply, divide, and formulate any series of numbers quicker than the human mind. It can also redo calculations, with different values, as often as you wish.
Persuading	Using what's been processed for factual and emotional convincing.	The heart of the selling process. With the right software, data can be integrated into a customized report for your customer, showing how the cost effectiveness of your product surpasses that of competitors', thus increasing your chances of success.
Planning	Projecting what's been collected, organized, retrieved, and processed to make a stronger future.	With a good data base and proper software, sales-planning tasks that took days can be done in hours for both short-term decision-making and long-range problems.
Communicating	Staying in touch with sales staff, other departments, and customers via written and spoken word.	Using word processing software, you can print practically all repetitively generated memos, and have them personalized for each recipient. Also, simple charting and graphing can be accomplished, making presentations more effective.
Travelling	Staying in touch with sales staff, other departments, and customers via flying, riding, and driving.	The PC can provide your selling team with various ways to plan sales calls efficiently. By monitoring each sales representative's calling routes and measuring them against account potential and time necessary to reach the account, you can adjust unproductive scheduling.

ate a significant amount of this data directly into a format for use on your computer by having your company data-processing department record it onto storage devices—disks—for your own PC. Gathering the information in the developmental stage should be a slow, well-planned process. Be sure to determine what you want your final product to do, then work backwards from there.

The first data collection form, Know the Territory, includes information on your customers, prospects, territory structure/geography, mailing lists, historical sales performance, and critical sales call factors. Subsectors could include such things as annual potential, expected growth rate, average order size, and frequency of orders.*

The second form, Know the Competition, will have information that helps you assess the strategies and strengths of competitors and develop strategies to sell against them. This will include information on competitors' business mix, financial results, product markets, distribution channels, lead time, credit terms, guarantees/warranties, advantages and disadvantages of products and services, selling and marketing strategies, advertising spending, research and development expenditures, principal distributors, key customers, performance rating, and manufacturing facilities.

The third form, Know the Product, in addition to its selling applications, can also be a beneficial method for other divisions to have access to all salient selling information in order to help their own customers to your product line. At my former company, St. Regis, for example, where we participated in many different packaging businesses with separate and distinct selling organizations, we were often advised that a customer needed a specific product at a specific location. Finding the sales representative in a hurry can be the difference in obtaining that sale.

Some of the elements in the product form include features, technical specifications, applications, plant manufacturing data, ordering/selling specifications, pricing, troubleshooting data, locations of service centers, distribution, packaging, competitive information, and personnel/product managers. Market share information could also be included.

The fourth form, Know How to Manage the Selling Process, will alleviate many of selling's administrative details. Time taken away from the selling process, whether the time of the sales manager in his planning role, or that of the sales organization responding to administrative needs, represents irreplaceable time that can only lessen the sales force's earnings potential.

Electronic grab bag

Some of the information will include sales recruiting, job profiles, personal profiles on all sales reps (home and business addresses, family data, emergency information, and employment history), and critical information on key sales-related services (such as restaurants, hotels/motels, sales

How marketers will use their PCs

The Alexander Hamilton Institute made an extensive survey of sales managers to determine how they would put a personal computer (PC) to work. Each sales manager was asked to rate applications on a scale from 1 to 5, with 1 representing no interest and 5 high interest. Specifically, they were asked to make this rating with the assumption they would have a PC on their desk, along with the necessary user-friendly software. Here's how they rated the applications:

Rank	*Application*	*Mean Score*
1.	Sales analysis: company sales	4.72
2.	Sales forecasting	4.36
3.	Sales analysis: company vs. competitor sales	4.27
4.	Develop sales budgets	4.25
5.	Develop sales performance ratios, by sales representative	4.09
5.	Determine developmental potentials, by territory	4.09
7.	Sales analysis: company vs. industry sales	4.00
8.	Produce sales quotes	3.73
9.	Maintain customer profiles	3.72
9.	Develop sales quotas	3.72
11.	Manage sales inquiries and leads	3.69
12.	Maintain internal company information (products, pricing, technical, etc.)	3.61
13.	Develop competitive performance parameters	3.58
14.	Maintain information on sales personnel	3.53
15.	Measure return on time invested	3.46
15.	Generate customized graphics for sales presentations	3.46
17.	Determine alignment of sales representatives	3.45
17.	Develop market penetration ratios	3.45
19.	Maintain competitive information data base	3.36
20.	Generate customized presentation reports for sales calls	3.23
21.	Monitor sales-call costs	3.07
22.	Maintain customer mailing lists	3.00
23.	Maintain file of stock letters for personalized business correspondence	2.69
23.	Maintain data base of all key sales-related facilities (hotels/motels, restaurants, conference centers, etc.)	2.69
25.	Generate pre-filed order forms for sales representatives	2.53
26.	Maintain log of sales representatives' call routes	2.27

**The data collection forms are shown in their entirety in the book.*

meeting centers, entertainment options, and travel services).

The PC's "memory" is a good place to store those incidental bits of information which, if stored in human memory, may be forgotten when needed later on. Quite often, helpful pieces of information on good restaurants and meeting places, which could spell the difference between a successful event and a disaster of a sales meeting, are accumulated by sales managers for future use.

The fifth, and final, form, Know How to Communicate/Coordinate, insures that certain critical people in the company who interface with the marketing department are advised when specific events occur. The data established in the form will constitute an ongoing reference for your secretarial staff, insuring that communication protocols are followed in a standardized manner.

The second component of this form is the sales budgeting process. Budgeting data requirements, of course, differ from company to company. Some of the more common elements are salaries, sales meetings, trade shows, market research, advertising, sales promotion, travel and entertainment, conferences, publicity, new-product development, and administrative expenses.

Automating the mundane

The information gathered on the five forms, plus the PC, will give the marketer the ability to provide stronger leadership by automating both the mundane requests and many of the complicated tasks involved with the management of selling that take away from precious selling time. Putting the power of a PC in the marketer's hands creates better direction by providing better allocation of sales personnel time by account and territory, better understanding of account profitability, and most importantly, improved sales call productivity.

JAUNDICED EYE

Straight commission with a twist

John MacIntosh is a name you probably don't know, but it's burned into my memory. John was the best young salesman I ever knew, and I'm convinced his talent began in the womb.

More than 30 years ago, I was engaged by a client to build a sales force for a new line of toy products. The company already had a sales organization for its industrial division, but the toy market was as new to the company as its imaginative toys.

Since the introduction of the line was to be regionally limited, I decided on company salesmen rather than manufacturers' representatives.

We needed two men, but when MacIntosh applied for the job I almost didn't interview him. He'd called three times for an appointment and was unsuccessful in nailing me down to a date. I met him first when he was sitting next to me in the theatre and introduced himself with the explanation that he was just in the neighborhood and thought he'd stop writing notes on the back of his program. At the end of the performance he handed the notes to me. They turned out to be a calendar listing the dates he'd be available for an interview—every day and every hour over the next two weeks.

"John," I told him the next day in my office, "I must say I admire your persistence but you have no experience. You'd starve to death on our 10% commission."

"Mr. Lavenson," he responded, "I agree it would be harder for me than an experienced salesman. But don't you agree that the more difficult a job, the higher the reward should be?"

"Sure," I said, "that's the way the system works. The harder the job, the bigger the payoff."

"O.K.," John went on, "in that case I think my commission should be 15% since I have no experience and I have to work much harder to make a sale. My father is a test pilot and gets paid twice as much as an experienced pilot to fly a new airplane in which he's had absolutely no experience. He has a deal where if the plane crashes he doesn't get paid. I'm ready for the same kind of proposition."

I was impressed enough to hire him knowing the small guaranteed salary wouldn't make or break us. My instincts must have been right since MacIntosh at the age of 24 made more than $40,000 his first year. He made that much again the second year in commissions alone, despite the fact that I dealt with his contract renewal by feeding him back some of his own medicine.

"John," I told him at the signing of our second year contract, "is the job easier for you now that you have experience?"

"Sure," he replied, not suspecting my ingenuity.

"Good. Your commission drops to 10%."

By Jim Lavenson

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S&MM
SALES & MARKETING MANAGEMENT

FEBRUARY 20, 1984
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THIRTY-FIVE DOLLARS

1984

Survey of Selling Costs

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PLUS

1984 Selling Expense Forecast

Expanded rep coverage and list of survey contributors.

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1984 Survey of Selling Costs

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BPA ABP

Survey features

1984 Survey of Selling Costs: Something old, something new
Selling Cost Index forecast: Steady as she goes
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1984 Survey of Selling Costs: Something old, something new

1984 SCI forecast: Steady as she goes

This year's increase in field selling expenses is calculated to be 6.2%, according to S&MM's Selling Cost Index (SCI). This figure, along with last year's 6.3% increase, is a welcome change from the 1977–81 period, which consistently showed annual increases of 10% or more, the highest being a whopping 21.8% jump in 1980. By 1982, however, a depressed economy, coupled with a fierce price war in the auto-rental industry, had a drastic effect on selling costs, resulting in the first-ever decline in the SCI, down by 2.3% for the year.

As far as individual expenses are concerned, all three elements of the SCI will show increases of roughly the same margin in 1984, rising between 6.0% and 6.5%.

◆ Meal costs (food & drink) are expected to show a 6% rise this year, with the improved economic picture seen as the major contributing factor, keeping them roughly in line with anticipated inflation rates.

◆ Auto-rental costs, after experiencing negative gains two years ago because of frenzied competition in the industry, will rebound to an anticipated 6.5% increase this year. This figure, virtually the same as last year's 6.7% rise, is now based on data gathered by Runzheimer and Co., and from a National Car Rental survey, due to the discontinuation of the *Official Airline Guide's Ground Transportation Supplement*, a factor that has caused auto-rental data for some cities to be unavailable (Table II-1).

◆ Lodging rates are also expected to increase by 6% overall in 1984, according to Laventhol and Horwath, the international accounting company. Last year's actual increase of 5.9% was a bit lower than anticipated, but 1984 projections call for roughly the same rate of increase now that economic conditions have stabilized.

Overall, the average weekly cost for keeping a salesperson in the field this year is expected to be $288.95, as opposed to last year's figure of $272.10. This return to more reasonable increases is expected to result in fewer cutbacks in expenditures and an increase in overall profitability, something that both salespeople and their managers will appreciate.

S&MM'S projection of 1984 Selling Cost Index (SCI)

	Average Weekly Cost 1984	1983	*% Increase (Est.)*
Food & drink	$163.25	$154.00	6.0%
Auto rental	290.70	272.95	6.5
Lodging	269.75	254.50	6.0
Total	**$723.70**	**$681.45**	**6.2%**
Selling Cost Index (1972=100)	**288.95**	**272.10**	**6.2%**

Source: *Sales & Marketing Management's 1984 Survey of Selling Costs.* Reproduction strictly prohibited.

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By RICHARD P. KERN
Editorial Director
Survey of Selling Costs

Sales & Marketing Management's Survey of Selling Costs, now in its twelfth year, has always endeavored to bring its readers the most useful and up-to-date information on sales force expenditures and the many related areas that make up the realm of selling costs. This year's *Survey* is no exception. Along with our regular features and statistics on cost per call, travel and entertainment (T&E) expenditures, and our Selling Cost Index (SCI) and Selling Expense Index (SEI), the 1984 *Survey* contains a few surprises, some old, some new.

◆ Expanded coverage of manufacturers' reps, an area of increasing importance in the field of selling, with information on commissions, compensation, travel expenses, and the ways that rep agencies make use of commission dollars in their day-to-day operations.

◆ The first in a series of historical articles from past issues of S&MM dealing with the ways that salespeople can work to hold down selling costs. Understanding the *Survey's* facts and figures is only part of the selling costs picture—the other part involves the knowledge and practice of basic techniques designed to make the best use of both time and budget. The article, "Four-Day Weeks and Five-Hour Days, from our Sept. 1, 1928 issue, begins on page 18.

◆ The inclusion this year of a list of major sources of the data compiled for the *Survey*. Along with company names and addresses, a brief description of the specialized activities of each organization are listed for those users desiring more extensive information in a par-

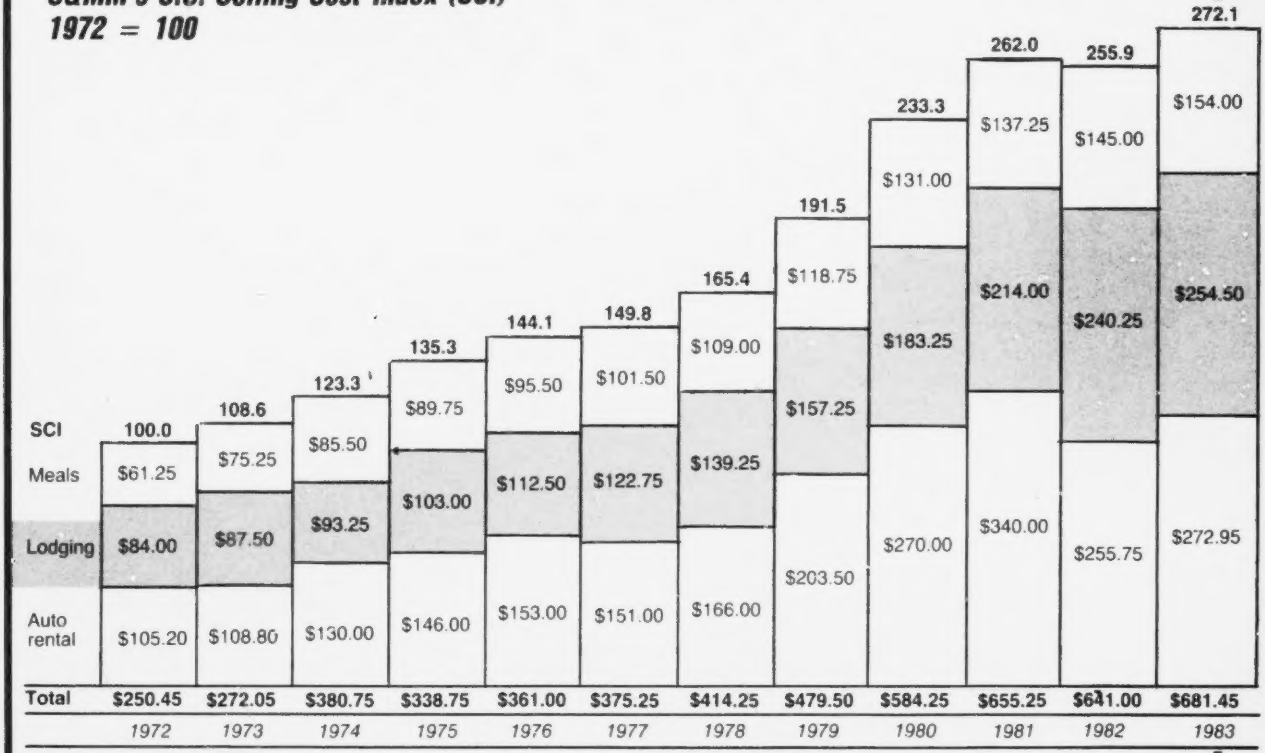
S&MM's Selling Cost Index (SCI)

The Selling Cost Index (SCI) is calculated by "costing out" a typical five-day week for a salesperson based on the 86 metropolitan markets profiled in Section II (page 46). Sales expenses are computed for the three basic costs: meals (including two drinks a day), single-room lodging, and auto rental plus mileage and gasoline for 250 miles. Taxes are not included, since they vary too widely between markets (see Table II-3, page 57). Also excluded are intercity travel costs—air, rail, and bus—because they don't occur as often as the regular SCI cost factors.

An 86-market average is computed for each SCI component, and the three resultant figures are added, producing an overall U.S. total.

In 1983, a typical week in the field cost the salesperson $681.45. The base year for the SCI is 1972, when a typical week's costs came to $250.45. The annual SCI number is derived by dividing the current year's dollar total by the base year's figure, producing a 1983 SCI of 272.1.

S&MM's U.S. Selling Cost Index (SCI) 1972 = 100



Source: *Sales & Marketing Management's 1984 Survey of Selling Costs.*
Sales & Marketing Management.

The 1983 SCI increase is considerably higher than the −2.3% figure of 1982, with all of the individual components adding to the increase. Meals rose 6.2% and lodging 5.9%. The auto-rental component rose 6.7%, although this may be somewhat misleading due to a change in the sources used to gather this data. The discontinuation of the "Official Airline Guide's Ground Transportation Supplement" made it necessary for car-rental data to be gathered from Runzheimer and Co.'s auto-rental statistics and a National Car Rental survey. Even with these two sources, we were still left without standard car-rental information for the following cities: Jersey City, Long Branch, CA, Nassau-Suffolk, NY, New Bedford, MA, New Brunswick, NJ, Canton, Grand Rapids, Boulder, and Oxnard, CA. Economy-rental rates were unavailable for the following cities: Jersey City, Long Branch, Springfield, IL, Fort Worth-Arlington, Fort Lauderdale, Greensboro, NC, West Palm Beach, Tulsa, Anaheim, CA, Boulder, Oakland, Oxnard, and Riverside, CA.

ticular area. The listings can be found on page 37.

Selling Cost Index

As far as this year's figures on costs are concerned, we are forecasting a more moderate increase in field selling expenses, with the 1984 Selling Cost Index showing a projected 6.2% rise in overall T&E expenditures (food & drink, auto rental, and lodging). Last year's rate of increase was slightly higher at 6.3%, signalling a return to the upward trend of costs after 1982's first-ever decline of 2.3%, due in great part to the state of the economy and a price war in the auto-rental business that had a dramatic effect on overall costs.

Individual components of the SCI showed some variation in percentage, but all three areas stayed within 0.4% of the 1983 increase of 6.3%. Lodging, the first component, rose 5.9%, which averages out to a $50.90 daily lodging expenditure, compared with last year's figure of $48.05. Meals (food & drink) were up 6.2%, making the daily three-meal average $30.80. The third component, auto rentals, experienced the biggest individual increase at 6.7%, bouncing back strongly from 1982's −15.9%.

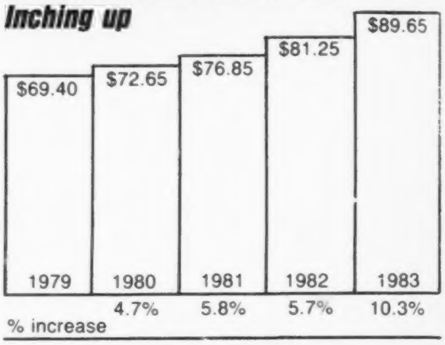
Selling Expense Index

S&MM's Selling Expense Index (page 36), on the other hand, is still on the downturn—albeit slight, making this the second consecutive drop in calculated monthly expenditures, as charted by PHH Group's Travel Expense Management Systems Div. from the expense reports of its clients. This data is the basis for the SEI, and differs from the Selling Cost Index in that it represents *actual expenditures* by salespeople rather than the per diem rates that are the basis for the SCI. A more-in-depth explanation of the SEI can be found on page 36, along with totals going back to 1972.

The distinction between these two indexes should be mentioned here, since SEI totals will be appreciably lower than figures from the Selling Cost Index. This is because sales managers (those who control the figures that make up the SEI), are always trying to offset rising costs by making use of economy facilities, corporate discounts, and other special offers. The SCI, however, reports figures provided by the hotels, restaurants, and auto-rental companies themselves, rates that appear in Section II, Metro Sales Costs (page 45).

SURVEY HIGHLIGHT

S&MM's 1984 cost per call: Inching up



Cost per call

Another of the *Survey of Selling Costs'* more popular features is the annual cost-per-sales-call update. This year's figure of $89.65 is a 10.3% increase over last year's calculation of $81.25. The accompanying chart illustrates the con-

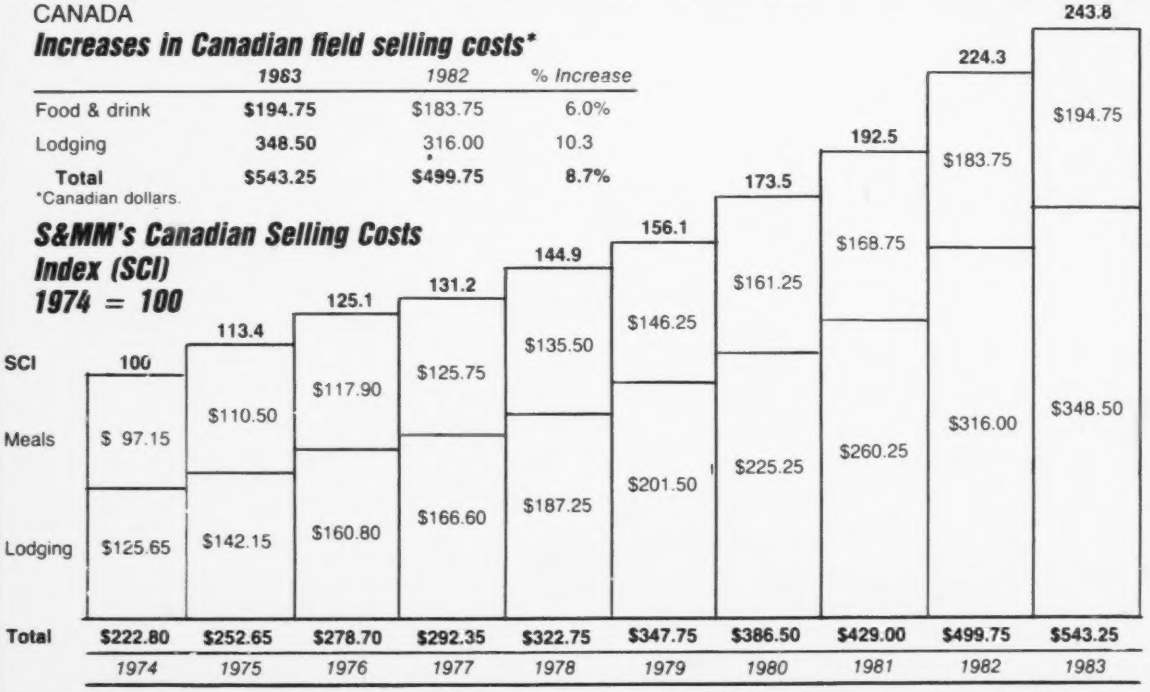
CANADA

Increases in Canadian field selling costs*

	1983	1982	% Increase
Food & drink	**$194.75**	$183.75	6.0%
Lodging	**348.50**	316.00	10.3
Total	**$543.25**	**$499.75**	**8.7%**

*Canadian dollars.

S&MM's Canadian Selling Costs Index (SCI) 1974 = 100



Note: All figures are shown in Canadian dollars. Auto-rental figures do not appear, since figures for 1983 were unavailable. Costs for previous years can be found in *S&MM's 1983 Survey of Selling Costs.*

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tinuing rise in overall cost per call and shows the percentage of increase for each of the last four years. Note that 1983's 10.3% rise was by far the biggest jump in recent years, partly because of the increases in auto and T&E expenditures for the five different categories of salespeople (see definitions, page 40). The lowest increase for 1982–83 was that of account representatives, who charted a gain of 8.4%, and the highest, the 37.0% chalked up by service salespeople. In between, we have detail salespeople with +12.2%, sales engineers with +19.3%, and industrial products salespeople, whose expenditures in this area increased by 22.6%. Compensation, on the other hand, was down in 1983 for all types except sales engineers, whose overall compensation rose by 7.2%. In the area of cost per call for the five types, the sales engineer's figure of $105.50 was by far the highest, followed by industrial products salespeople with $79.30, account reps with $76.35, service salespeople with $56.00, and detail salespeople, $41.70.

S&MM's cost-per-call figures are often appreciably lower than those reported by two other sources, Dartnell ($152.07) and McGraw-Hill ($178.00). The differences can be attributed to the following three factors:

Coverage. Whereas S&MM data embrace consumer, industrial, and service companies, McGraw-Hill's are limited to industrial sales calls only. Because the direct sales costs of consumer and service companies are lower than those of industrial companies, it stands to reason that S&MM's ratios will be lower.

Concept. S&MM's definition of sales call costs includes only those cost components the sales executive can control. Also, the data S&MM draws upon apply to specific job functions; that is, line sales personnel below the level of regional or district manager. Respondents in the two other surveys decide for themselves as to what cost factors, such as administrative overhead, are involved in the computation of call costs.

Methodology. Both McGraw-Hill and Dartnell rely on mail surveys, leaving it up to the respondent to decide which personnel will be included. Thus respondents may include executives up to the vice president level, which would, naturally, inflate the call-cost ratio.

Section II–Section VI

Data from five other areas round out the *Survey's* statistics. Closer examination of each area provides a wealth of information that can help monitor salespeople's performance and keep costs under control. Some examples:

◆ **Metro Sales Costs.** Metro areas showing the highest per diem increases in sales costs for 1983 range from Springfield, MA, up 16.5%, to New Haven, CT, up 11.6%.

SURVEY HIGHLIGHT

Changes in U.S. Selling Cost Index components

Category	*% Change 1982–83*	*% Change 1981–82*
Lodging	+ 5.9%	+12.3%
Food & drink	+ 6.2	+ 5.6
Auto rental	+ 6.7	−15.9
Selling Cost Index	**+ 6.3%**	**– 2.3%**

Source: *Sales & Marketing Management's 1984 Survey of Selling Costs*. Reproduction strictly prohibited.

◆ **Compensation.** Total compensation for the five levels of field sales personnel (see Table III-1, page 60) showed increases in only two cases. Sales supervisors in consumer products were up 13.9%, and sales trainees in consumer products up 0.5%. Industrial products salespeople recorded either slight declines or no change.

◆ **Meetings & Training.** The per person per diem costs for sales meetings rose dramatically in San Francisco, +13.7%, Houston, +10.8%, and Dallas, +9.9%, in 1983, with the average cost of sales training rising 9.4% overall for industrial, consumer, and service companies.

◆ **Incentives & Sales Support.** Advertising costs were up 8% overall in 1983, with a rise of 9% predicted for 1984. Space-rental rates for trade shows and exhibitions are also expected to increase by 18.7% this year. Incentive destinations have been added this year in the cities of Miami, San Francisco, and Banff, BC, Canada.

◆ **Transportation.** Fuel cost and consumption rates by car size have been brought back to this year's transportation section, along with cost of relocation information and a breakdown of auto-rental companies used by manufacturers' reps. Travel expenses by rep agencies and operating costs for selected 1984 model cars are also included.

SURVEY HIGHLIGHT

Fluctuations in cost per sales call

Type Of Salesperson	*Median 1983 Cost Per Call*	*% Change* **1983–82**	*1982–81*	*1974–83 Annual Rate*
Account representative	$76.35	− **8.4%**	3.0%	8.0%
Detail salesperson	41.70	+ **0.8**	10.0	10.6
Sales engineer	105.50	+**10.9**	5.8	8.8
Industrial products salesperson	79.30	+ **1.9**	29.8	11.8
Service salesperson	56.00	+ **2.2**	23.4	11.1

Note: Median 1983 cost per call is calculated from the data in the four cost-per-call tables on page 39. It is developed in this manner, with Account Representative data serving as an example. (1) Lowest direct sales cost ($38,802) divided by highest number of calls (1,140) equals $34.05. (2) Highest direct sales cost ($45,066) divided by the lowest number of calls (380) equals $118.60. (3) To arrive at the midpoint of the two cost-per-call averages, add them up ($152.65) and divide by 2, which results in a median $76.35. All figures are rounded to the nearest nickel.
Source: *Sales & Marketing Management's 1984 Survey of Selling Costs*

Four-day weeks and five-hour days

—the biggest factor in today's high selling costs

The following article, "Four-Day Weeks and Five-Hour Days," is a reprint from the Sept. 1, 1928 issue of Sales & Marketing Management (then called Sales Management). The author, Hiram Blauvelt, was a regular contributor to this magazine in the late 1920s, publishing a total of seven pieces that dealt with basic selling techniques. At that time, the Comfort Coal-Lumber Co. was the largest such business in the state of New Jersey, operating more than a dozen separate yards up through the 1950s, when the company went out of business. As for the fate of Mr. Blauvelt, his last contact with this magazine was the contribution of the following article, after which we have no further record of his whereabouts. Any of our readers who may have further information are encouraged to contact our Readers' Services Dept. at 633 Third Ave., New York, NY 10017.

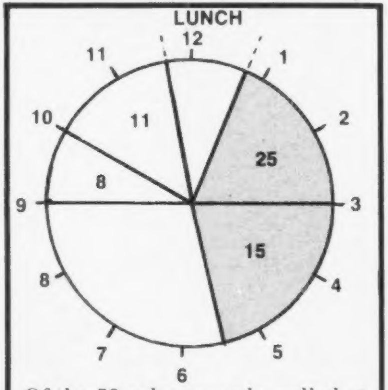
By HIRAM BLAUVELT
Vice President
Comfort Coal-Lumber Co.

In these days of close margins and intensive competition, every executive is analyzing every phase of his business in an attempt to squeeze out unnecessary expense items and reduce high operating or overhead costs. One particular figure toward which presidents, vice presidents, and sales managers are directing a great deal of attention is the high cost of personal selling.

Several phases of this can be checked accurately through regularly available figures, for example, through expense accounts and cost of salesmen's cars. These figures are usually demanded for the purpose of curbing needless expenditures or the extravagant taste of salesmen who have not the fullest interests of the company at heart.

There are, however, far more serious phases of the problem of personal selling expense which are very difficult to analyze or control because they are by nature so abstract. Perhaps, however, the most expensive part about selling today is the time a company's salesman spends in *not selling*.

Substantially, this breaks down into two parts, the time the salesman actually spends travelling from customer to customer or prospect, and the time he spends *waiting* for the opportunity to talk to his customer *after* he arrives at that customer's place of business. Provided a salesman is conscientious and does not stop along the road for purposes of recreation, curiosity in sideshows, or just for a rest under a tree by the roadside to read his daily paper (which many of us have often observed), the actual travelling time between points is a difficult one to hasten, change, or vary. The problem therefore resolves itself into a question of how much time a salesman spends "waiting to sell."



Of the 59 salesmen who called at the Comfort Coal-Lumber offices during a 10-day period, only 8 arrived before 10:00 a.m.; 11 came between 10:00 and 11:45, while the remainder were all interviewed during the afternoon. Because 25 men called between 12:45 p.m. and 3:00 p.m., almost every one in this group had to wait to see the buyer and had to run the risk of having his interview cut short because of the long line of salesmen waiting.

Careful investigation would show the cost of waiting to be a truly stupendous figure, and in many cases a highly unnecessary sales expense. It has always struck me that a clever salesman, by changing his own travelling and selling habits to coincide with the habits of each individual customer, could very easily reduce his own waiting time to a minimum, rather than aimlessly taking "pot luck" at finding the man who has the buying "say so" at home, unengaged, or away for the day.

Much of the waiting time expense is the salesman's own fault. One purchasing manager has stated that in a given week where 5 salesmen will call on a Monday morning, 20 or 25 salesmen will call on Tuesday. He declares that most salesmen belong to what used to be called the OTIF club, or the "Out Tuesday in Friday Club."

In our own company, we have made a study of salesmen's calls and they quite fairly bear out this statement. As a gauge with which to measure the figures quoted below, a résumé of our purchasing manager's activity during the month of March indicates that: 287 purchase orders were placed during the month; 42 inquiries for prices mailed out; 203 salesmen were interviewed (83 lumber salesmen, 62 mason material salesmen, and the remainder of salesmen for specialty items such as nails, paint, roofing, etc.); 150 or more carloads of materials were received, unloaded and warehoused for resale.

Every branch yard was visit-

SURVEY HIGHLIGHT

S&MM's regional and national selling cost averages and per diem indexes: 1983

Region	*Lodging*	*Meals*	***Per Diem Total***	*Per Diem Index*	*Cost Of Two Drinks*
Northeast	$53.75	B $ 4.45 L $ 6.65 D $15.45	**$80.30**	104	$4.70
Midwest	46.10	B $ 4.30 L $ 6.10 D $14.55	**71.05**	92	4.25
South	51.30	B $ 4.45 L $ 6.85 D $15.05	**77.65**	101	4.95
West	51.95	B $ 4.95 L $ 7.05 D $14.70	**78.65**	102	4.40
U.S.	**$50.90**	**B $ 4.55** **L $ 6.70** **D $14.95**	**$77.10**	**100**	**$4.60**

Note: B—breakfast, L—lunch, D—dinner. Per diem index is the ratio between a region's per diem total and the U.S. per diem total.

Source: *Sales & Marketing Management's 1984 Survey of Selling Costs.* Reproduction strictly prohibited.

ed by the purchasing agent once a week on Thursdays, and conferences were held with the yard manager as to stocks needed, new items required, etc.

Inasmuch as a great deal of our purchasing is routine buying of staple products from established sources, we probably do not have as many salesmen approach our purchasing agent for an interview as we would if we were continuously buying new products, such as a department store does. On the other hand, in view of our regular established sources, the conclusions to be drawn from our figures are even more serious because salesmen who do call should know our buying habits and the personal habits of our purchasing manager rather well by this time. The fact is that his interviewing hours are congested despite this familiarity with his habits.

Our check up would seem to indicate that most salesmen do most of their work on Tuesday and Wednesday, Monday as a rule being a fairly low day, Friday tapering off and Saturday registering practically nothing, often no calls at all. An analysis of the fairly busy pre-vacation month of June shows that calls were bunched as follows:

Monday—31
Tuesday—42
Wednesday—43
Thursday—1 (yard inspection)
Friday—39
Saturday—2

Supplementing these figures, our purchasing manager states that Monday is usually a fairly light day, Friday begins to taper off, and Saturday falls to practically nothing. His heaviest day is usually Tuesday, as though the selling organizations just got started for the week at this time and this carries over until Wednesday. He says that salesmen are always trying to impress on him how early they had to leave home in order to get to see him at our office at 9:00 a.m. Most of them claim they had to leave home at 7:30 a.m., particularly if they live in a very distant part of the territory. Indeed, one chap claims he left his house at 5:30 a.m. to cover his shore points, but he did not say, remarks our purchasing manager, whether he was going down on business or for a swim!

During the 10-day period between Aug. 6 and Aug. 15, 59 salesmen called at our office between the hours of 9:00 a.m. and 5:30 p.m., only 19 being interviewed in the morning. Only 8 arrived before 10:00 a.m., while 11 drifted in between 10:00 a.m. and 11:45.

The balance of these 40 men were all interviewed during the afternoon; 15 of them were interviewed from 3:00 p.m. to 5:30.

This means that there was an extremely congested interview period between 12:45 p.m. and 3:00 p.m., when 25 salesmen called for interviews on one or another of these days. In other words, the early afternoon seems to have been a very popular hour to call and a salesman dropping in at this hour of the day would have more waiting time and less chance of getting an interview than at any other time of the morning or afternoon.

Furthermore, his chances of selling us would be correspondingly lower since he would be granted less time by the purchasing manager, and would, with the rush and press of other men to be interviewed, receive only part of his distracted attention. No purchasing manager, I care not who he is, can realize that he has a line of salesmen waiting to see him, and give the man he is actually interviewing at any given moment the same undivided, leisurely, and thorough audience that he would if he felt there weren't such a queue of men waiting.

In short, it would seem that very few early birds are out catching worms before 10:00 in

MON.	TUE.	WED.	THU.	FRI.	SAT.
31	42	43	YARD INSPECTION	39	2

A graphic picture of the congestion in the buyer's office on Tuesdays and Wednesdays which occurs because the majority of salesmen insist upon calling on those days. Salesmen apparently have a rather difficult time getting started on Mondays—and only two men who called at the Comfort Coal-Lumber office during the month of June came on Saturday!

the morning, which could really be the most effective selling time because there is less competition for interviews at that hour than at any other during the day.

A friend of mine recently told me that he had an appointment with a man in New York at 9:00 a.m. When he arrived at the office there was not a single salesman there, but at 10:30 a.m., when he was leaving, there were at least 20 salesmen waiting, piling up sales expense through the sheer waste of waiting.

One reason for the high sales expense and long waiting time is that salesmen do not analyze the personal habits of the individual purchasing managers on whom they call, or the general buying habits of the companies they represent.

SURVEY HIGHLIGHT

High-cost markets and low-cost markets

Highest sales costs

Rank	Metro Area	1983 Per Diem Index U.S. = 100
1.	New York	160
1.	San Francisco	160
3.	Washington, DC	147
4.	Chicago	143
5.	Los Angeles-Long Beach	139
6.	Newark, NJ	128
7.	New Orleans	127
8.	Miami	125
9.	Boston	124
9.	Atlanta	124

Lowest sales costs

Rank	Metro Area	1983 Per Diem Index U.S. = 100
86.	Canton, OH	73
85.	Dayton	74
84.	Riverside-San Bernardino, CA	78
83.	Des Moines	79
82.	Indianapolis	81
82.	Springfield, IL	81
80.	Memphis	83
80.	Wichita, KS	83
80.	Omaha	83
77.	Akron	84
77.	New Bedford-Fall River-Attleboro, MA	84
77.	Louisville	84
77.	Greensboro-Winston Salem-High Point, NC	84

Source: *Sales & Marketing Management's 1984 Survey of Selling Costs.*

For example, our purchasing manager goes on an inspection trip of all our yards every Thursday. Despite the fact that he has been doing this for about two years, there are still salesmen who should know better, who call at this office at headquarters and expect to see him on Thursdays! Naturally, this is altogether a waste call. The salesman must return the following day or skip us completely for that week or until his next trip.

Often when we take on new lines our sales manager must sit in on the original negotiation and pass on the manufacturer's sales policies, dealer protection, advertising, dealer helps, etc. It is quite fitting that he should have a voice in what is bought, because he is the man who will be responsible for selling it, and he naturally will veto the purchase of any product which his department cannot sell. We have a managers' meeting every Friday afternoon. Our sales manager sits in at this meeting, and although salesmen should know all about this meeting, which has been held for three years on Friday afternoons, they still drop around Fridays for interviews. They simply don't know our company habits, although they have had ample time to study them.

Office hours vary

Consider the matter of office hours. Too many salesmen take it for granted that every business runs on banker's hours, 9:00 a.m. to 4:00 p.m. In many industries governed by local conditions, hours are different. For example, in practically all building supply yards, the hours are 7:30 a.m. to 5:30 p.m., because the mechanics who use our materials start to work at 8:00 a.m., and want a delivery of goods before then. In some sections the starting time is 7:00 a.m. This means that a salesman calling on us at 9:00 a.m. has a pretty fair chance for a good interview; giving our purchasing manager an hour to go through his mail would even enable salesmen to drop in at 8:30 a.m. and have an almost uninterrupted interview without competition. So local conditions within an industry vary the time salesmen may call with success, yet the salesmen seem to insist on cramming in their full day's calls within the hours of 10:00 a.m. and 4:00 p.m., or sometimes as early as 3:30 p.m.

The average salesman doesn't know enough about the working and personal habits of the purchasing manager he is regularly calling upon. We find that many salesmen have no idea when our purchasing manager goes to lunch. It is an odd time, to be sure, 11:45 to 12:45, and yet this detail of information could easily have a salesman save 15 to 20 minutes waiting, and increase by one the number of calls he was able to make that day.

Wasteful waiting

In the case of other retail stores, many owners and purchasing managers have a habit of going to the city on buying trips once a week, or on a certain afternoon a week. Every detail like this is valuable to a salesman, since it means that he will save himself a fruitless trip if he knew it beforehand, and so eliminate wasteful waiting or wasteful travelling.

Primarily the great cost of selling at the present moment seems to be one of waiting! Surely a close analysis of the facts as listed above can be applied by sales managers to their own selling problems and sales forces, to effect a reduction of selling expense and to increase efficiency per call by their salesmen.

It certainly would seem that a very large part of the present high selling and waiting expense is the prevalence of the idea that the selling activities of five days can be crammed into the center of the week where the competition of time, attention, and interviews is the keenest of all. Wanted: more intelligent planning of calls. Deeper study of buying habits. And—more alarm clocks!

1984: The downslide continues, and things are looking up!

By H. ROBERT HEID
Director
Travel Expense Management
PHH Group

What's in store for 1984? For sales force expenditures, at least, things are getting decidedly better. Over the past three years, the annual increase in travel and entertainment (T&E) expenditures has dropped sharply, with the 10%-plus figures of the past finally under control as inflation rates slow and company cutbacks start to show results. This year's 7% rise is down noticeably from last year's 9%–11% estimate.

Compared to the four-year period of 1977–81, recent increases are mere peanuts. Some 10%, 15%, and even 20% annual increases were commonplace during this period, and many companies resorted to drastic measures to bring runaway costs under control.

This is not to say, however, that companies aren't spending money on their sales forces. Annual T&E outlays hit $72 billion last year, a 30% increase from just two years ago. Studies point to T&E as the third highest overhead cost in most companies. The business travel investment accounts for between 5% and 36% of each profit dollar in the corporate sector.

Where is all of this money going? The three most common expenditures—meals, lodging, and transportation—account for the greatest part of the sales force expense budget, with miscellaneous entertainment and communications costs eating up the rest. But in order to see where the biggest increases will be this year, let's examine each of the individual components and the reasons behind the percentages.

Meals. We see salespeople buying as many dine-alone meals as they did last year, halting a downward trend in frequency. As far as cost per meal is concerned, we anticipate no slowdown in the regular trend upwards. This leaves us with an overall net figure of plus 6% at the end of 1984.

Lodging. Up 9%. Mostly the result of pass-along costs to the customer. Higher energy bills, for example, will ultimately be reflected in higher rates. Other costs that are likely to find their way onto your lodging bill include the effect of disappearing service commissions from the telephone companies. Steeper state and local taxes will also have an impact.

Air travel. Although many discounted fares will remain on the scene, the total price of dis-

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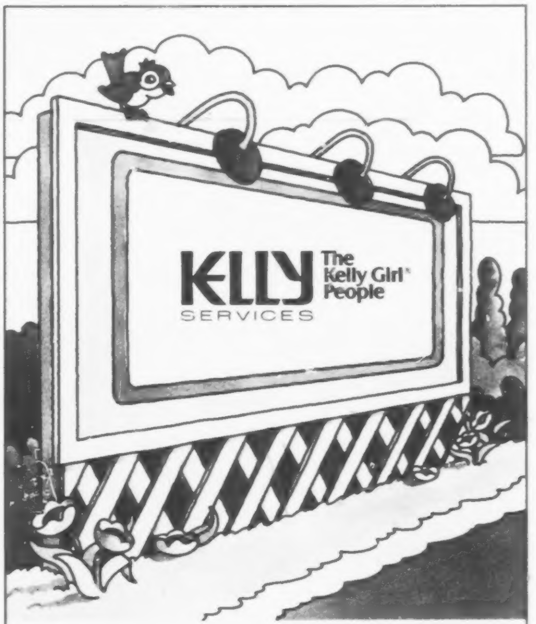

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counted tickets will edge upward. Industry labor costs will also affect ticket prices, as will the cost of newer, energy-efficient aircraft now being produced. Fuel prices will hold steady, we hope, but all things considered, overall airline expenses will climb 11% over the course of the year.

Auto rental. Rates in the first quarter should remain at roughly the same level as those at the end of 1983. However, new-car vs. used-car price differences and the model mix will eventually upset stability, and year-end rates will be up by 9% or more.

Entertainment. The average company will continue to give this area its closest attention, with cutbacks becoming more prevalent, as the carte blanche attitude of previous years disappears. Prediction: Up 3%.

Miscellaneous. The catchall column in expense accounts, this cost consistently falls between 4% and 6% of total expenditures. A list of expenses considered as miscellaneous runs the gamut from valet service to country club dues. Not an easy one to predict, but historically, the numbers have always been in the range of a 5% increase from year to year. The same should hold true for 1984.

To sum up, for 1984 we are projecting an overall rise of 7%, a 2%–3% drop from last year's figure. Here's hoping the trend continues!

SURVEY HIGHLIGHT

Where sales costs are rising the fastest

Metro Area	*Per Diem 1982–83*	*% Increase 1981–82*
Springfield, MA	16.5%	3.4%
Providence	14.3	18.5
Jersey City	14.1	15.7
Orlando	13.7	10.4
Syracuse	13.3	12.6
Atlanta	12.9	11.1
Little Rock	12.9	7.4
Omaha	12.8	7.3
New Haven	11.6	12.4
U.S.	**5.9%**	**9.9%**

Note: Although U.S. per diem costs (meals & lodging) rose only 5.9% last year, as opposed to 9.9% in 1982, selected metro areas showed increases significantly higher than the average.
Source: *Sales & Marketing Management's 1984 Survey of Selling Costs*

Step-by-step sequence in preparing a sales costs budget

(Bold-faced numbers in the chart refer to explanations below)

TERRITORY
PERIOD

FORECAST OF FIELD SELLING EXPENSES

1. Major Cities	**2.** Forecast Sales	**3.** Budgeted Salaries	**4.** Lodging	**5.** Food And Drink	**6.** Auto Rental	**7.** Misc. (Parking, Taxi, Tips)	**8.** Entertainment	**9.** Other Travel	**10.** Promotional	**11.** Total City Expenses
____	____		____	____	____	____	____	____	____	____
____	____		____	____	____	____	____	____	____	____
____	____		____	____	____	____	____	____	____	____
12. Total	$____		____	____	____	____	____	____	____	____
13. % Total/ Territory	____%		____%	____%	____%	____%	____%	____%	____%	____%
14. Total Territory	$____		____	____	____	____	____	____	____	____
15. Budgeted Salaries	$____									
16. Forecast Expenses	$____									

17. Total Expenses $____ ÷ Forecast Sales $____ = Gross Dollar Return On Sales ____%

STEP-BY-STEP SEQUENCE IN PREPARING A SALES COSTS BUDGET

1. List the major cities in your territory that are included in Section II: Metro Sales Costs.

2. Enter the forecast sales for each city.

3. List in total only the budgeted salaries of the territory sales manager and salespeople as fixed costs.

4. Estimate the number of nights to be spent in each city and multiply by the lodging averages shown in Section II.

5. Estimate the number of meals and drinks per day in each city (S&MM assumes an allowance of two drinks per day per salesperson) and multiply by the appropriate food and drink medians that are shown in Section II.

6. If an auto will be rented, estimate the number of miles per week. *Multiply* the number of days by the rate per day, *add* the sum of the number of miles times the rate per mile, *add* insurance of $2 per day, and substract your company discount (if any). Auto-rental data are in Sections II and VI.

7. Estimate the miscellaneous expenses.

8. Add entertainment costs by multiplying the dinner and drink rates (for each city) by the number of clients or customers entertained.

9. Estimate other travel expenses—air, train, or bus fares—that may be incurred in trips to the home office or the sales meeting.

10. Estimate promotion expenses by including advertising, sales promotion, trade shows, meetings, and so on that may be charged to the territory.

(continued on next page)

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(EXT 225)

11. Total expenses across columns 4 to 10 to derive expenses by city.

12. Total all expenses shown in columns 4 to 11.

13. Calculate the percent of the territory's sales that will be accounted for by total sales of the cities listed; do the same for expenses. *A possible shortcut*: Assume that a city's percentage of total territory sales will be the same as its share of total territory expenses.

14. Enter the expected total sales of the territory.

15. Enter total budgeted salaries.

16. Enter total forecast expenses for the cities from column 11. Total salaries and expenses should be adjusted for any overhead—rent, utilities, secretarial expenses—charged to the sales office.

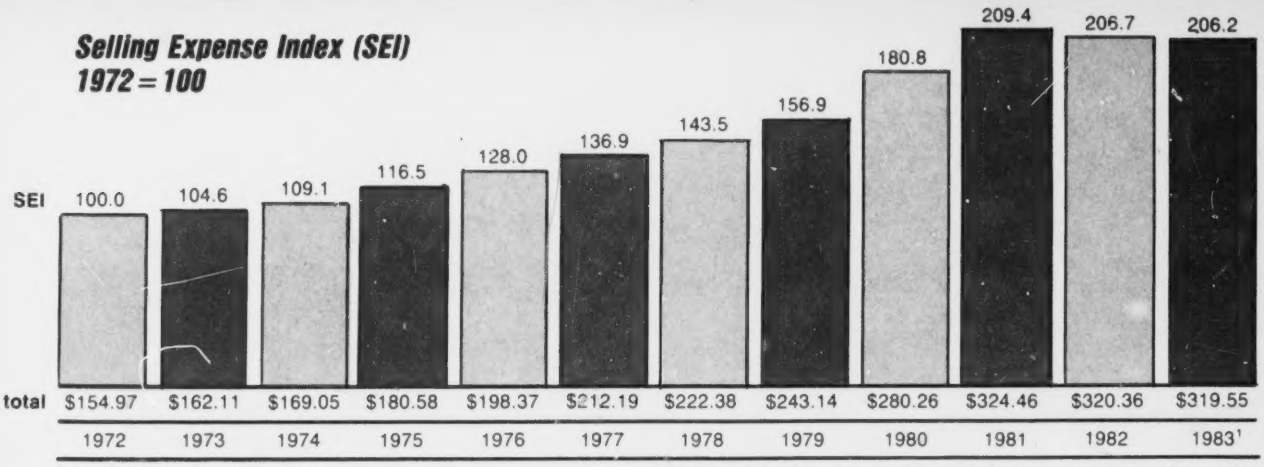
17. Add salaries (item 15) and expenses (item 16). Subtract total expenses (item 17) from forecasted sales (item 12), giving the gross dollar return on sales. This gross dollar return can then be converted to a percentage figure by dividing by the forecast sales total. Comparing the percent shown here with your company's targeted profit ratio tells you if you are on target. If you are not, analysis of the data may suggest the reasons why.

SURVEY HIGHLIGHT

Evening dining costs in major cities

City	*Estimated Cost for 2* *Range*	*Median*
Atlanta	$ 60.85–$101.35	$91.60
Boston	57.05–106.60	75.90
Chicago	77.95– 87.75	82.00
Cleveland	62.70– 83.85	74.05
Dallas	124.45–152.70	135.45
Detroit	69.90–122.50	76.80
Houston	63.25–122.15	103.75
Los Angeles	52.25–141.20	103.85
Miami	90.60–107.30	99.60
Minneapolis	87.05–104.30	95.35
New York	94.00–165.50	117.55
Philadelphia	83.25– 99.65	90.60
San Francisco	71.40–112.70	98.75
St. Louis	72.40–105.10	83.95
Washington, DC	75.15–146.50	124.00
15-city average	**$76.15–$117.30**	**$96.90**

Definition: Cost is for dinner (prime rib or the house specialty, excluding entrées such as lobster which are priced at current market prices) for two persons at a white tablecloth restaurant selected from the 100 top restaurants for business dining in S&MM's Business Executives' Dining Awards. The price includes two cocktails apiece, one bottle of wine, tax, and 15% gratuity.
Source: Sales & Marketing Management survey



[1] Year-to-date through November.
Note: Includes average monthly spending for meals, lodging, auto rental, and entertainment. Auto-rental data not reported separately prior to 1979.

Source: PHH Group, Travel Expense Management Systems, *Travel Expense Management Report*.

SELLING EXPENSE INDEX

SEI declines again in '83

Fewer overnight trips and more efficient planning by business travel executives has contributed to the second straight decline in S&MM's **Selling Expense Index (SEI)**, which measures *actual spending* by salespersons. Client reports to PHH Group's Travel Expense Management Systems Div. show average monthly spending on meals, lodging, auto rental, and entertainment to be $319.55, down slightly (.25%) from last year's total of $320.36.

Of the four expenses charted, the main contributors to the decline, meals and entertainment, showed decreases of 5.8% and 6.5% respectively. When placed against the backdrop of the five-year period 1978–83, (which shows meal costs up by 23.1%, for example), we see that the declines of the last two years have not been able to completely offset the tremendous increases recorded prior to 1982. Tighter control over these areas in recent years has begun to pay off though, with the average number of meals per month decreasing to 13.1, as opposed to 19.1 just two years ago. Lodging frequency has also experienced a decline, with the average number of nights a salesperson spends in a hotel hitting 2.9 per month, compared to an average of 3.6 for the 1978–82 period.

Some other areas that PHH charts that do not show up in SEI calculations, things such as postage & supplies and telephone costs, reveal some surprises. Expenses for postage & supplies, after experiencing an 89.8% total increase in 1982, have fallen off slightly, show-

(continued on page 38)

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Information please

The following consulting organizations and associations are major sources of the data used in *S&MM's Survey of Selling Costs.* For those desiring more specific information on a particular topic, the name and address of each company is listed below, along with a brief description of their activities.

◆ **The Conference Board, Inc.,** 845 Third Ave., New York, NY 10022 (212-759-0900). Publishes periodic reports on compensation of field sales representatives, conducts research, and publishes studies on business economics and management experience. Also conducts seminars in these areas.

◆ **Dartnell Corp.,** 4660 Ravenswood Ave., Chicago, IL 60640 (312-561-4000). Publishes biennial *Survey of Sales Force Compensation,* as well as materials for business executives, managers, salespeople, and supervisors dealing with training and development. Also sponsors seminars.

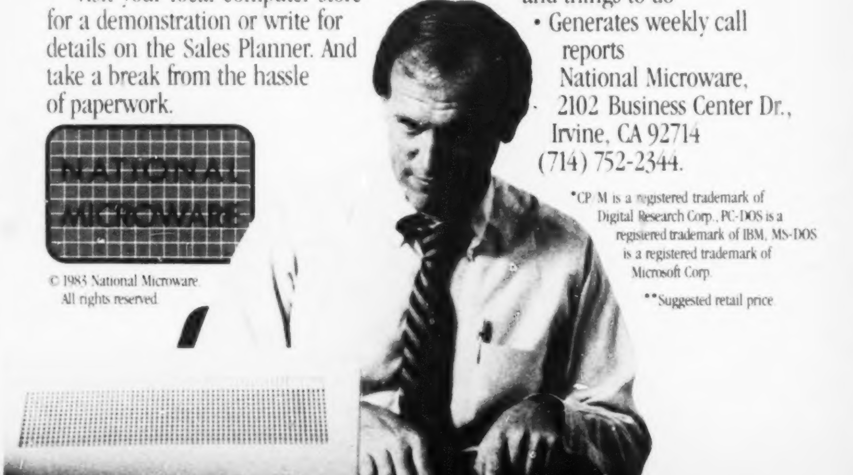
◆ **Manufacturers' Agents National Assn. (MANA),** 2021 Business Center Dr., Irvine, CA 92713 (714-752-5231). Professional association for manufacturers' reps. Publishes *Agency Sales* magazine, as well as an annual survey of reps' commissions and operating expenses.

◆ **PHH Group, Peterson, Howell & Heather, Inc.,** P.O. Box 2174, Baltimore, MD 21203 (301-667-4000). Provider of cost control and analysis systems for corporations, utilities, and municipalities in the area of transportation, automotive fleets, and transfer and relocation of employees. Also gathers statistics relating to these areas.

◆ **Runzheimer and Co., Inc.,** Runzheimer Park, Rochester, WI 53167 (414-534-3121). An international management consulting company specializing in travel and living costs. Publishes *Runzheimer Reports on Transportation* and *Travel Management.*

◆ **Schonfeld & Associates,** 2550 Crawford Ave., Evanston, IL 60201 (312-869-5556). A management consulting company that publishes an annual study of advertising and promotional expenditures of major U.S. corporations, as well as other forecasts and tracking studies in the areas of marketing and advertising.

◆ **Technomic Consultants,** 1 North Wacker Dr., Chicago, IL 60606 (312-346-5900). The major provider of data for the *Survey of Selling Costs,* this Chicago-based consulting company works with all phases of the business planning process, from plan formulation and market research to strategy development and implementation. Their data base is the source of our metro sales costs tables as well as data on cost per call, meetings, and sales training.



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ing a decline of just over 20% to $27.41/month. The indication here is that more and more companies are turning to direct mail in their selling efforts in order to cut costs. Telephone expenses are down slightly, but even with increased competition in the industry, costs remain substantial with 1983 monthly cost per salesperson coming out to $67.28. Miscellaneous expenses, the catchall category on the expense sheet, is one area that shows consistent increases over the last five years. In fact, the only other expense that has shown a steady increase is auto rental, which is surprising in light of the fact that all other indications point to salespeople spending less time on the road.

In all, the eight expenses reported by PHH Group combine to total $613.50 in average monthly expenditures, a 3.0% rise over last year's $595.84. Coupled with a 1982 increase of only 4.0%, this paints a far rosier picture for those charged with handling the sales expense budget, as 10%-plus increases hopefully become a thing of the past. S&MM

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Explanation of cost-per-call data

The data base has been obtained this year from the Executive Compensation Service, Inc., a subsidiary of The Wyatt Co. It is used in the first two columns of Table I-2 headed "Compensation." The figures given in the first column represent the low and high range of the middle 50% arrayal of average salaries reported by different industries employing the five different types of salespeople (see page 40).

The data for the next two columns, "Average Compensation" and "Average Expenses," are used to calculate the yearly direct sales costs. The average compensation figure represents the average of the range determined by the low of the second quartile and the high of the third quartile compensation reported in the survey. The average compensation is then added to the range of average expenses (using the low and median of the middle 50% range of average expenses reported by survey respondents), to develop the range of total direct sales costs. Thus we have eliminated the widely fluctuating extremes that can occur from year-to-year when the lowest and highest figures are used.

The direct sales costs are then calculated using the range previously developed. The low of the costs range is divided by the highest number of average calls for each territory, and the high cost figure is divided by the lowest number of average calls per year. This computation allows consideration of the highest possible vs. the lowest possible cost per call in each type of territory. The arithmetic mean is developed simply by taking the midpoint of the ranges.

When looking at the data thus developed, it should be noted that these figures are relevant to line sales personnel below the level of regional or district manager. Unlike other sales cost data which lumps into one average figure all costs incurred by all sales or marketing people regardless of sales function within an organization, these estimates are derived from data gathered separately for three categories: salary (including incentive), auto, and T&E. General and administrative expenses are not included in the direct sales costs. Additionally, Executive Compensation Service requests this information by specific job function. As a result, S&MM's cost-per-call data for each of the five types of salespeople is representative of costs in industry for similar responsibilities and functions.

TABLE I-1 ***Typical salespeople's call patterns***

Type Of Salesperson		Average Calls Per Day Territory A	Average Calls Per Day Territory B	Estimated Days In Field Per Year	Average Calls Per Year Territory A	Average Calls Per Year Territory B
Account	R*	4–6	2–3	190[1]	760–1,140	380–570
representative	**M****	**5**	**2.5**		**950**	**475**
Detail	R	6–10	4–6	190[1]	1,140–1,900	760–1,140
salesperson	**M**	**8**	**5**		**1,520**	**950**
Sales	R	4–7	3–4	141[2]	564–987	423–564
engineer	**M**	**5.5**	**3.5**		**775.5**	**493.5**
Industrial products	R	6–8	3–5	190[1]	1,140–1,520	570–950
salesperson	**M**	**7**	**4**		**1,330**	**760**
Service	R	8–10	4–6	190[1]	1,520–1,900	760–1,140
salesperson	**M**	**9**	**5**		**1,710**	**950**

*R: Range of calls.

****M:** Mean number of calls.

[1] Based on 5 days, 52 weeks per year, less 1 day per week office nonfield work, less 6 holidays, and less 15 days for vacation and sickness.

[2] Based on 239 workdays less 2 days per week in office (49 weeks).

Territory definitions: **A**—Usually a metro area where customers are concentrated, the salesperson can make several calls at one location, or the sales manager's philosophy emphasizes maximum calls per day. **B**—Customers are dispersed and longer sales calls are required to sell a product or service.

Source: Sales & Marketing Management survey.

TABLE I-2 ***Direct sales costs of salesperson's calls***

Type Of Salesperson	Range Of Yearly Direct Sales Costs: Compensation Range	Compensation Average	Average Expenses[1]	**Total 1983**	Total 1982
Account representative	$21,500– $39,700	$30,600	$ 8,202– $14,466	**$38,802–** **$45,066**	$42,350– $49,250
Detail salesperson	19,900– 39,100	29,500	10,000– 18,047	**39,500–** **47,547**	37,750– 47,750
Sales engineer	24,000– 58,000	41,000	10,833– 26,025	**51,833–** **67,025**	47,050– 60,350
Industrial products salesperson	23,200– 48,600	35,900	7,129– 38,360	**43,029–** **74,260**	46,000– 71,500
Service salesperson	20,100– 46,800	33,450	11,337– 33,750	**44,787–** **67,200**	45,450– 65,150

[1] Includes average travel, entertainment, food, lodging, and auto expenses.

Note: Base salary + commission or bonus ranges obtained from Executive Compensation Service, Inc., a subsidiary of The Wyatt Co., *Sales Personnel Report*, 1983 edition.

Source: Executive Compensation Service, Inc., a subsidiary of The Wyatt Co., an international actuarial, compensation, and employee benefit consulting company.

TABLE I-3 ***Direct sales costs per salesperson's call***

Type Of Salesperson		1983 Direct Sales Cost	Average Calls Per Year Territory A	Average Calls Per Year Territory B	Median Cost Per Salesperson's Call Territory A	Median Cost Per Salesperson's Call Territory B
Account	R*	$38,802–$45,066	760–1,140	380–570	$34.05–$59.30	$68.05–$118.60
representative	**M****	**41,934**	**950**	**475**	**46.70**	**93.30**
Detail	R	39,500–47,547	1,140–1,900	760–1,140	20.80–41.70	34.65–62.55
salesperson	**M**	**43,524**	**1,520**	**950**	**31.25**	**48.60**
Sales	R	51,833–67,025	564–987	423–564	52.50–118.85	91.90–158.45
engineer	**M**	**59,429**	**775.5**	**493.5**	**85.70**	**125.20**
Industrial products	R	43,029–74,260	1,140–1,520	570–950	28.30–65.15	45.30–130.30
salesperson	**M**	**58,645**	**1,330**	**760**	**46.75**	**87.80**
Service	R	44,787–67,200	1,520–1,900	760–1,140	23.60–44.20	39.30–88.40
salesperson	**M**	**55,994**	**1,710**	**950**	**33.90**	**63.85**

*R: Range: Middle 50% arrayal of responses.

****M:** Mean: Midpoint between each set of ranges.

Note: Median Cost Per Salesperson's Call = Direct Sales Cost / Average Calls Per Year

Source: Sales & Marketing Management survey.

TABLE I-4 ***Cost per call by effective call days per week***

Type Of Salesperson		5 Days Per Week Territory A	5 Days Per Week Territory B	4-Days Per Week Territory A	4-Days Per Week Territory B	3 Days Per Week Territory A	3 Days Per Week Territory B
Account	R*	$27.05–$47.15	$54.15–$94.30	$34.05–$59.30	$68.10–$118.60	$45.90–$79.95	$91.80–$159.85
representative	**M****	**37.15**	**74.20**	**46.70**	**93.35**	**62.95**	**125.85**
Detail	R	16.55–33.15	27.55–49.70	20.80–41.70	34.64–62.55	28.05–56.20	46.70–84.30
salesperson	**M**	**24.85**	**38.65**	**31.25**	**48.60**	**41.15**	**65.50**
Sales	R	N.T.E.		52.50–118.85	91.90–158.45	70.80–160.20	123.90–213.60
engineer	**M**	**N.T.E.**		**85.70**	**125.20**	**115.50**	**168.75**
Industrial products	R	24.50–51.80	36.00–103.60	28.30–65.15	45.30–130.30	38.15–87.80	61.05–175.65
salesperson	**M**	**37.15**	**69.80**	**46.75**	**87.80**	**63.00**	**118.35**
Service	R	18.75–35.15	31.25–70.30	23.60–44.20	39.30–88.40	31.80–59.60	53.00–119.15
salesperson	**M**	**26.95**	**50.75**	**33.90**	**63.85**	**45.70**	**86.05**

*R: Range

****M:** Mean

N.T.E.: Not Typical Experience

Note: 5-day workweek based on 239 workdays, 4-day workweek based on 190 workdays, 3-day workweek based on 141 workdays. Each assumes an annual 15 days of vacation and sick time, and 6 holidays.

Source: Sales & Marketing Management survey.

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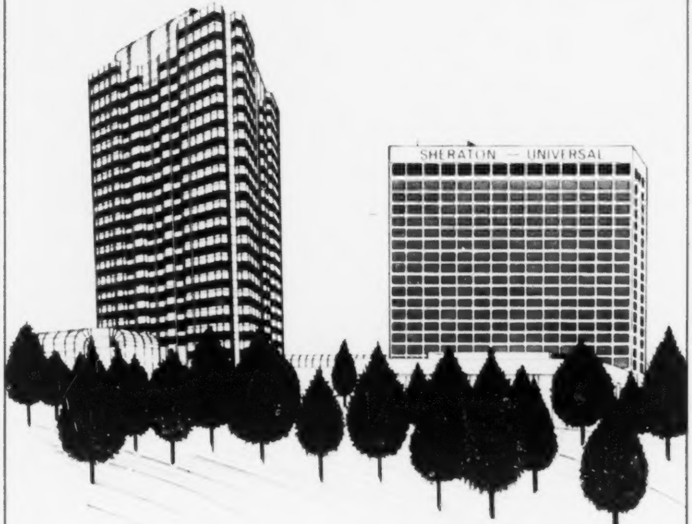

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The five types of salespeople

These are the five categories of salespeople studied in S&MM's annual Survey:

Account representative—A salesperson who calls on a large number of already established customers in, for example, the food, textiles, apparel, or wholesaling industries. Much of this selling is low key and there is minimal pressure to develop new business.

Detail salesperson—A salesperson who, instead of directly soliciting an order, concentrates on performing promotional activities and introducing products. The medical detail salesperson, for example, seeks to persuade doctors, the indirect customers, to specify the pharmaceutical company's trade name product for prescriptions. The company's actual sales are ultimately made through a wholesaler or direct to pharmacists who fill prescriptions.

Sales engineer—A salesperson who sells products for which technical know-how and the ability to discuss technical aspects of the product are extremely important. The salesperson's expertise in identifying, analyzing, and solving customer problems is another critical factor. This type of selling is common in the chemical, machinery, and heavy-equipment industries.

Industrial products salesperson, nontechnical—This salesperson sells a tangible product to industrial or commercial purchasers; no high degree of technical knowledge is required. Industries such as packaging materials or standard office equipment use this type.

Service salesperson—A salesperson who sells intangibles, such as insurance and advertising. Unlike the four preceding types, those who sell services must be able to sell the benefits of intangibles.

TABLE I-5 ***How to compute your salesperson's call patterns***

Salesperson	Actual Calls Reported	Estimated Calls Per Year			Actual Or Estimated Calls Per Year
		Average Calls Per Day	Total Days In Field	Estimated Total Calls	

TABLE I-6 ***How to compute your salesperson's direct sales costs***

Salesperson	Yearly Direct Sales Cost					Total Direct Sales Cost
	Base Salary	Bonus Or Comm.	Auto Expense	Expense Account Reported	Other	

TABLE I-7 ***How to compute your salesperson's per-call costs***

Salesperson	Direct Sales Cost	Total Calls Per Year	Cost Per Salesperson's Call[1]

[1] Cost Per Salesperson's Call $= \frac{\text{Direct Sales Cost}}{\text{Total Calls Per Year}}$

TABLE I-8 ***Territory concentration factor***

Standard Average Calls Per Day	Average Calls Per Day For Territory									
	10	9	8	7	6	5	4	3	2	1
10	1.00	1.11	1.25	1.42	1.66	2.00	2.50	3.33	5.00	10.00
9	.90	1.00	1.12	1.28	1.50	1.80	2.25	3.00	4.50	9.00
8	.80	.88	1.00	1.14	1.33	1.60	2.00	2.66	4.00	8.00
7	.70	.77	.87	1.00	1.16	1.40	1.75	2.33	3.50	7.00
6	.60	.66	.75	.85	1.00	1.20	1.50	2.00	3.00	6.00
5	.50	.55	.62	.71	.83	1.00	1.25	1.66	2.50	5.00
4	.40	.44	.50	.57	.66	.80	1.00	1.33	2.00	4.00
3	.30	.33	.37	.42	.50	.60	.75	1.00	1.50	3.00
2	.20	.22	.25	.28	.33	.40	.50	.66	1.00	2.00
1	.10	.11	.12	.14	.16	.20	.25	.33	.50	1.00

How to create your own cost-per-call efficiency index

S&MM's cost-per-call data can help you evaluate the effectiveness of your own management of this critical cost ratio. Because the data are detailed for types of salespeople and selling situations, they are most helpful if you develop your own **Sales Call Efficiency Index** that you can then use to monitor the efficiency of your field sales force.

1. **Call patterns.** Information on your salespeople's call patterns (Table I-5) can be gained either by totalling the number of calls listed on call reports or by multiplying the average number of calls per day by the number of days salespeople spend in the field.

2. **Direct sales costs.** Unless you keep your own records, company financial records will provide much of the information on direct sales costs (Table I-6). They can be supplemented by the sales force's expense accounts, as well as the Metro Sales Costs (page 46) and Transportation (page 123) data.

3. **Cost per call.** Using the summary data from the first two tables, you calculate cost per call (Table I-7) by dividing the salespeople's number of calls into their total direct sales costs. If you want to make the sales force more aware of this critical ratio, you can redesign the format of your call reports so that individuals can compute their own cost per call each time they submit a report.

4. **Territory concentration factor.** No two territories are exactly alike because of differences in geography, number and type of accounts, and industry concentration or dispersal. You can compensate for this diversity by assigning "weights" to the salespeople or territories being compared. Here, you first develop an aver-

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age number of calls per day for your entire sales force; that figure represents the norm. Then, using the Territory Concentration Factor (Table I-8), which shows the statistical relationship between a set of common numbers, you "equalize" the differences in the number of sales calls. That is, it compensates for the differences where one territory averages eight calls per day, another, only four.

Next, you adjust for the differences in selling and living costs between the markets. A step-by-step procedure, comparing the San Francisco and Boulder markets, is provided in the following example.

TABLE I-9

Step-by-step sequence in building a Sales Call Efficiency Index

In order to compare cost-per-call ratios of different sales territories equitably, variances between local markets must be considered. This hypothetical example analyzes two different markets: San Francisco, with above-average per diem costs, and Boulder, with below-average per diem costs.

The Boulder salesperson has direct sales costs of $42,310 and makes about 475 calls a year, while the San Francisco salesperson has direct sales costs of $58,645 and makes about 1,330 calls. Thus the **Unweighted Cost Per Sales Call** in Boulder is $89.07 ($42,310 ÷ 475 = $89.07) compared with $44.09 in San Francisco ($58,645 ÷ 1,330 = $44.09). At first glance, it appears that the San Francisco salesperson is managing his expenses much better than his Colorado counterpart.

However, a fair evaluation of the relative performance of each salesperson must recognize that San Francisco and Boulder are two distinctly different markets. A first step toward developing a **Sales Call Efficiency Index** that compensates for these differences involves the **Territory Concentration Factor** (TCF) (Table I-8).

Assuming the entire sales force averages about six calls per day, and using the table to relate each salesperson's calls to that number, the TCF of San Francisco's seven calls per day is 0.85 while that of Boulder's 2.5 calls is 2.50.

Next, the Metro Sales Costs section (page 45) reveals that San Francisco's per diem index is 160 and Boulder's is 88. Dividing each number into 100, the all-U.S. norm, yields a factor of 0.63 for San Francisco and 1.14 for Boulder.

Market	*Total Direct Sales Costs*	*Annual Number of Sales Calls*	*Unweighted Cost Per Sales Call*	*Territory Concentration Factor (TCF)*	*Per Diem Index**	*Sales Call Efficiency Index*	***Weighted Sales Call Efficiency Index***
San Francisco	$58,645	1,330	$44	0.85	160	$33	**$44**
Boulder	$42,310	475	$89	2.50	88	$41	**$37**

*As indicated in Section II: Metro Sales Costs

$$\textbf{Sales Call Efficiency Index} = \frac{\text{Direct Sales Costs}\ \dfrac{(100)}{(\text{Per Diem Index})}}{\text{Calls Year (Territory Concentration Factor)}}$$

For San Francisco, the calculation is as follows:

$$\frac{\$58{,}645\,(0.63)}{1{,}330\ (0.85)} = \frac{\$36{,}946.35}{1{,}130.50} = \mathbf{\$32.68}$$

For Boulder:

$$\frac{\$42{,}310\,(1.14)}{475\ (2.50)} = \frac{\$48{,}233.40}{1{,}187.50} = \mathbf{\$40.62}$$

With these data in hand, it is now possible to construct a **Sales Call Efficiency Index** for each territory using the equation illustrated above. This reveals that, on an adjusted basis allowing for market differences, the cost per call in San Francisco is $32.68 and in Boulder, $40.62. What was almost a $45 difference has been cut to $8.

Weighted Sales Call Efficiency Index

For San Francisco:

$$\frac{\$35{,}900 + \$22{,}745(0.63)}{1{,}330\ (0.85)} = \frac{\$50{,}229.35}{1{,}130.50} = \mathbf{\$44.43}$$

For Boulder:

$$\frac{\$30{,}600 + \$11{,}334(1.14)}{475\ \ (2.50)} = \frac{\$43{,}520.76}{1{,}187.50} = \mathbf{\$36.65}$$

The adjusted index can be further refined by allowing for living costs differences. In this example, the San Francisco salesperson has a base salary of $35,900 plus $22,745 for expenses, while the Boulder salesperson has a base salary of $30,600 plus $11,334 for expenses. Using the above equation—multiplying each individual's expenses by the per diem factor mentioned earlier (0.63 for San Francisco, 1.14 for Boulder)—results in a **Weighted Sales Call Efficiency Index** of $44.43 for San Francisco and $36.65 for the Boulder salesperson.

Metro sales costs

TABLE	TITLE
II-1	**Selling costs in 86 major U.S. markets**
	Lodging—Average daily rates and range of rates
	Meals—Median costs of breakfast, lunch, and dinner
	Per diem total—Lodging and meals
	Per diem increase—1982–83 increase in per diem total
	Per diem index—Market lodging and meal costs compared with U.S. average
	Cost of two drinks
	Airport to downtown—Limousine and taxi rates, distances, and times
	Auto rental—Average per diem car-rental rates
II-2	**Selling costs in major Canadian markets**
II-3	**Meal and lodging tax rates by metropolitan market**

TABLE II-1 ***Selling costs in 86 major U.S. markets***

Metro Area	*Lodging (Daily)*	*Meals (Median)*	*Per Diem Total*	*Per Diem Increase 1982–83*	**Per Diem Index**	*Cost Of Two Drinks*	*Airport To Downtown*	*Per Diem Auto Rental*
ALABAMA								
Birmingham	Average $41.65 Range $23.00–$66.00	B $ 5.00 L $ 5.65 D $14.60	$66.90	5.6%	**87**	$5.40	Limo: None Taxi: $6.15 Dist.: 5 mi. Time: 30 min.	$53.90
ARIZONA								
Phoenix-Scottsdale	Average $49.05 Range $25.00–$96.00	B $ 4.80 L $ 6.55 D $12.10	72.50	2.3	**94**	3.75	Limo: $6.00 Taxi: $6.35 Dist.: 4 mi. Time: 20 min.	44.70
Tucson	Average $43.20 Range $26.00–$80.00	B $ 4.25 L $ 6.15 D $12.95	66.55	2.1	**86**	4.25	Limo: $4.25 Taxi: $10.25 Dist.: 7 mi. Time: 20–45 min.	47.00
ARKANSAS								
Little Rock-North Little Rock	Average $42.50 Range $28.50–$60.00	B $ 4.20 L $ 6.35 D $14.75	67.80	12.9	**88**	5.00	Limo: None Taxi: $6.20* Dist.: 4 mi. Time: 15 min.	48.30
CALIFORNIA								
Anaheim-Santa Ana	Average $51.45 Range $28.00–$80.00	B $ 4.85 L $ 7.05 D $14.30	77.65	2.6	**101**	3.90	**Los Angeles** Limo: $6.70 Taxi: $38.10 Dist: 27 mi. Time: 60–90 min. **Orange County** Limo: $2.80 Taxi: $19.20 Dist: 13 mi. Time: 35–45 min.	57.20
Fresno	Average $44.00 Range $32.00–$55.00	B $ 5.10 L $ 6.50 D $13.60	69.20	3.7	**90**	3.80	Limo: None Taxi: $14.65 Dist: 7 mi. Time: 35 min.	60.05
Los Angeles-Long Beach	Average $71.80 Range $36.00–$140.00	B $ 4.60 L $ 9.95 D $20.95	107.30	7.0	**139**	5.50	**International** Limo: $6.00 Taxi: $28.90 Dist.: 17 mi. Time: 45 min. **Burbank** Limo: None Taxi: $25.75 Dist.: 15 mi. Time: 20–35 min.	55.25
Oakland	Average $57.15 Range $42.00–$85.00	B $ 5.60 L $ 7.45 D $14.90	85.10	N.A.	**110**	4.00	Limo: $3.50 Taxi: $17.55 Dist: 12 mi. Time: 30 min.	55.05
Oxnard-Ventura	Average $50.80 Range $31.00–$87.00	B $ 4.25 L $ 6.85 D $11.60	73.50	10.3	**95**	4.00	Limo: None Taxi: $2.70 Dist.: 1 mi. Time: 5 min.	N.A.
Riverside-San Bernardino	Average $39.70 Range $27.00–$57.00	B $ 4.15 L $ 4.80 D $11.55	60.20	-0.1	**78**	3.20	Limo: $1.50 Taxi: $21.35 Dist.: 15 mi. Time: 20 min.	56.30
Sacramento	Average $43.45 Range $30.00–$64.00	B $ 4.20 L $ 6.30 D $11.90	65.85	6.5	**85**	4.40	Limo: $4.30 Taxi: $16.00 Dist: 11 mi. Time: 20 min.	59.60

*Flat or zone rate
N.A.—Not Available

Metro Area	Lodging (Daily)	Meals (Median)	Per Diem Total	Per Diem Increase 1982–83	**Per Diem Index**	Cost Of Two Drinks	Airport To Downtown	Per Diem Auto Rental
San Diego	Average $54.35 Range $28.00–$104.00	B $ 5.60 L $ 8.70 D $15.70	$84.35	6.9%	**109**	$4.50	Limo: None Taxi: $5.20 Dist: 3 mi. Time: 15 min.	$55.70
San Francisco	Average $81.00 Range $40.00–$160.00	B $ 7.90 L $11.80 D $22.50	123.20	7.5	**160**	6.50	Limo: $4.00 Taxi: $25.10 Dist: 15 mi. Time: 45 min.	52.80
San Jose	Average $51.10 Range $34.00–$70.00	B $ 4.80 L $ 7.80 D $13.50	77.20	1.8	**100**	3.75	Limo: None Taxi: $5.05 Dist.: 3 mi. Time: 15 min.	55.05
COLORADO								
Boulder	Average $45.00 Range $34.00–$65.00	B $ 3.85 L $ 5.20 D $13.45	67.50	N.A.	**88**	4.25	Limo: None Taxi: $40.50 Dist.: 30 mi. Time: 45 min.	N.A.
Denver	Average $61.80 Range $36.00–$105.00	B $ 3.95 L $ 5.90 D $17.10	88.75	6.1	**115**	5.00	Limo: $5.00 Taxi: $9.55 Dist.: 7 mi. Time: 30 min.	52.35
CONNECTICUT								
Bridgeport-Stamford-Norwalk-Danbury	Average $65.60 Range $40.00–$109.00	B $ 3.55 L $ 9.10 D $12.55	90.80	5.2	**118**	5.00	Limo: $5.00 Taxi: $5.45 Dist.: 4 mi. Time: 10 min.	58.95
Hartford-New Britain-Middletown-Bristol	Average $53.80 Range $36.00–$79.00	B $ 4.20 L $ 8.90 D $14.60	81.50	N.C.	**106**	4.75	Limo: $4.25 Taxi: $15.75* Dist.: 14 mi. Time: 35 min.	59.25
New Haven-Waterbury-Meriden	Average $44.50 Range $32.00–$68.00	B $ 3.90 L $ 5.60 D $14.55	68.55	11.6	**89**	4.40	Limo: None Taxi: $4.70 Dist.: 3.5 mi. Time: 15 min.	46.10
DELAWARE								
Wilmington	Average $56.30 Range $20.00–$75.00	B $ 3.90 L $ 6.50 D $15.40	82.10	8.7	**107**	4.00	Limo: $4.75 Taxi: $14.85 Dist.: 5 mi. Time: 20 min.	52.10

*Flat or zone rate.
N.C.—No Change.

DEFINITIONS—**Lodging:** Single-room rates, excluding local taxes, are shown. Double-room rates are approximately 1.27 times greater. **Meal costs:** A 12.5% tip is included in each meal cost shown. **B**—Menu prices for a breakfast consisting of two eggs, bacon or sausage, and coffee (and juice if it is part of the meal). **L**—Menu price for a lunch consisting of ground sirloin steak (not a sandwich) or a comparable entrée, potato, vegetable, and coffee (and salad, roll and butter, and coleslaw if part of the meal). **D**—Menu price for dinner consisting of 12-oz. sirloin steak, baked potato, salad, and beverage (and appetizer, soup, and dessert if part of the meal). **Per diem total:** Total one-day cost of lodging and meals. **Per diem increase:** Percent change from 1982 to 1983 in total one-day cost of lodging and three meals. **Per diem index:** A city's per diem total expressed as a ratio of the U.S. average (an index of 110, for example, means that the area's total cost is 10% above the national average). **Cost of two drinks:** Price for two martinis made from the bar's house liquor. **Airport to downtown:** Taxi fares show include a 12.5% tip, but exclude the cost of extraordinary waiting time due to traffic delays. Information is for first city in metro area title. **Auto rental:** Costs are based upon the published nondiscountable daily rates of major companies. Applicable local gas charges for 50 miles have been added. Notes: **Average** is the sum of the dollar amounts divided by the number of responses. **Median** is the dollar amount that has an equal number of responses above and below it.

Sources: *Sales & Marketing Management*; American Hotel Assn.; *1983 Hotel & Motel Red Book*; *Hotel & Travel Index*; *Official Airline Guide*; Runzheimer car-rental survey; National car-rental survey.

TABLE II-1 ***Selling costs in 86 major U.S. markets***

Metro Area	*Lodging (Daily)*	*Meals (Median)*	*Per Diem Total*	*Per Diem Increase 1982–83*	**Per Diem Index**	*Cost Of Two Drinks*	*Airport To Downtown*	*Per Diem Auto Rental*
DISTRICT OF COLUMBIA								
Washington	Average $76.40 Range $32.00–$154.00	B $ 5.80 L $10.70 D $20.10	$113.00	8.7%	**147**	$6.00	**National** Limo: $3.25 Taxi: $5.30 Dist.: 4 mi. Time: 25 min. **Dulles** Limo: $6.00 Taxi: $30.05 Dist.: 26 mi. Time: 45–60 min. **Baltimore** Limo: $8.50 Taxi: $49.15 Dist.: 43 mi. Time: 45–60 min.	$65.70
FLORIDA								
Fort Lauderdale	Average $59.10 Range $33.00–$120.00	B $ 3.65 L $ 6.15 D $15.30	84.20	1.1	**109**	4.50	Limo: $15.00 Taxi: $6.00 Dist.: 4 mi. Time: 30 min.	51.55
Jacksonville	Average $44.25 Range $23.00–$81.00	B $ 4.50 L $ 6.45 D $11.80	67.00	10.9	**87**	4.20	Limo: $6.00 Taxi: $17.80 Dist.: 15 mi. Time: 30 min.	49.55
Miami-Hialeah	Average $66.10 Range $32.00–$130.00	B $ 4.70 L $ 8.20 D $17.45	96.45	1.5	**125**	6.75	Limo: $6.00 Taxi: $10.60 Dist.: 7 mi. Time: 30 min.	43.65
Orlando	Average $56.15 Range $28.00–$90.00	B $ 4.00 L $ 7.25 D $13.55	80.95	13.7	**105**	5.00	Limo: $4.50 Taxi: $12.45 Dist.: 10 mi. Time. 30 min.	47.55
Tampa-St. Petersburg–Clearwater	Average $50.55 Range $31.00–$78.00	B $ 4.25 L $ 5.75 D $14.55	75.10	7.1	**97**	4.60	Limo: $5.50 Taxi: $8.00 Dist.: 6 mi. Time: 30 min.	43.30
West Palm Beach-Boca Raton-DelRay Beach	Average $45.65 Range $25.00–$70.00	B $ 3.90 L $ 6.10 D $14.60	70.25	-2.6	**91**	3.30	Limo: $2.65 Taxi: $6.75 Dist.: 4 mi. Time: 15 min.	44.90
GEORGIA								
Atlanta	Average $66.70 Range $30.00–$105.00	B $ 5.05 L $ 6.90 D $17.15	95.80	12.9	**124**	5.00	Limo: $7.00 Taxi: $15.20* Dist.: 8 mi. Time: 35 min.	53.95
HAWAII								
Honolulu	Average $57.60 Range $26.00–$165.00	B $ 6.50 L $ 6.65 D $13.20	83.95	6.1	**109**	6.50	Limo: $7.00 Taxi: $9.45 Dist.: 5 mi. Time: 15 min.	41.35
ILLINOIS								
Chicago	Average $80.85 Range $34.00–$145.00	B $ 4.25 L $ 7.75 D $17.65	110.50	3.5	**143**	4.00	**O'Hare** Limo: $5.45 Taxi: $22.50 Dist.: 19 mi. Time: 45–65 min. **Midway** Limo: $6.75 Taxi: $13.50 Dist: 11 mi. Time: 40 min.	63.45

*Flat or zone rate.
N.A.—Not Available.

TABLE II-1 **Selling costs in 86 major U.S. markets**

Metro Area	*Lodging (Daily)*	*Meals (Median)*	*Per Diem Total*	*Per Diem Increase 1982–83*	**Per Diem Index**	*Cost Of Two Drinks*	*Airport To Downtown*	*Per Diem Auto Rental*
Springfield	Average $39.80 Range $28.00–$49.75	B $ 4.05 L $ 5.55 D $12.90	$62.30	6.0%	**81**	$4.00	Limo: $4.00 Taxi: $4.50* Dist.: 3 mi. Time: 15 min.	$52.40
INDIANA								
Indianapolis	Average $41.50 Range $28.00–$66.00	B $ 3.65 L $ 4.85 D $12.30	62.30	2.7	**81**	3.50	Limo: $5.50 Taxi: $7.20 Dist.: 7 mi. Time: 25 min.	62.35
IOWA								
Des Moines	Average $36.75 Range $21.00–$57.00	B $ 4.85 L $ 6.20 D $13.45	61.25	1.2	**79**	4.00	Limo: $2.50 Taxi: $6.65 Dist.: 5 mi. Time: 20 min.	44.75
KANSAS								
Wichita	Average $41.30 Range $12.00–$64.00	B $ 4.25 L $ 5.25 D $12.50	63.30	10.6	**82**	5.00	Limo: None Taxi: $7.00 Dist.: 6 mi. Time: 20 min.	45.75
KENTUCKY								
Louisville	Average $41.55 Range $29.00–$64.00	B $ 2.50 L $ 5.90 D $14.55	64.50	7.1	**84**	3.90	Limo: None Taxi: $6.65 Dist.: 5 mi. Time: 20 min.	58.20
LOUISIANA								
New Orleans	Average $62.95 Range $32.00–$114.00	B $ 6.70 L $10.70 D $17.70	98.05	5.7	**127**	5.60	Limo: $5.50 Taxi: $20.25* Dist.: 15 mi. Time: 30 min.	57.55
MARYLAND								
Baltimore	Average $56.15 Range $30.00–$84.00	B $ 4.35 L $ 8.00 D $15.30	83.80	9.6	**109**	5.00	Limo: $5.00 Taxi: $9.40 Dist.: 10 mi. Time: 25 min.	67.15
MASSACHUSETTS								
Boston	Average $67.65 Range $44.00–$98.00	B $ 4.70 L $ 6.55 D $16.30	95.20	7.7	**124**	4.80	Limo: $0.60 Taxi: $5.75 Dist.: 3 mi. Time: 30 min.	72.55
New Bedford-Fall River-Attleboro	Average $40.15 Range $26.00–$51.00	B $ 4.50 L $ 5.55 D $14.60	64.80	10.1	**84**	4.80	Limo: None Taxi: $3.65 Dist.: 2.5 mi. Time: 15 min.	N.A.
Springfield	Average $41.10 Range $25.10–$74.00	B $ 3.95 L $ 5.60 D $14.60	65.25	16.5	**85**	4.50	Limo: $6.00 Taxi: $18.05 Dist.: 17 mi. Time: 20 min.	52.75

*Flat or zone rate
N.A.—Not Available

TABLE II-1 *Selling costs in 86 major U.S. markets*

Metro Area	*Lodging (Daily)*	*Meals (Median)*	*Per Diem Total*	*Per Diem Increase 1982–83*	**Per Diem Index**	*Cost Of Two Drinks*	*Airport To Downtown*	*Per Diem Auto Rental*
Worcester-Fitchburg-Leominster	Average $48.80 Range $29.00-$65.00	B $ 4.20 L $ 5.60 D $16.90	$75.50	7.8%	**98**	$4.50	Limo: $4.00 Taxi: $7.90 Dist.: 5 mi. Time: 20 min.	$50.32
MICHIGAN								
Detroit	Average $52.30 Range $32.00–$89.00	B $ 5.25 L $ 7.30 D $19.65	84.50	3.7	**110**	5.60	Limo: $5.00 Taxi: $24.30 Dist.: 23 mi. Time: 40 min.	59.35
Grand Rapids	Average $42.90 Range $28.95–$64.00	B $ 5.05 L $ 6.55 D $14.55	69.05	9.3	**90**	5.20	Limo: None Taxi: $11.25* Dist.: 12 mi. Time: 30 min.	N.A.
MINNESOTA								
Minneapolis-St. Paul	Average $62.70 Range $28.00–$115.00	B $ 5.55 L $ 6.30 D $16.35	90.90	7.9	**118**	5.00	Limo: $4.50 Taxi: $13.45 Dist.: 10 mi. Time: 25 min.	51.75
MISSOURI								
Kansas City	Average $50.75 Range $27.00–$100.00	B $ 4.05 L $ 5.60 D $14.10	74.50	−1.4	**97**	4.25	Limo: $7.50 Taxi: $21.30 Dist.: 18 mi. Time: 35 min.	53.60
St. Louis	Average $51.45 Range $25.00–$99.00	B $ 5.10 L $ 7.60 D $16.60	80.75	7.3	**105**	4.25	Limo: $5.50 Taxi: $14.35 Dist.: 15 mi. Time: 45 min.	50.20
NEBRASKA								
Omaha	Average $42.80 Range $27.95–$68.00	B $ 4.10 L $ 4.80 D $12.05	63.75	12.8	**83**	3.75	Limo: None Taxi: $5.40 Dist.: 4.5 mi. Time: 20 min.	53.95
NEVADA								
Las Vegas	Average $44.65 Range $28.00–$75.00	B $ 5.05 L $ 6.15 D $17.65	73.50	9.4	**95**	4.50	Limo: $4.00 Taxi: $11.00 Dist.: 7 mi. Time: 35 min.	56.00
NEW JERSEY								
Jersey City-Bergen-Passaic	Average $45.85 Range $28.00–$65.00	B $ 4.15 L $ 6.00 D $14.90	70.90	14.1	**92**	5.00	Limo: None Taxi: $19.15* Dist.: 9 mi. Time: 45 min.	N.A.
Long Branch-Asbury Park	Average $50.00 Range $42.00–$70.00	B $ 2.95 L $ 6.30 D $15.15	74.40	4.4	**97**	5.00	**Asbury Park** Limo: None Taxi: $17.15* Dist.: 12.5 mi. Time: 30 min. **Newark** Limo: None Taxi $51.75* Dist.: 45 mi. Time: 60 min.	N.A.

*Flat or zone rate.
N.A.—Not Available.

TABLE II-1 **Selling costs in 86 major U.S. markets**

Metro Area	Lodging (Daily)	Meals (Median)	Per Diem Total	Per Diem Increase 1982–83	**Per Diem Index**	Cost Of Two Drinks	Airport To Downtown	Per Diem Auto Rental
New Brunswick-Perth Amboy-Sayreville	Average $54.50 Range $44.00–$63.00	B $ 5.25 L $ 5.75 D $16.75	$82.25	18.8%	**107**	$5.00	Limo: $13.00 Taxi: $36.00* Dist.: 23 mi. Time: 40 min.	N.A.
Newark	Average $68.70 Range $55.00–$100.00	B $ 5.20 L $ 6.50 D $17.95	98.35	11.5	**128**	4.50	Limo: $2.15 Taxi: $12.40* Dist.: 3 mi. Time: 20 min.	$64.25
NEW MEXICO								
Albuquerque	Average $40.95 Range $18.00–$70.00	B $ 4.80 L $ 6.65 D $13.05	65.45	1.2	**85**	5.00	Limo: None Taxi: $7.80 Dist.: 5 mi. Time: 15 min.	49.05
NEW YORK								
Albany-Schenectady-Troy	Average $47.50 Range $23.00–$80.00	B $ 4.10 L $ 6.65 D $15.45	73.70	2.6	**96**	4.00	Limo: $4.90 Taxi: $11.25* Dist.: 8 mi. Time: 40 min.	55.65
Buffalo	Average $45.30 Range $29.00–$87.00	B $ 3.80 L $ 4.50 D $16.30	69.90	8.1	**91**	3.60	Limo: $5.00 Taxi: $11.55 Dist.: 9 mi. Time: 30 min.	67.35
Nassau-Suffolk (Long Island)	Average $58.20 Range $38.00–$81.00	B $ 4.35 L $ 7.20 D $14.60	84.35	11.4	**109**	5.00	Limo: Varies Taxi: between Dist.: airport and Time: destination	N.A.
New York	Average $82.15 Range $45.00–$160.00	B $ 7.80 L $11.20 D $22.50	123.65	6.0	**160**	6.50	**La Guardia** Limo: $4.50 Taxi: $9.25 Dist.: 8 mi. Time: 60 min. **Kennedy** Limo: $6.00 Taxi: $16.30 Dist. 15 mi. Time: 75 min. **Newark** Limo: $2.15 Taxi: $38.65* Dist.: 10 min. Time: 60 min.	71.25
Rochester	Average $47.55 Range $32.00–$78.00	B $ 4.35 L $ 6.05 D $13.80	71.75	9.0	**93**	4.25	Limo: None Taxi: $8.10 Dist.: 4 mi. Time: 20 min.	60.00
Syracuse	Average $48.30 Range $31.00–$77.00	B $ 4.30 L $ 5.75 D $13.65	72.00	13.3	**93**	5.00	Limo: $4.00 Taxi: $10.45 Dist.: 7 mi. Time: 20 min.	55.25
NORTH CAROLINA								
Charlotte-Gastonia-Rock Hill	Average $42.90 Range $30.00–$55.00	B $ 4.90 L $ 6.75 D $17.15	71.70	3.2	**93**	5.50	Limo: $3.00 Taxi: $8.35 Dist.: 8 mi. Time: 30 min.	54.25
Greensboro-Winston-Salem-High Point	Average $42.15 Range $20.00–$80.00	B $ 3.95 L $ 5.35 D $13.20	64.65	5.5	**84**	5.50	Limo: $6.75 Taxi: $13.50* Dist.: 10 mi. Time: 30 min.	53.25
OHIO								
Akron	Average $39.25 Range $26.88–$62.00	B $ 5.00 L $ 6.05 D $14.20	64.50	4.6	**84**	3.90	Limo: $6.50 Taxi: $21.65 Dist.: 15 mi. Time: 30 min.	51.35

*Flat or zone rate.

N.A.—Not Available.

Metro Area	Lodging (Daily)	Meals (Median)	Per Diem Total	Per Diem Increase 1982–83	**Per Diem Index**	Cost Of Two Drinks	Airport To Downtown	Per Diem Auto Rental
Canton	Average $35.20 Range $23.95–$46.00	B $ 3.10 L $ 5.55 D $12.30	$56.15	1.1%	**73**	$3.50	Limo: None Taxi: $13.50* Dist.: 10 mi. Time: 30 min.	N.A.
Cincinnati	Average $43.75 Range $28.00–$62.00	B $ 4.15 L $ 6.45 D $15.05	69.40	8.1	**90**	4.70	Limo: $13.50 Taxi: $15.75* Dist.: 13 mi. Time: 75 min.	$54.65
Cleveland	Average $45.80 Range $26.00–$79.00	B $ 3.70 L $ 6.60 D $14.10	70.20	6.2	**91**	4.20	Limo: $5.50 Taxi: $13.70 Dist.: 12 mi. Time: 30–45 min.	63.35
Columbus	Average $44.30 Range $29.00–$80.00	B $ 3.55 L $ 6.10 D $14.50	68.45	5.0	**89**	4.50	Limo: $4.25 Taxi: $8.55 Dist.: 8 mi. Time: 40 min.	52.70
Dayton-Springfield	Average $34.20 Range $21.90–$60.00	B $ 4.10 L $ 5.55 D $12.85	56.70	3.1	**74**	3.20	Limo: $6.20 Taxi: $13.05 Dist.: 13 mi. Time: 25 min.	57.05
Toledo	Average $42.05 Range $30.00–$58.00	B $ 4.80 L $ 5.35 D $15.60	67.80	6.7	**88**	4.10	Limo: None Taxi: $19.15* Dist.: 17 mi. Time: 35 min.	49.05
OKLAHOMA								
Oklahoma City	Average $43.80 Range $29.50–$83.00	B $ 4.80 L $ 6.20 D $12.40	67.20	−2.7	**87**	5.00	Limo: 5.75 Taxi: $12.40 Dist.: 10 mi. Time: 15-25 min.	51.95
Tulsa	Average $45.00 Range $26.00–$75.00	B $ 4.30 L $ 5.00 D $13.15	67.45	−0.1	**88**	4.50	Limo: None Taxi: $11.00* Dist.: 9 mi. Time: 25 min.	58.20
OREGON								
Portland	Average $48.85 Range $27.00–$91.00	B $ 5.00 L $ 7.00 D $16.90	77.75	6.1	**101**	4.20	Limo: $3.50 Taxi: $13.30 Dist.: 9 mi. Time: 25 min.	52.35
PENNSYLVANIA								
Harrisburg-Lebanon-Carlisle	Average $48.70 Range $21.00–$81.00	B $ 3.90 L $ 6.85 D $12.00	71.45	9.3	**93**	4.55	Limo: $5.00 Taxi: $13.30 Dist.: 9 mi. Time: 45 min.	60.45
Philadelphia	Average $55.25 Range $39.00–$90.00	B $ 5.05 L $ 7.00 D $15.30	82.60	3.8	**107**	4.50	Limo: $4.75 Taxi: $10.65 Dist.: 7 mi. Time: 35 min.	63.60
Pittsburgh	Average $53.80 Range $34.00–$81.00	B $ 5.55 L $ 7.05 D $15.70	82.10	6.2	**106**	5.00	Limo: $5.00 Taxi: $24.35 Dist.: 17 mi. Time: 55 min.	60.60
RHODE ISLAND								
Providence-Pawtucket-Woonsocket	Average $61.65 Range $38.00–$92.00	B $ 3.90 L $ 6.20 D $16.20	87.95	14.3	**114**	4.75	Limo: 5.75 Taxi: $15.35 Dist.: 8.5 mi. Time: 40 min.	57.45

*Flat or zone rate.

N.A.—Not Available.

TABLE II-1 **Selling costs in 86 major U.S. markets**

Metro Area	*Lodging (Daily)*	*Meals (Median)*	*Per Diem Total*	*Per Diem Increase 1982–83*	**Per Diem Index**	*Cost Of Two Drinks*	*Airport To Downtown*	*Per Diem Auto Rental*
TENNESSEE								
Memphis	Average $39.45 Range $30.00–$60.00	B $ 5.05 L $ 6.35 D $13.20	$64.05	6.5%	**83**	$4.50	Limo: $4.25 Taxi: $11.10 Dist.: 10 mi. Time: 40 min.	$51.25
Nashville-Davidson	Average $44.00 Range $24.00–$73.00	B $ 4.00 L $ 6.70 D $15.60	70.30	6.0	**91**	5.00	Limo: $6.00 Taxi: $10.00 Dist.: 8 mi. Time: 30 min.	54.25
TEXAS								
Austin	Average $57.05 Range $36.00–$89.00	B $ 4.50 L $ 7.35 D $16.80	85.70	9.0	**111**	5.00	Limo: None Taxi: $5.60 Dist.: 4 mi. Time: 15 min.	46.65
Dallas	Average $53.15 Range $34.00–$90.00	B $ 6.00 L $ 8.70 D $16.10	83.95	10.1	**109**	7.00	Limo: $6.00 Taxi: $16.65 Dist.: 17 mi. Time: 60 min.	54.50
Fort Worth-Arlington	Average $47.35 Range $28.00–$95.00	B $ 3.10 L $ 5.10 D $13.15	68.70	N.A.	**89**	4.00	Limo: $6.00 Taxi: $24.75 Dist.: 25 mi. Time: 45–60 min.	54.90
Houston	Average $59.30 Range $29.00–$150.00	B $ 5.05 L $ 7.85 D $15.20	87.40	4.5	**113**	5.00	Limo: $5.00 Taxi: $22.50* Dist.: 20 mi. Time: 45 min.	55.05
San Antonio	Average $44.15 Range $27.00–$95.00	B $ 3.60 L $ 7.25 D $13.60	68.60	6.8	**89**	5.00	Limo: $5.00 Taxi: $8.95 Dist.: 8.6 mi. Time: 20 min.	44.70
UTAH								
Salt Lake City-Ogden	Average $45.90 Range $27.00–$102.00	B $ 5.50 L $ 6.90 D $13.45	71.75	−1.2	**93**	No sale by drink permitted	Limo: None Taxi: $6.05 Dist.: 4 mi. Time: 15–20 min.	57.00
VIRGINIA								
Norfolk-Virginia Beach-Newport News	Average $49.30 Range $23.00–$80.00	B $ 3.75 L $ 5.30 D $14.55	72.90	4.4	**95**	5.00	Limo: $4.75 Taxi: $5.30 Dist.: 4 mi. Time: 25 min.	48.90
WASHINGTON								
Seattle	Average $56.25 Range $42.00–$93.00	B $ 4.45 L $ 7.00 D $14.10	81.80	0.1	**106**	4.75	**Seattle** Limo: $7.00 Taxi: $16.90 Dist.: 14 mi. Time: 25 min. **Boeing** Limo: None Taxi: $6.75 Dist.: 5 mi. Time: 25 min.	51.00
WISCONSIN								
Milwaukee	Average $48.55 Range $22.00–$74.00	B $ 3.40 L $ 6.05 C $15.55	73.55	3.4	**95**	4.00	Limo: $5.50 Taxi: $7.60 Dist.: 6 mi. Time: 30 min.	51.70

*Flat or zone rate.
N.A.—Not Available.

TABLE II-2 *Selling costs in major Canadian markets**

Metro Area	Lodging (Daily)	Meals (Median)	Per Diem Total	Per Diem Increase 1982–83	**Per Diem Index**	Cost Of Two Drinks	Airport To Downtown	Per Diem Auto Rental
Calgary, Alberta	Average $59.65 Range $39.00–$85.00	B $ 6.15 L $ 9.20 D $19.20	$94.20	2.6%	**92**	$5.15	Limo: $5.50 Taxi: $8.45 Dist.: 6 mi. Time: 50 min.	N.A.
Montreal, Quebec	Average $84.45 Range $45.00–$154.00	B $ 5.75 L $12.00 D $17.00	119.20	15.3	**117**	7.00	**Dorval** Limo: $5.50 Taxi: $19.00 Dist.: 14 mi. Time: 25–40 min. **Mirabel** Limo: $7.00 Taxi: $44.20 Dist.: 34 mi. Time: 60 min.	N.A.
Ottawa, Ontario	Average $61.15 Range $43.00–$96.00	B $ 5.55 L $ 7.40 D $15.25	89.35	6.6	**87**	6.50	Limo: $4.50 Taxi: $16.40 Dist.: 11 mi. Time: 25–50 min.	N.A.
Toronto, Ontario	Average $73.30 Range $48.00–$115.00	B $ 6.15 L $10.65 D $16.85	106.95	7.0	**105**	6.75	Limo: $4.75 Taxi: $31.85 Dist.: 18 mi. Time: 30-45 min.	N.A.
Vancouver, British Columbia	Average $80.50 Range $43.00–$130.00	B $ 7.60 L $ 7.45 D $17.95	113.50	10.4	**111**	7.40	Limo: $5.00 Taxi.: $16.45 Dist.: 11 mi. Time: 45 min.	N.A.
Winnipeg, Manitoba	Average $59.15 Range $28.00–$100.00	B $ 6.70 L $ 8.15 D $15.70	89.70	9.1	**88**	6.10	Limo: $3.00 Taxi: $5.90 Dist.: 4 mi. Time: 15 min.	N.A.

*In Canadian dollars.
N.A.—Not Available.

DEFINITIONS—**Lodging:** Single-room rates, excluding local taxes, are shown. Double-room rates are approximately 1.27 times greater. **Meal costs:** A 12.5% tip is included in each meal cost shown. **B**—Menu prices for a breakfast consisting of two eggs, bacon or sausage, and coffee (and juice if it is part of the meal). **L**—Menu price for a lunch consisting of ground sirloin steak (not a sandwich) or a comparable entrée, potato, vegetable, and coffee (and salad, roll and butter, and coleslaw if part of the meal). **D**—Menu price for dinner consisting of 12-oz. sirloin steak, baked potato, salad, and beverage (and appetizer, soup, and dessert if part of the meal). **Per diem total:** Total one-day cost of lodging and meals. **Per diem increase:** Percent change from 1982 to 1983 in total one-day cost of lodging and three meals. **Per diem index:** A city's per diem total expressed as a ratio of all-Canadian average (an index of 102, for example, means that the area's total cost is 2% above the national average). **Cost of two drinks:** Price for two martinis made from the bar's house liquor. **Airport to downtown:** Taxi fares show include a 12.5% tip, but exclude the cost of extraordinary waiting time due to traffic delays. **Auto rental:** Costs are not available due to discontinued publication of the *Official Airline Guide—Ground Transportation* supplement.

Notes: **Average** is the sum of the dollar amounts divided by the number of responses. **Median** is the dollar amount that has an equal number of responses above and below it. All costs are in Canadian dollars.

Source: *Sales & Marketing Management;* American Hotel Assn: *1983 Hotel & Motel Red Book*; *Hotel & Travel Index; Official Airline Guide*.

S&MM'S FOUR SURVEY ISSUES

Survey of Buying Power, published in July, includes the most current estimates of the demographic and socioeconomic factors of regions, states, metropolitan markets, counties, and cities.

Survey of Buying Power—Part II, published in October, rearranges the basic *Survey* data in terms of TV and newspaper markets so that markets can be evaluated in media terms; it also gives a five-year projection of metropolitan markets, as well as current data on merchandise line sales for several product categories.

Survey of Selling Costs, published in February, includes detailed information on the basic selling costs of the leading metropolitan markets in the U.S. and Canada, plus data on such marketing-related expenses as sales incentives, sales training, sales meetings, car rentals, and salespeople's compensation.

Survey of Industrial & Commercial Buying Power, published in April, provides data on 4-digit SIC Industries, both manufacturing and nonmanufacturing, as well as ranking of leading counties for the more than 400 customer industries listed that buy goods and services from consumer and industrial establishments.

TABLE II-3

Meal & lodging tax rates by metropolitan market

U.S. Metro Area	*Lodging Tax*	*Meal Tax*
Akron	11.5%	5.5%
Albany-Schenectady-Troy	8.0	7.0
Albuquerque	7.5	4.5
Anaheim-Santa Ana	8.0	6.0
Atlanta	8.0	5.0
Austin	7.0	5.0
Baltimore	11.0	5.0
Birmingham	7.0	6.0
Boston	5.7	5.0
Boulder	9.2	6.35
Bridgeport-Stamford-Norwalk-Danbury	7.5	7.5
Buffalo	10.0	7.0
Canton	8.1	5.0
Charlotte-Gastonia-Rock Hill	7.0	4.0
Chicago	9.1	7.0
Cincinnati	10.0	5.5
Cleveland	12.5	6.5
Columbus	9.5	5.5
Dallas	8.0	5.0
Dayton-Springfield	12.0	6.0
Denver	8.2	7.1
Des Moines	9.0	4.0
Detroit	4.0	4.0
Fort Lauderdale-Hollywood-Pompano Beach	7.0	5.0
Fort Worth-Arlington	8.5	5.0
Fresno	10.0	6.0
Grand Rapids	7.0	4.0
Greensboro-Winston-Salem-High Point	4.0	4.0
Harrisburg-Lebanon-Carlisle	6.0	6.0
Hartford-New Britain-Middletown-Bristol	7.5	7.5
Honolulu	4.0	4.0
Houston	10.0	6.0
Indianapolis	10.0	6.0
Jacksonville	9.0	5.0
Jersey City-Bergen-Passaic	6.0	6.0
Kansas City	9.125	6.63
Las Vegas	7.0	5.75
Little Rock-North Little Rock	7.0	6.0
Long Branch-Asbury Park	6.0	6.0
Los Angeles-Long Beach	10.0*	6.5
Louisville	9.2	5.0
Memphis	11.75	6.25
Miami-Hialeah	7.0	5.0
Milwaukee	11.0	5.0
Minneapolis-St. Paul	12.0	6.0
Nashville	9.75%	6.75%
Nassau-Suffolk (Long Island)	8.25	8.25[1]
New Bedford-Fall River-Attleboro	5.7	5.0
New Brunswick-Perth Amboy-Sayreville	6.0	6.0
New Haven-Waterbury-Meriden	7.5	7.5
New Orleans	10.0	8.0
New York	8.25 (plus $2 surcharge)	8.25
Newark	6.0	6.0
Norfolk-Virginia Beach-Newport	7.0	8.0
Oakland	8.0	6.5
Oklahoma City	6.0	4.0
Omaha	8.5	5.5
Orlando	7.0	5.0
Oxnard-Ventura	9.0	6.0
Philadelphia	9.0	6.0
Phoenix-Scottsdale	6.0	5.0
Pittsburgh	9.0	6.0
Portland	6.0	—
Providence-Pawtucket-Woonsocket	8.0	6.0
Riverside-San Bernadino	8.0	6.0
Rochester	9.0	7.0
Sacramento	10.0	6.0
St. Louis	8.623	6.625
Salt Lake City-Ogden	9.75	5.75
San Antonio	7.0	5.5
San Diego	6.0	6.0
San Francisco	9.75	6.5
San Jose	6.0	6.5
Seattle	12.9	8.0
Springfield, IL	8.0	5.0
Springfield, MA	5.7	5.0
Syracuse	10.0	7.0
Tampa-St. Petersburg-Clearwater	7.0	5.0
Toledo	12.0	6.0
Tucson	8.0	6.0
Tulsa	10.0	5.0
Washington, DC	10.0 (plus $1 surcharge)	8.0
West Palm Beach-Boca Raton-DelRay Beach	6.0	5.0
Wichita	8.0	3.0
Wilmington	6.0	—
Worcester-Fitchburg-Leominster	5.7	5.0

*In June 1984, the tax rate is to return to 7.5% and remain at that level throughout the Olympic Games.

[1] Average for establishments polled by S&MM. Rates may vary slightly among the townships in the two counties.

Note: Tax rates are for the first city in a multi-name metro area. Due to recent changes in metro area definitions, some metros are listed under their previous names until such time as data for new configurations become available.

Canadian Metro Area	*Lodging Tax*	*Meal Tax*
Calgary	—	—
Montreal	—	10.0%
Ottawa	5.0%	7.0
Toronto	5.0	7.0
Vancouver	8.0	—
Winnipeg	6.0	6.0

Source: Sales & Marketing Management survey.

Compensation

TABLE	TITLE
III-1	**Salespeople's annual compensation**
III-2	Sales force selling expenses as a percentage of sales in major industries
III-3	Total selling expenses as a percentage of company sales
III-4	Compensation of sales trainees by industry
III-5	**Total compensation by experience level and type of plan**
III-6	Alternative sales compensation and incentive plans
III-7	How salespeople's total compensation is growing
III-8	How compensation for sales-support personnel is growing
III-9	Manufacturers' representatives' commissions
III-10	**Compensation for three types of salesperson by industry**
III-11	**Turnover rates by industry**
III-12	Starting salaries of trainees with college degrees
III-13	Starting salaries of college graduates to be hired
III-14	Median starting salaries paid to college graduates
III-15	Salary statistics for M.B.A. graduates entering industrial marketing

TABLE III-1

Salespeople's annual compensation

Salesperson Level	Consumer Products 1983	1982	% Change	Industrial Products 1983	1982	% Change
Sales trainee						
Straight salary	**$17,950**	$17,400	+ 3.2%	**$18,623**	$17,646	+ 5.5%
Salary plus incentive						
Salary	**17,250**	18,250	− 5.5	**18,560**	18,063	+ 2.8
Incentive	**2,800**	2,200	+27.3	**3,960**	3,000	+32.0
Total	**20,600**	20,500	+ 0.5	**22,620**	23,113	− 2.1
A&B salespeople						
Straight salary	**22,760**	21,500	+ 5.9	**26,100**	25,623	+ 1.9
Salary plus incentive						
Salary	**21,020**	20,980	+ 0.2	**23,075**	22,619	+ 2.0
Incentive	**4,160**	5,700	−27.0	**5,588**	6,013	− 7.1
Total	**24,980**	27,640	− 9.6	**28,969**	29,531	− 1.9
Senior salespeople						
Straight salary	**30,500**	29,892	+ 2.0	**34,500**	33,942	+ 1.6
Salary plus incentive						
Salary	**26,260**	25,460	+ 3.1	**29,200**	28,600	+ 2.1
Incentive	**5,240**	5,600	− 6.4	**6,000**	7,044	−14.8
Total	**31,480**	33,300	− 5.5	**36,900**	36,919	N.C.
Sales supervisor						
Straight salary	**33,400**	32,500	+ 2.8	**39,750**	39,564	+ 0.5
Salary plus incentive						
Salary	**34,900**	30,760	+13.5	**37,440**	34,014	+10.1
Incentive	**5,500**	5,020	+ 9.6	**7,993**	8,607	− 7.1
Total	**41,900**	36,780	+13.9	**43,819**	44,050	− 0.5

N.C.—No Change.

Note: Some differences between years reflect cnanges in the organizations that reported data. It should also be noted that in the "salary plus incentive" category, the "total" compensation will not equal the sum of the "salary" and "incentive" components because not all respondents provided information for each of the components.

TABLE III-2

Sales force selling expenses as a percentage of sales in major industries

Industry	Compensation 1983	1982	T&E Expenses 1983	1982	Total 1983	1982
Consumer goods						
Durable goods	4.2%	5.2%	2.2%	1.3%	**9.0%**	6.5%
Ethical pharmaceuticals, surgical supplies, & equipment	5.2	7.3	3.1	2.5	**16.9**	10.6
Food	1.6	1.5	0.4	0.7	**3.5**	2.5
Major household items	2.1	2.4	0.7	0.7	**4.4**	2.6
Proprietary drugs & toiletries	1.3	2.4	N.A.	2.1	**7.9**	8.5
Industrial goods						
Automotive parts & accessories	3.1	2.4	1.6	1.1	**5.5**	3.3
Building materials	1.5	1.5	0.7	0.5	**5.4**	2.0
Chemicals & petroleum	1.3	1.3	0.5	0.8	**1.4**	2.1
Computers, office & educational supplies, & equipment	2.8	4.1	1.8	1.5	**10.7**	5.4
Containers, packaging materials, & paper	0.8	0.8	0.4	0.4	**1.6**	1.2
Electrical materials	0.6	1.1	0.6	0.4	**3.9**	1.4
Electronics & instruments	1.9	3.1	1.4	0.9	**5.2**	4.5
Fabricated metals (heavy)	2.0	2.2	0.8	0.8	**3.8**	3.1
Fabricated metals (light)	1.9	1.9	0.9	0.9	**4.9**	2.8
Fabrics & apparel	0.9	2.4	0.4	0.6	**5.3**	3.0
Iron & steel	0.8	0.7	0.3	0.6	**2.4**	2.2
Machinery (heavy)	2.3	2.3	0.7	0.6	**5.4**	2.5
Machinery (light)	3.9	3.0	1.5	0.8	**9.2**	4.1
Printing & publishing	3.6	2.4	0.9	1.3	**9.7**	4.3
Rubber, plastics, & leather	1.0	0.8	0.8	0.6	**4.4**	1.6

N.A.—Not Available.

Note: Includes only salespeople's total compensation plus their expenses, that is, travel, lodging, meals, and entertainment. It should be noted that some of the differences between years reflect changes in the organizations that reported data. Also, percentages in this table are percentages of sales by the sales force.

Source: Executive Compensation Service, Inc., a subsidiary of The Wyatt Co.

TABLE III-3

Total selling expenses as a percentage of company sales

Industry	*1983*	*1982*
Consumer goods		
Durable goods	9.0%	3.6%
Ethical pharmaceuticals, surgical supplies, & equipment	16.9	9.5
Food	3.5	3.4
Major household items	4.4	4.6
Proprietary drugs & toiletries	7.9	4.4
Industrial goods		
Automotive parts & accessories	5.4	3.4
Building materials	5.4	2.8
Chemicals & petroleum	1.4	1.3
Computers, office & educational supplies, & equipment	10.7	7.0
Containers, packaging materials, & paper	1.6	3.0
Electrical materials	4.8	2.4
Electronics & instruments	5.2	4.3
Fabricated metals (heavy)	3.8	4.7
Fabricated metals (light)	4.9	4.1
Fabrics & apparel	4.2	4.3
Iron & steel	2.4	2.1
Machinery (heavy)	0.7	5.7
Machinery (light)	9.2	7.1
Printing & publishing	9.7	4.3
Rubber, plastics, & leather	4.4	3.9

Note: Selling expenses cover cost of median compensation of salespeople and sales management, travel, lodging, meals and entertainment, advertising, and promotion. One of the major difficulties encountered in gathering such information is that wide differences exist between companies in the definition of selling expenses and the costs included in such figures. In addition, some of the differences between years reflect changes in the organizations that reported data.

Source: Executive Compensation Service, Inc., a subsidiary of The Wyatt Co.

TABLE III-4

Compensation of sales trainees by Industry

Industry	*1983 Compensation* *Middle 50% Range*	*Median*	*Average*
Automotive parts & accessories	$20,000–$29,000	$20,513	$24,756
Building materials	15,000–20,000	18,000	17,750
Chemicals	15,000–27,100	17,000	19,420
Computer products & services	17,000–24,500	19,500	21,055
Drugs & medicines	15,000–22,800	17,000	18,225
Electrical equipment & supplies	19,600–23,500	20,000	21,113
Electronics	18,000–24,000	19,500	20,300
Fabricated metals	18,500–23,000	20,000	20,149
Food products	15,000–18,500	17,000	16,678
General machinery	19,600–22,594	20,000	20,865
Health-care products & services	18,000–24,000	18,800	20,760
Instruments & allied products	19,400–24,000	20,000	22,280
Office machinery & equipment	13,000–25,000	21,045	20,863
Paper & allied products	15,000–18,720	15,500	16,740
Printing	16,000–31,000	22,000	23,000
Publishing	16,000–19,000	18,000	17,575
Radio & television	12,800–17,500	15,000	15,100
Rubber, plastics, & leather	16,500–20,000	16,500	18,250
Service industries	14,000–19,900	15,000	15,980
Textiles & apparel	16,000–40,500	16,500	28,500
Tools & hardware	15,000–20,000	16,000	17,350
Transportation	18,000–20,000	18,500	19,250
Transportation equipment	15,000–20,513	16,500	17,337

Source: Dartnell Corp., *22nd Biennial Survey of Sales Force Compensation.*

TABLE III-5

Total compensation by experience level and type of plan

	Salesperson Level					
	Experienced		*Semi-Experienced*		*Trainee*	
Type Of Plan	***1983***	*1981*	***1983***	*1981*	***1983***	*1981*
Straight salary	**$31,684**	$25,482	**$23,715**	$20,935	**$18,151**	$16,174
Straight commission	**36,241**	31,057	**22,833**	22,250	**17,085**	14,913
Salary plus bonus	**35,778**	29,354	**25,956**	25,162	**19,910**	19,299
Salary plus commission	**35,647**	31,341	**27,362**	23,429	**18,637**	18,945
Salary plus commission plus bonus	**39,962**	33,538	**27,745**	26,637	**21,546**	20,427

TABLE III-6

Alternative sales compensation and incentive plans

	% Of Companies Using Plans				
	All Industries		*Consumer Products*	*Industrial Products*	*Other Commerce/ Industry*
Method	***1983***	*1982*	*1983*	*1983*	*1983*
Straight salary	**20.4%**	21.9%	13.5%	19.5%	31.9%
Draw against commission	**5.4**	6.2	5.8	5.1	6.4
Salary plus commission	**30.9**	28.0	32.7	30.8	28.7
Salary plus individual bonus	**30.1**	30.1	36.5	30.5	21.3
Salary plus group bonus	**1.9**	2.2	2.9	2.1	–
Salary plus commission plus individual or group bonus	**11.3**	11.6	8.6	12.0	11.7
Total	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**

DEFINITIONS: **Experienced Salesperson**—A veteran salesperson who operates on his own with minimum supervision, who is well acquainted with key accounts, and who consistently achieves quotas and other objectives set by management. **Semi-Experienced Salesperson**—A salesperson who occasionally requires the assistance of supervisors, who has less than three years experience in a given territory, and who is currently taking part in a training program, or has recently finished one. **Sales Trainee**—A salesperson with limited selling experience who may be currently participating in a basic training or indoctrination program, and who has not yet been assigned a specific territory.

Source: Dartnell Corp., *22nd Biennial Survey of Sales Force Compensation.*

Note: Some year-to-year differences reflect changes in the organizations reporting data.
Source: Executive Compensation Service, Inc. a subsidiary of The Wyatt Co.

Definitions

Field sales personnel

Sales trainee: Anyone who is learning about the company's products, services, and policies, as well as proven sales techniques, in preparation for a sales assignment.

Salesperson Grade A: A "regular" salesperson who has little or no selling experience except that which has been acquired in the company's sales training program. He contacts established and prospective customers to develop interest in the company's products and to sell them.

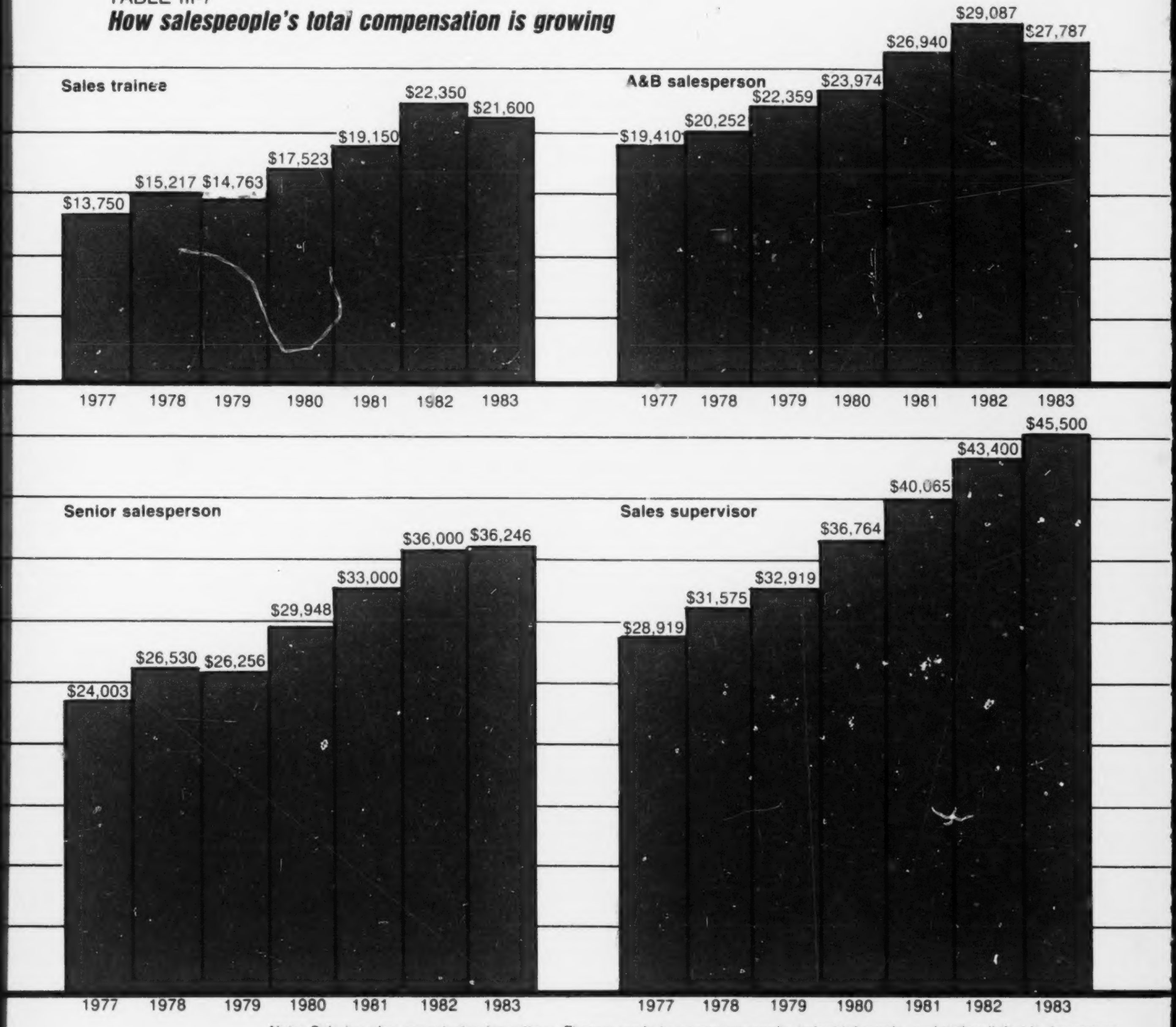
Salesperson Grade B: A salesperson who has broad knowledge of the company's products and services and sells in a specifically assigned territory. He maintains contact with established customers and develops new prospects.

Senior salesperson: A salesperson at the highest level of selling responsibility. He is completely familiar with the company's products, services, and policies; he usually has years of experience and is assigned to major accounts and territories.

Sales supervisor: A veteran salesperson who, be-

TABLE III-7

How salespeople's total compensation is growing



Note: Salaries plus commission incentives. Figures apply to consumer goods, industrial goods, and "other," that is, insurance, services, transportation, and utilities.

Source: Executive Compensation Service, Inc., a subsidiary of The Wyatt Co.

cause of his abilities and experience, leads others. Although his primary function is to direct the activities of and train salespeople and sales trainees, he may also sell to selected key accounts.

Sales-support personnel

Level I: This individual performs assigned tasks, using established procedures that require little evaluation. Generally reports to a supervisor.

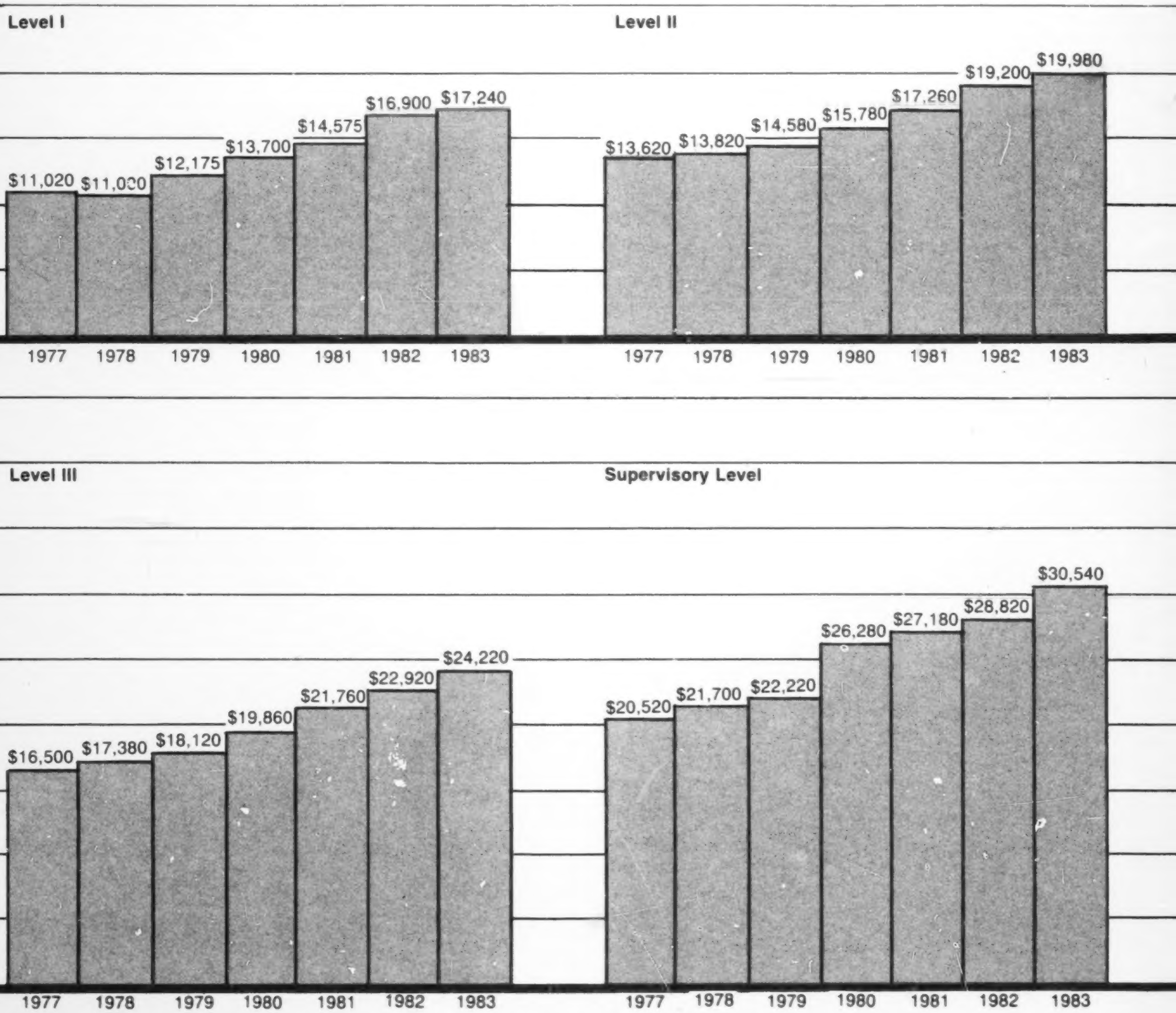
Level II: An intermediate-level worker who performs tasks involving limited responsibilities and standard procedures. Some originality and evaluation is required.

Level III: The highest nonsupervisory worker, expected to exercise considerable originality and make evaluations. On occasion, this person assists in training and supervising trainees and Level I employees.

Supervisor: This individual's primary job is to direct others in the accomplishment of assigned work. He also consults with superiors on more complex phases of assigned work.

TABLE III-8

How compensation for sales-support personnel is growing



Note: Includes sales analysts, customer service representatives, sales correspondents, sales training representatives, and exhibit and display coordinators.
Source: Executive Compensation Service, Inc., a subsidiary of The Wyatt Co.

TABLE III-9 ***Manufacturers' representatives' commissions***

Product Market	1983 Commissions Paid Average High	1983 Commissions Paid Average Low
Consumer goods		
Electrical products	9.03%	6.26%
Electronics	9.33	5.50
Food products & services	6.67	3.33
Furniture & furnishings	12.14	5.70
Hardware & housewares	9.47	4.67
Medical supplies & services	23.21	9.75
Mobile homes, accessories, & supplies	7.50	5.00
Retail consumer products & services	12.29	5.65
Sporting goods supplies & accessories	13.00	6.55
Textile & apparel	11.14	7.43
Textile, carpet, drapery, & related materials	10.75	2.38
Toys, gifts, & novelties	15.00	7.63
Industrial goods		
Abrasives	10.27	6.97
Advertising products & services	15.82	8.40
Aerospace & aviation	11.13	5.78
Agricultural chemicals	15.00	6.40
Agricultural equipment & machinery	10.27	5.83
Architects & interior designers	14.83	7.17
Automotive aftermarket	8.76	4.73
Automotive, OEM	6.67%	3.78%
Beauty salon, barber equipment, & supplies	15.38	7.75
Building materials & supplies	9.21	4.35
Castings & forgings	6.04	4.49
Chemicals, industrial	11.78	7.20
Chemicals, maintenance	11.87	6.93
Coatings	13.78	8.22
Computers, hardware, software, & peripheral equipment	14.66	9.70
Construction equipment & machinery	9.63	5.78
Controls & instrumentation	17.49	9.21
Electrical, technical & industrial	12.57	6.42
Electronic, communications, AV, & professional products	12.19	7.38
Electronic, components & materials	8.86	5.11
Electronic, technical products	15.14	8.07
Energy	15.68	8.94
Fasteners	7.18	4.88
Food, chemicals	16.75	6.25
Food, processing	15.53	8.38
Food service equipment	11.88	5.91

Source: Manufacturers' Agents National Assn., *1983 Survey of Sales Commissions.*

TABLE III-10

Compensation for three types of salesperson by industry

Industry	Experienced Salesperson 1983	% Change 1981–83	Semi-Exp'd. Salesperson 1983	% Change 1981–83	Sales Trainee 1983	% Change 1981–83
Consumer goods						
Appliances (household)	$30,000	+13.2%	N.A.	N.A.	N.A.	N.A.
Drugs & medicines	40,000	+54.0	$25,000	+ 8.7%	$17,000	−10.9%
Food products	25,000	− 3.5	20,000	+ 6.6	17,000	N.A.
Health-care products & services	34,300	+10.1	27,000	+11.8	18,800	− 4.8
Housewares	N.A.	N.A.	28,000	− 3.4	N.A.	N.A.
Tools & hardware	30,000	+20.0	25,333	+26.0	16,000	−15.2
Industrial goods						
Automotive parts & accessories	29,500	− 8.6	22,000	N.C.	20,513	− 5.3
Auto & trucks	27,500	−16.6	N.A.	N.A.	N.A.	N.A.
Building materials	31,220	+17.8	23,000	+ 5.7	18,000	+ 9.1
Chemicals	33,000	+ 4.8	25,000	+ 3.0	17,000	−11.5
Computer products & services	50,000	+78.5	32,000	+60.0	19,500	+ 7.8
Electrical equipment & supplies	37,500	+15.3	27,000	+ 8.0	20,000	+22.7
Electronics	40,000	+28.0	28,000	+ 3.7	19,500	+ 2.1
Fabricated metal products	34,500	+ 8.7	25,045	+ 2.2	20,000	+17.6
General machinery	33,000	+ 6.5	26,000	+ 4.0	20,000	− 1.2
Instruments & allied products	34,300	+ 8.3	26,300	+ 4.7	20,000	+0.05
Iron & steel	26,000	−11.1	N.A.	N.A.	N.A.	N.A.
Nonferrous metals	28,000	−15.2	N.A.	N.A.	N.A.	N.A.
Office machinery & equip.	36,000	+12.5	27,000	+17.4	21,045	+35.1
Paper & allied products	31,200	− 4.1	20,000	+17.6	15,500	−18.2
Petroleum & petro. products	30,000	N.C.	23,100	N.A.	N.A.	N.A.
Printing	40,000	+93.0	16,000	N.A.	22,000	+45.0
Publishing	30,000	+63.0	19,200	+92.0	18,000	+31.4
Rubber, plastics, & leather	30,000	N.C.	22,000	−11.6	16,500	−21.9
Textile & apparel	31,000	−15.0	18,500	−34.3	16,500	N.A.
Transportation equipment	30,000	+ 6.0	N.A.	N.A.	10,500	+ 3.0
Services						
Service industries	30,000	−19.0	23,000	− 8.0	15,000	−22.6
Transportation	31,200	+22.0	N.A.	N.A.	16,500	N.A.

N.A.—Not Available. N.C.—No Change.

Source: Dartnell Corp., *22nd Biennial Survey of Sales Force Compensation.*

	1983 Commissions Paid	
Product Market	Average High	Average Low
Gas, oil, & petroleum products	15.94%	6.31%
Government	13.73	8.82
Heavy-duty truck-trailer equipment	19.14	6.00
Import-export	12.38	6.70
Industrial equipment & machinery	15.99	6.89
Industrial supplies	11.90	6.17
Lubricants	11.52	7.41
Lumber industry	5.50	3.05
Machining services	7.68	4.97
Maintenance supplies	16.71	7.26
Marine	13.00	7.19
Material handling	13.40	6.76
Metals, processing, assemblies, & products	6.95	4.80
Metals, raw materials	6.44	3.52
Mining	14.00	10.00
Nursery, florist	12.50	6.75
Office supplies & equipment	15.00	6.30
Optical supplies	10.40	6.60
Packaging & plastics	9.18	5.30
Paints & varnishes	9.85	7.45
Paper industry	9.00	4.31
Photographic supplies	14.00%	5.40%
Plastics	7.52	4.99
Plumbing, heating, ventilation, & air conditioning	13.50	6.23
Pollution products & services	16.17	7.36
Power transmission	10.11	5.62
Process equipment	16.23	6.96
Pumps	17.12	8.13
Recreational vehicle, aftermarket & OEM	7.88	5.31
Refractories	10.71	6.07
Rubber products	7.76	5.15
Safety, emergency, & security products	13.55	8.34
Scientic research equipment & supplies	19.82	9.94
Screw machine products	5.80	4.81
Steel mills & foundries	6.69	4.10
Textile, industrial	8.14	4.43
Transportation	7.50	6.25
Tubing	6.45	4.17
Utilities	19.38	7.63
Veterinary	12.50	10.00
Water treatment equipment & products	16.18	8.91
Welding	9.41	6.26

TABLE III-11

Turnover rates by industry

Industry	No. Of Salespersons Surveyed	Resignations	Discharges	Retired	Other	Turnover Rate
Aerospace	35	1	0	0	0	**2.85%**
Appliances	33	0	2	0	6	**24.24**
Automotive parts & accessories	126	57	10	0	0	**53.17**
Automobiles & trucks	227	58	6	0	0	**28.19**
Banking & finance	828	0	0	0	278	**33.57**
Building materials	575	35	18	13	3	**12.00**
Chemicals	176	14	6	2	1	**13.06**
Computer products & services	296	21	19	1	1	**14.18**
Drugs & medicines	306	35	17	1	3	**18.30**
Electrical equipment & supplies	295	10	15	3	2	**10.16**
Electronics	318	19	34	5	3	**19.18**
Fabricated metals	629	40	33	17	25	**18.28**
Food products	234	14	10	0	5	**12.34**
General machinery	160	7	21	4	7	**24.37**
Health-care products & services	169	11	34	2	0	**27.81**
Housewares	98	7	14	0	0	**21.42**
Instruments & allied products	95	7	4	2	4	**17.89**
Iron & steel	10	1	3	1	2	**70.00**
Office machinery & equipment	154	9	12	1	2	**15.58**
Paper products	49	1	2	0	1	**8.16**
Petroleum & petroleum products	94	12	7	2	1	**23.40**
Printing	82	5	6	0	1	**14.63**
Publishing	344	34	16	1	0	**14.82**
Radio & television	14	3	4	0	0	**50.00**
Rubber, plastics, & leather	71	1	1	0	0	**2.80**
Service industries	133	9	10	3	1	**17.29**
Textiles & apparel	59	0	5	1	0	**10.16**
Tools & hardware	445	41	18	8	11	**17.52**
Transportation	32	7	0	0	0	**21.87**
Transportation equipment	15	1	0	0	1	**13.33**
Totals	**6,102**	**460**	**327**	**67**	**358**	**19.86%**

Source: Dartnell Corp., *22nd Biennial Survey of Sales Force Compensation*

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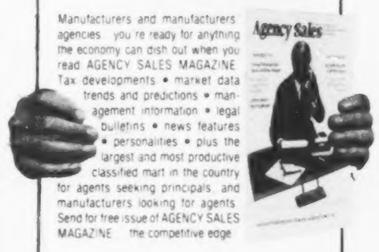

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TABLE III-12

Starting salaries of trainees with college degrees

Functional Area	*Average Annual Salary* **1983**	*1982*	*% Change 1983–82*
	Bachelor's Degree		
Sales—nontechnical degree	**$17,568**	$17,208	+2.1%
Sales—technical degree	**22,560**	23,064	−2.2
Type Of Degree			
	M.B.A. Candidates		
Business administration, industrial management, or commerce			
With nontechnical undergraduate degree	**$26,580**	$25,620	+3.7%
With technical undergraduate degree	**30,288**	27,768	+9.1

Note: The *Salary Survey* is a study of beginning salary offers made to graduating students during the recruiting period September through June. The *Salary Survey* reports offers, not acceptances, with no limit on the number of offers per student. The data are submitted by 185 placement offices throughout the U.S.
Source: College Placement Council, *Salary Survey—A Study of 1982–83 Beginning Offers*, copyright 1983.

TABLE III-13

Starting salaries of college graduates to be hired

Field	*Class Of 1984*	*Class Of 1983*	*% Change 1983–84*
		Bachelor's Degree	
Sales-marketing	$19,620	$18,648	+ 5.2%
Business administration	19,416	18,564	+ 4.6
		M.B.A. Degree	
With technical B.S.	$28,428	$25,764	+ 10.3%
With nontechnical B.A.	28,764	26,676	+ 7.8

Note: Salaries shown are what companies offered, not what they actually paid. *Actual* starting salaries paid to graduates in 1983, according to Northwestern Univ., were $18,828 for sales-marketing graduates, $19,128 for business administration, $26,976 for an M.B.A. with a technical B.S., and $27,612 for an M.B.A. with a nontechnical B.A.

Source: Northwestern Univ. Placement Center, *The Endicott Report 1984*; copyright 1983.

TABLE III-14

Median starting salaries paid to college graduates

Field	*B.B.A. Degree*	*M.B.A. Degree*
Aerospace & electronics	$20,250	$30,000
Automotive & transportation	N.A.	33,000
Public accounting	18,600	27,000
Commercial banking	19,350	29,000
Food & beverage processing	17,400	N.A.

Note: Salaries are based on the most popular fields in terms of 1983 graduates placed.
Source: Univ. of Michigan Graduate School of Business Administration, Placement Center, *1983 Employment Survey*.

TABLE III-15

Salary statistics for M.B.A. graduates entering industrial marketing

	Class Of 1983	*Class Of 1982*	*% Gain 1982–83*
Average starting salary	$32,809	$30,971	5.9%
Range	$27,625–$37,750	$23,000–$38,000	N.A.

N.A.—Not Applicable
Note: The survey sample includes graduates with three to five years industrial experience prior to receiving their M.B.A.
Source: *Preliminary Salary Survey*, Wharton Graduate School, Univ. of Pennsylvania.

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Sales meetings and sales training

TABLE	TITLE
IV-1	**Average cost of sales training per salesperson**
IV-2	Sites most frequently used for sales training
IV-3	Length of training period for new salespeople
	Step-by-step sequence in preparing a sales meeting budget
IV-4	Sales meetings costs
IV-5	Conference centers: Learning away from it all
IV-6	Selected resort hotels: Combining learning with luxury
IV-7	Selected airport hotels
IV-8	Selected budget motel chains

TABLE IV-1

Average cost of sales training per salesperson

	Training Cost Including Salary*		*% Increase*	*Median Training Period (Weeks)*	
Type Of Company	***1983***	*1982*	*1982–83*	*1983*	*1982*
Industrial products	**$24,600**	$22,490	9.4%	20	21
Consumer products	**16,600**	15,090	10.0	18	20
Services**	**16,000**	14,720	8.7	20	15

*In addition to salary, covers such items as instructional materials prepared, purchased, and rented for training program; transportation and living expenses incurred during training course; instructional staff; outside seminars and courses; and management time spent with salesperson when it is a part of the training budget.

**Includes insurance, financial, utilities, transportation, retail stores, etc.

TABLE IV-2

Sites most frequently used for sales training

	% Of Companies Conducting Training At This Location			*Median Length Of Training Time At This Location*		
Location	*Industrial Products*	*Consumer Products*	*Services**	*Industrial Products*	*Consumer Products*	*Services**
Home office	75%	44%	67%	4 wk.	2 wk.	6 wk.
Field office	50	78	67	3 wk.	6 wk.	11 wk.
Regional office	42	78	17	2 wk.	2 wk.	1 wk.
Plant locations	8	11	0	2 wk.	1 wk.	0
Central training facility (away from home office)	33	22	50	2 wk.	3 wk.	1 wk.
Noncompany site (hotel, restaurant, club)	8	11	17	2 wk.	2 wk.	1 wk.

*Includes insurance, financial, utilities, transportation, retail stores, etc.

Note: Length of time should not necessarily be considered cumulative because not all training programs include all locations.

Source: Sales & Marketing Management survey.

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TABLE IV-3
Length of training period for new salespeople

	Type Of Company	
	Industrial Products	
Time Period	*1983*	*1982*
0 to 6 wk.	42%	33%
Over 6 wk. to 3 mo.	8	8
Over 3 mo. to 6 mo.	33	25
Over 6 mo. to 12 mo.	8	33
Over 12 mo.	9	1
Total	**100%**	**100%**
Median Training Period (wk.)	**20**	**21**
	Consumer Products	
Time Period	*1983*	*1982*
0 to 6 wk.	22%	20%
Over 6 wk. to 3 mo.	33	20
Over 3 mo. to 6 mo.	45	50
Over 6 mo. to 12 mo.	0	10
Over 12 mo.	0	0
Total	**100%**	**100%**
Median Training Period (wk.)	**18**	**20**
	Services*	
Time Period	*1983*	*1982*
0 to 6 wk.	17%	25%
Over 6 wk. to 3 mo.	0	33
Over 3 mo. to 6 mo.	50	25
Over 6 mo. to 12 mo.	33	17
Over 12 mo.	0	0
Total	**100%**	**100%**
Median Training Period (wk.)	**20**	**15**

*Includes insurance, financial, utilities, transportation, retail stores, etc.
Source: Sales & Marketing Management survey.

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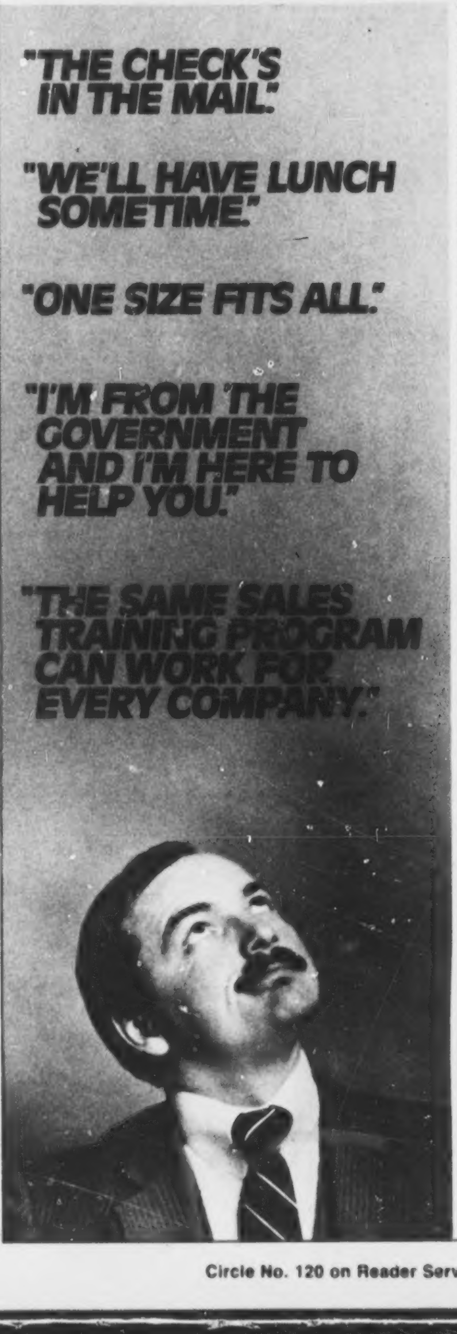
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Step-by-step sequence in preparing a sales meeting budget

Using information from *S&MM's Survey of Selling Costs*, a marketer can get a more reliable fix on the costs of a sales meeting. In the hypothetical example used here, a two-day divisional meeting is planned for Minneapolis. Of the 48 people who will attend, 43 will arrive from out of town the evening before the meeting starts.

Hotel costs	1. *City (Minneapolis)*	2. *No. Of Meeting Participants*	3. *No. Of Times Cost Is Incurred*	4. *Cost Per Person*	11. *Total Cost Per Meeting*
5. Lodging	$50.00	48	91	$56.00	$5,096
6. Meals					
Breakfast	6.45	48	96	6.45	619
Lunch	8.85	48	96	8.85	850
Dinner	13.45	53	53	13.45	713
7. Coffee breaks	1.75	48	144	1.75	252
8. Cocktail party	15.00	53	53	7.50	398
9. Meeting room					—
10. Hospitality-suite rental					—
12. Subtotal (hotel costs)					**$7,928**
Supplementary costs					
13. Audiovisual rental					$ 325
14. Meals away from hotel					746
15. Transportation from airport to meeting site					578
16. Automobile rental					—
17. Transportation to and from meeting city					7,547
18. Entertainment, printed materials, handouts, etc.					1,215
19. Subtotal (supplementary costs)					**$10,411**
20. Grand total					**$18,339**
21. Number of participants					48
22. Average cost per participant					**$ 382**

Hotel costs

1. According to Table IV-4: Sales Meeting Costs (page 76), median group lodging rates range from $47 to $63 for a single room. For budget purposes, the sales manager plans to use a hotel that charges no more than $50 daily (Column 1, Line 5).
2. He enters the number of meeting participants who will attend each function in items 5 through 8.
3. The 43 people arriving the night before will need lodging for two nights, the other 5 only one night, so the number of times the lodging cost is incurred comes to 91 (Column 3, Line 5).
4. Table II-3: Meal and Lodging Tax Rates (page 57) indicates that Minneapolis has a 12% room tax, which brings the cost per person to $56.00.
5. Multiplying this figure by the figure in Column 3 results in a total lodging cost of $5,096 (Column 11, Line 5).
6. Referring again to Table IV-4, he enters the cost of group meals in Column 1, Line 6: Breakfast, $6.45, Lunch, $8.85, and Dinner $13.45. The two-day meeting will require two breakfasts and two lunches, so the number of times those individual costs are incurred comes to 96. Multiplying that figure by each meal cost results in a total breakfast cost of $619 and a total lunch cost of $850. A reception and dinner will be held in the hotel at the end of the first day, and 5 people from top management will attend as guest speakers, bringing the number of attendees to 53. Multiplying that number by the meal cost results in a total dinner cost of $713.
7. The meeting will end early the afternoon of the second day so only three coffee breaks are planned (Column 3, Line 7).
8. Although the median rate for a two-hour reception is $15.00 (as indicated in Table IV-4), the sales manager plans only a one-hour function and cuts the cost in half to $7.50 (Column 4, Line 8).
9. Because he has reserved sleeping rooms and will have sizable meal functions, the sales manager knows that the hotel will waive meeting-room charges.
10. The same applies to hospitality-suite rental.
11. The total cost for each function is derived by multiplying the cost of each function by the number of times the cost will be incurred (Column 11).
12. Adding the functional costs in Column 11 results in a total hotel cost of $7,928.

Supplementary costs

13. The sales manager would have no audiovisual rental cost because he will use the overhead projector and screen normally furnished by hotels; however, he plans to rent a large TV screen and player for entertainment during the dinner function and he determines from Table V-4 (page 116) that he can expect to pay about $325 for this equipment (Line 13).
14. Dinner costs will have to be allowed for the 43 attendees arriving on the night before the meeting. Table II-1: Metro Sales Costs (page 46) shows that a dinner in Minneapolis costs about $16.35. Table II-3 shows that Minneapolis adds a 6% tax to meals, which brings the cost per person to $17.35. Multiplying this figure by 43 results in a $746 cost for meals away from the hotel (Line 14).
15. The taxi fare from airport to downtown, also found in Table II-1, indicates that the total cost for this item will come to $578 (Line 15).
16. The attendees will spend all their time at the meeting, hence there will be no need for auto rentals (Line 16).
17. The traffic department tells the sales manager that air coach fares for flying the 43 out-of-towners to Minneapolis will aggregate $7,547 (Line 17).
18. The cost for transparencies, printed workshop materials, and the like is budgeted at $1,215 (Line 18).
19. Adding up the various supplementary items results in a subtotal of $10,411 (Line 19).
20. Combining hotel and supplementary costs provides a grand total of $18,339 (Line 20).
21. The number of participants is 48.
22. Dividing grand total costs by 48 results in an average cost per participant of $382 (Line 22). If this same procedure is followed for calculating the per-participant cost of other candidate cities, the sales manager will learn which location is a more economical choice.

TABLE IV-4 **Sales meetings costs**

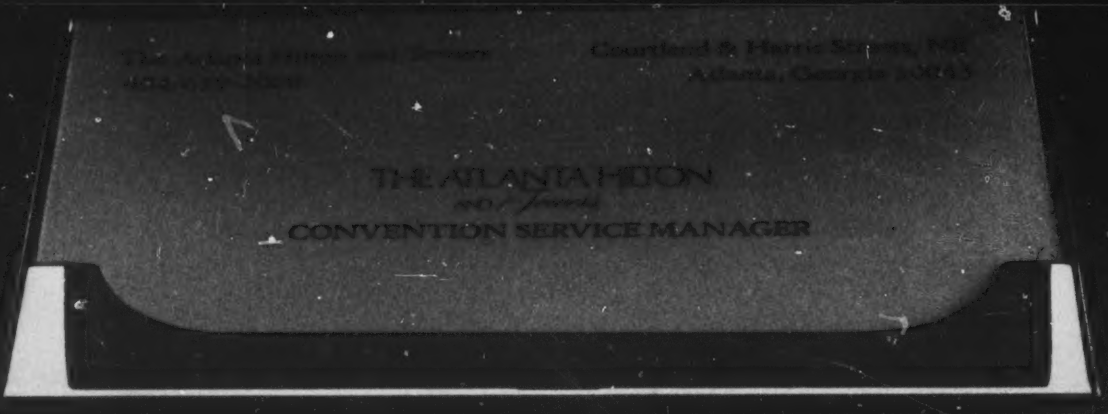
City	Lodging (Group Rates) Daily Room Rates		Food And Beverage (Group Rates)		Hospitality Functions		
	Single	*Double*	*Meals (Per Person)*	*Coffee Break With Rolls (Per Person)*	*Hospitality-Suite Rental*	*2-Hr. Reception With Hors d'Oeuvres (Per Person)*	*Meeting Rooms Median Rental*
Atlantic City, NJ	*Low:* Median $55.00 Range $40.00–$80.00 *High:* Median $75.00 Range $50.00–$150.00	*Low:* Median $65.00 Range $40.00-$80.00 *High:* Median $85.00 Range $71.00–$150.00	B—Median $6.75 Range $4.00–$9.00 L—Median $9.50 Range $4.00–$12.00 D—Median $14.75 Range $8.50–$25.00	Median $1.75 Range $1.50–$2.35	Median $115.00 Range $50.00–$200.00	Median $18.50 Range $6.00–$20.00	For 25: $ 60.00 For 50: $ 90.00 For 75: $150.00 For 100: $215.00
Atlanta, GA	*Low:* Median $65.00 Range $41.00–$80.00 *High:* Median $89.00 Range $45.00–$133.00	*Low:* Median $72.00 Range $44.00–$100.00 *High:* Median $82.25 Range $49.00–$103.00	B—Median $6.00 Range $4.95–$11.95 L—Median $10.90 Range $7.00–$17.95 D—Median $16.45 Range $9.00–$24.95	Median $2.40 Range $2.00–$2.50	Median $175.00 Range $150.00–$375.00	Median $16.50 Range $8.50–$22.50	For 25: $ 70.00 For 50: $115.00 For 75: $175.00 For 100: $300.00

DEFINITIONS—**Lodging:** Rates are shown for two types of accommodations, economy (low) and premium (high). The median rate is the figure that has an equal number of responses above and below it. Preferred rates are often available if the group guarantees a specific number of rooms. **Food and beverage:** Tax and tips included in median costs. **B**—Breakfast typically includes fruit or juice, entrée, rolls/toast/sweet rolls, and beverage. **L** and **D**—Lunch or dinner typically includes appetizer, salad, entrée, two vegetables or potato and a vegetable, roll, butter, dessert, and beverage. Buffet meals, cold plates, and sandwich menus are often available at approximately the same costs at noon. **Hospitality functions:** Groups are not always charged for a hospitality suite if the hotel provides liquor and hors d'oeuvres. **Meeting rooms:** There is generally no meeting-room charge if a specific number of sleeping rooms are required or if a group meal is included with the meeting.

Source: Sales & Marketing Management survey.

AN OPEN AND SHUT CASE

SOLID EXPERIENCE IN EVERY DETAIL.



Circle No. 113 on Reader Service Card

City	Lodging (Group Rates) Daily Room Rates Single	Lodging (Group Rates) Daily Room Rates Double	Food And Beverage (Group Rates) Meals (Per Person)	Food And Beverage (Group Rates) Coffee Break With Rolls (Per Person)	Hospitality Functions Hospitality-Suite Rental	Hospitality Functions 2-Hr. Reception With Hors d'Oeuvres (Per Person)	Meeting Rooms Median Rental
Boston, MA	*Low:* Median $85.00 Range $75.00–$105.00 *High:* Median $87.00 Range $85.00–$125.00	*Low:* Median $90.00 Range $85.00–$120.00 *High:* Median $102.00 Range $95.00–$140.00	B— Median $6.00 Range $4.25–$9.95 L— Median $11.00 Range $9.50–$16.50 D— Median $18.35 Range $12.50–$26.00	Median $2.75 Range $1.85–$3.05	Median $190.00 Range $150.00–$500.00	Median $22.00 Range $15.00–$45.00	For 25: $120.00 For 50: $190.00 For 75: $300.00 For 100: $300.00
Chicago, IL	*Low:* Median $70.00 Range $51.00–$76.00 *High:* Median $85.00 Range $75.00–$98.00	*Low:* Median $86.00 Range $63.00–$94.00 *High:* Median $108.00 Range $89.00–$110.00	B— Median $8.50 Range $4.95–$10.95 L— Median $11.75 Range $6.25–$12.95 D— Median $21.00 Range $11.95–$24.95	Median $2.45 Range $2.00–$3.25	Median $460.00 Range $370.00–$550.00	Median $15.00 Range $12.00–$18.00	For 25: $ 75.00 For 50: $150.00 For 75: $225.00 For 100: $250.00
Cleveland, OH	*Low:* Median $50.00 Range $44.00–$56.00 *High:* Median $60.00 Range $44.00–$62.00	*Low:* Median $65.00 Range $52.00–$66.00 *High:* Median $72.00 Range $52.00–$75.00	B— Median $5.60 Range $3.95-$10.95 L— Median $7.35 Range $4.95–$14.95 D— Median $13.45 Range $8.75–$20.50	Median $2.75 Range $1.70–$2.75	Median $125.00 Range $75.00–$150.00	Median $19.80 Range $6.25	For 25: $ 60.00 For 50: $ 75.00 For 75: $150.00 For 100: $225.00

FOR THE ATLANTA HILTON.

All the promises in the
world can't guarantee you a successful meeting.
That's why at The Atlanta Hilton and Towers, we don't just make promises.
We back them up with a proven record of solid experience. Over the past nine years, we've
hosted more than [illegible] successful meetings. And one reason they've been so successful is because
our meeting coordinators have become bonafide, card-carrying experts in their field. So for your
next meeting, don't just settle for promises. Come to The Atlanta Hilton and experience
success at A World Class Hotel in a Great American City. For more information
contact our Director of Marketing, Courtland and Harris Sts.
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Case Closed.

THE ATLANTA HILTON
AND Towers

TABLE IV-4 **Sales meetings costs**

	Lodging (Group Rates)		*Food And Beverage (Group Rates)*		*Hospitality Functions*		*Meeting Rooms*
City	*Daily Room Rates Single*	*Daily Room Rates Double*	*Meals (Per Person)*	*Coffee Break With Rolls (Per Person)*	*Hospitality-Suite Rental*	*2-Hr. Reception With Hors d'Oeuvres (Per Person)*	*Median Rental*
Dallas, TX	*Low:* Median $59.00 Range $49.00–$95.00 *High:* Median $79.00 Range $56.00–$120.00	*Low:* Median $89.00 Range $59.00–$115.00 *High* Median $109.00 Range $66.00–$140.00	B—Median $6.50 Range $5.50–$19.75 L—Median $10.40 Range $6.50–$21.50 D—Median $14.65 Range $8.50—$40.00	Median $2.75 Range $2.00–$3.50	Median $150.00 Range $100.00–$355.00	Median $14.90 Range $14.00–$15.75	For 25: $115.00 For 50: $165.00 For 75: $265.00 For 100: $400.00
Denver, CO	*Low:* *Median* *$76.00* *Range* *$55.00–$110.00* *High:* Median $81.00 Range $62.00–$120.00	*Low:* Median $92.00 Range $65.00–$110.00 *High:* Median $93.00 Range $72.00–$140.00	B—Median $7.25 Range $3.50–$10.00 L—Median $9.15 Range $7.50–$16.00 D—Median $14.40 Range $9.95–$29.00	Median $2.50 Range $2.00–$2.75	Median $89.00 Range $72.00–$350.00	Median $10.00 Range $8.00–20.00	For 25: $115.00 For 50: $140.00 For 75: $190.75 For 100: $200.00
Detroit, MI	*Low:* Median $52.50 Range $48.00–$60.00 *High:* Median $67.50 Range $58.00–$75.00	*Low:* Median $69.50 Range $52.00–$79.00 *High:* Median $87.00 Range $60.00–$94.00	B—Median $5.95 Range $3.50–$14.00 L—Median $8.25 Range $7.95–$15.75 D—Median $15.95 Range $11.60–$25.50	Median $2.20 Range $1.85–$2.50	Median $190.00 Range $85.00–$250.00	Median $14.00 Range $10.00–$18.00	For 25: $ 85.00 For 50: $115.00 For 75: $275.00 For 100: $275.00
Honolulu, HI	*Low:* Median $53.00 Range $50.00–$65.00 *High:* Median $75.00 Range $65.00–$89.00	*Low:* Median $53.00 Range $50.00–$110.00 *High:* Median $89.00 Range $75.00–$110.00	B—Median $7.25 Range $6.75–$8.15 L—Median $8.70 Range $8.00–$9.20 D—Median $17.50 Range $15.00–$17.65	Median $3.30 Range $3.00–$4.40	Median $135.00 Range $125.00–$225.00	Median $18.75 Range $17.50–$29.00	For 25: $125.00 For 50: $165.00 For 75: $165.00 For 100: $200.00
Houston, TX	*Low:* Median $62.00 Range $58.00–$95.00 *High:* Median $80.00 Range $75.00–150.00	*Low:* Median $72.00 Range $70.00–$115.00 *High:* Median $92.00 Range $85.00–150.00	B—Median $7.50 Range $3.75–$14.00 L—Median $14.00 Range $9.00–$18.00 D—Median $16.00 Range $12.00–$27.00	Median $2.00 Range $1.75–$2.35	Median $275.00 Range $250.00–$600.00	Median $16.00 Range $10.00–$20.00	For 25: $100.00 For 50: $225.00 For 75: $250.00 For 100: $300.00

DEFINITIONS—**Lodging:** Rates are shown for two types of accommodations, economy (low) and premium (high). The median rate is the figure that has an equal number of responses above and below it. Preferred rates are often available if the group guarantees a specific number of rooms. **Food and beverage:** Tax and tips included in median costs. **B**—Breakfast typically includes fruit or juice, entrée, rolls/toast/sweet rolls, and beverage. **L** and **D**—Lunch or dinner typically includes appetizer, salad, entrée, two vegetables or potato and a vegetable, roll, butter, dessert, and beverage. Buffet meals, cold plates, and sandwich menus are often available at approximately the same costs at noon. **Hospitality functions:** Groups are not always charged for a hospitality suite if the hotel provides liquor and hors d'oeuvres. **Meeting rooms:** There is generally no meeting-room charge if a specific number of sleeping rooms are required or if a group meal is included with the meeting.

Source: Sales & Marketing Management survey.

TABLE IV-4 ***Sales meetings costs***

	Lodging (Group Rates)		*Food And Beverage (Group Rates)*		*Hospitality Functions*		*Meeting Rooms*
	Daily Room Rates						
City	*Single*	*Double*	*Meals (Per Person)*	*Coffee Break With Rolls (Per Person)*	*Hospitality-Suite Rental*	*2-Hr. Reception With Hors d'Oeuvres (Per Person)*	*Median Rental*
Indianapolis, IN	*Low:* Median $40.00 Range $36.00–$56.00 *High:* Median $44.00 Range $40.00–$68.00	*Low:* Median $48.00 Range $42.00–$63.00 *High:* Median $50.00 Range $48.00–$75.00	B— Median $3.75 Range $3.10–$7.25 L— Median $6.50 Range $4.95–$11.00 D— Median $10.15 Range $6.75–$19.10	Median $2.15 Range $1.95–$3.50	Median $60.00 Range $40.00–$140.00	Median $16.00 Range $6.00–$30.00	For 25: $ 70.00 For 50: $100.00 For 75: $170.00 For 100: $200.00
Las Vegas, NV	*Low:* Median $42.50 Range $33.00–$60.00 *High:* Median $45.00 Range $40.00–$60.00	*Low:* Median $50.00 Range $33.00–$85.00 *High* Median $50.00 Range $45.00–$85.00	B— Median $6.20 Range $4.50–$10.00 L— Median $7.00 Range $5.95–$12.50 D— Median $10.00 Range $6.00–$18.00	Median $3.50 Range $1.95–$4.50	Median $135.00 Range $100.00–$150.00	Median $20.00 Range $16.00–$28.00	For 25: $ 50.00 For 50: $ 75.00 For 75: $115.00 For 100: $150.00
Los Angeles, CA	*Low:* Median $79.00 Range $67.00–$118.00 *High:* Median $119.00 Range $77.00–$138.00	*Low:* Median $99.00 Range $77.00–$110.00 *High:* Median $130.00 Range $87.00–$139.00	B— Median $8.15 Range $5.60–$11.50 L— Median $10.75 Range $7.50–$17.00 D— Median $15.75 Range $8.75–$16.00	Median $5.00 Range $3.25–$6.00	Median $165.00 Range $100.00–$500.00	Median $19.00 Range $14.50–$20.00	For 25: $ 75.00 For 50: $125.00 For 75: $150.00 For 100: $175.00
Miami, FL	IN SEASON *Low:* Median $90.00 Range $70.00–$120.00 *High:* Median $100.00 Range $70.00–$120.00	*Low:* Median $135.00 Range $105.00–$160.00 *High:* Median $135.00 Range $115.00–$160.00	YEAR-ROUND B— Median $7.25 Range $3.25–$15.00 L— Median $9.85 Range $6.00–$18.00 D— Median $19.25 Range $11.75–$30.00	Median $2.35 Range $1.50–$2.50	YEAR-ROUND Median $125.00 Range $100.00–$150.00	Median $14.25 Range $13.50–$30.00	YEAR-ROUND For 25: $ 75.00 For 50: $135.00 For 75: $165.00 For 100: $200.00
	OFF SEASON *Single* *Low:* Median $65.00 Range $50.00–$110.00 *High:* Median $70.00 Range $50.00–$110.00	*Double* *Low:* Median $70.00 Range $70.00–$120.00 *High:* Median $90.00 Range $70.00–$120.00					
Milwaukee, WI	*Low:* Median $39.00 Range $30.00–$46.00 *High:* Median $56.00 Range $34.00–$59.00	*Low:* Median $49.00 Range $34.00–$51.00 *High:* Median $64.00 Range $38.00–$69.00	B— Median $4.75 Range $3.25–$7.75 L— Median $9.00 Range $6.00–$10.00 D— Median $12.00 Range $9.95–$17.50	Median $2.05 Range $1.10–$2.50	Median $75.00 Range $50.00–$100.00	Median $10.00 Range $9.00–$12.00	For 25: $ 60.00 For 50: $ 85.00 For 75: $135.00 For 100: $220.00

TABLE IV-4 Sales meetings costs

	Lodging (Group Rates)		*Food And Beverage (Group Rates)*		*Hospitality Functions*		*Meeting Rooms*
City	*Daily Room Rates Single*	*Double*	*Meals (Per Person)*	*Coffee Break With Rolls (Per Person)*	*Hospitality-Suite Rental*	*2-Hr. Reception With Hors d'Oeuvres (Per Person)*	*Median Rental*
Minneapolis, MN	*Low:* Median $50.00 Range $47.00–$63.00 *High:* Median $69.00 Range $62.00–$75.00	*Low:* Median $58.00 Range $52.00–$75.00 *High:* Median $81.00 Range $70.00–$90.00	B— Median $6.45 Range $5.25–$11.75 L— Median $8.85 Range $7.00–$13.75 D— Median $13.45 Range $8.95–$18.95	Median $1.90 Range $1.50–$2.25	Median $175.00 Range $125.00–$225.00	Median $15.00 Range $12.00–$20.00	For 25: $115.00 For 50: $175.00 For 75: $225.00 For 100: $350.00
New Orleans, LA	*Low:* Median $80.00 Range $78.00–$88.00 *High:* Median $110.00 Range $103.00–$130.00	*Low:* Median $105.00 Range $100.00–$108.00 *High:* Median $130.00 Range $122.00–$150.00	B— Median $9.25 Range $4.00–$13.75 L— Median $13.50 Range $10.00–$24.50 D— Median $24.75 Range $14.50–$50.00	Median $2.75 Range $2.00–$4.00	Median $150.00 Range $40.00–$500.00	Median $14.50 Range $10.00–$25.00	For 25: $ 90.00 For 50: $115.00 For 75: $150.00 For 100: $175.00
New York, NY	*Low:* Median $84.00 Range $73.00–$85.00 *High:* Median $115.00 Range $105.00–$120.00	*Low:* Median $89.00 Range $73.00–$105.00 *High:* Median $130.00 Range $120.00–$140.00	B— Median $11.50 Range $5.50–$12.00 L— Median $20.50 Range $14.00–$26.00 D— Median $26.25 Range $19.25–$37.95	Median $5.50 Range $3.95–$7.00	Median $225.00 Range $200.00–$250.00	Median $22.00 Range $20.00–$30.00	For 25: $225.00 For 50: $370.00 For 75: $450.00 For 100: $625.00
Oakland, CA	*Low:* Median $52.00 Range $49.00–$64.00 *High:* Median $68.00 Range $65.00–$90.00	*Low:* Median $60.00 Range $58.00–$75.00 *High:* Median $75.00 Range $70.00–$104.00	B— Median $5.25 Range $4.75–$11.50 L— Median $8.25 Range $6.50–$15.75 D— Median: $12.95 Range $10.25–$20.00	Median $2.25 Range $2.00–$3.90	Median $90.00 Range $50.00–$100.00	Median $15.00 Range $5.00–$19.00	For 25: $125.00 For 50: $150.00 For 75: $265.00 For 100: $375.00
Orlando, FL	*Low:* Median $50.00 Range $45.00–$80.00 *High:* Median $75.00 Range $65.00–$80.00	*Low:* Median $60.00 Range $49.00–$99.00 *High:* Median $87.00 Range $75.00–$99.00	B— Median $6.25 Range $4.45–$6.95 L— Median $7.95 Range $5.50–$10.75 D— Median $11.25 Range $7.75–$17.95	Median $3.05 Range $1.00–$3.50	Median $215.00 Range $125.00–$250.00	Median $20.30 Range $19.00–$50.00	For 25: $ 95.50 For 50: $100.00 For 75: $130.00 For 100: $220.00

DEFINITIONS—**Lodging:** Rates are shown for two types of accommodations, economy (low) and premium (high). The median rate is the figure that has an equal number of responses above and below it. Preferred rates are often available if the group guarantees a specific number of rooms. **Food and beverage:** Tax and tips included in median costs. **B**—Breakfast typically includes fruit or juice, entrée, rolls/toast/sweet rolls, and beverage. **L** and **D**—Lunch or dinner typically includes appetizer, salad, entrée, two vegetables or potato and a vegetable, roll, butter, dessert, and beverage. Buffet meals, cold plates, and sandwich menus are often available at approximately the same costs at noon. **Hospitality functions:** Groups are not always charged for a hospitality suite if the hotel provides liquor and hors d'oeuvres. **Meeting rooms:** There is generally no meeting-room charge if a specific number of sleeping rooms are required or if a group meal is included with the meeting.

Source: Sales & Marketing Management survey.

TABLE IV-4 ***Sales meetings costs***

	Lodging (Group Rates)		*Food And Beverage (Group Rates)*		*Hospitality Functions*		*Meeting Rooms*
City	*Daily Room Rates Single*	*Double*	*Meals (Per Person)*	*Coffee Break With Rolls (Per Person)*	*Hospitality-Suite Rental*	*2-Hr. Reception With Hors d'Oeuvres (Per Person)*	*Median Rental*
Philadelphia, PA	*Low:* Median $64.00 Range $62.00–$80.00 *High:* Median $76.00 Range $70.00–$90.00	*Low:* Median $79.00 Range $73.00–$90.00 *High:* Median $85.00 Range $82.00–$98.00	B— Median $6.60 Range $3.25–$7.95 L— Median $8.90 Range $7.25–$14.75 D— Median $14.90 Range $10.95–$22.75	Median $1.95 Range $1.75–$2.35	Median $150.00 Range $125.00–$225.00	Median $10.00 Range $8.00–$16.50	For 25: $140.00 For 50: $240.00 For 75: $350.50 For 100: $400.00
Phoenix-Scottsdale, AZ	*Low:* Median $60.00 Range $50.00–$155.00 *High:* Median $130.00 Range $50.00–$165.00	*Low:* Median $62.00 Range $60.00–$175.00 *High:* Median $145.00 Range $60.00–$175.00	B— Median $6.45 Range $[illegible].75–$9.00 L— Median $9.00 Range $5.45–$13.00 D— Median $22.00 Range $8.95–$36.00	Median $2.25 Range $2.00–$2.75	Median $290.00 Range $100.00–$475.00	Median $20.00 Range $7.00–$30.00	For 25: $ 85.00 For 50: $100.00 For 75: $150.00 For 100: $200.00
Pittsburgh, PA	*Low:* Median $67.00 Range $44.00–$69.00 *High:* Median $79.50 Range $51.00–$81.00	*Low:* Median $77.00 Range $54.00–$89.00 *High:* Median $90.00 Range $61.00–$101.00	B— Median $4.95 Range $3.95–$10.95 L— Median $9.75 Range $5.95–$16.50 D— Median $13.95 Range $8.95–$23.95	Median $3.10 Range $.85–$3.50	Median $60.00 Range $50.00–$100.00	Median $10.00 Range $6.50–$11.50	For 25: $140.00 For 50: $240.00 For 75: $340.00 For 100: $450.00
Reno, NV	*Low:* Median $32.00 Range $20.00–$59.00 *High:* Median $41.00 Range $32.00–$69.00	*Low:* Median $41.50 Range $20.00–$59.00 *High:* Median $43.50 Range $32.00–$69.00	B— Median $5.50 Range $2.75–$8.95 L— Median $7.10 Range $4.95–$11.95 D— Median $13.10 Range $8.25–$23.10	Median $2.40 Range $1.95–$2.90	Median $80.00 Range $30.00–$225.00	Median $14.80 Range $4.95–$28.35	For 25: $ 35.00 For 50: $ 75.00 For 75: $ 90.00 For 100: $140.00
St. Louis, MO	*Low:* Median $55.00 Range $52.00–$69.00 *High:* Median $70.00 Range $62.00–$88.00	*Low:* Median $70.00 Range $52.00–$81.00 *High:* Median $87.00 Range $72.00–$100.00	B— Median $6.00 Range $4.10–$10.50 L— Median $8.15 Range $6.25–$14.95 D— Median $13.10 Range $8.95–$30.00	Median $2.00 Range $1.50–$4.00	Median $125.00 Range $40.00–$200.00	Median $10.00 Range $5.75–$20.00	For 25: $150.00 For 50: $175.00 For 75: $200.00 For 100: $225.00

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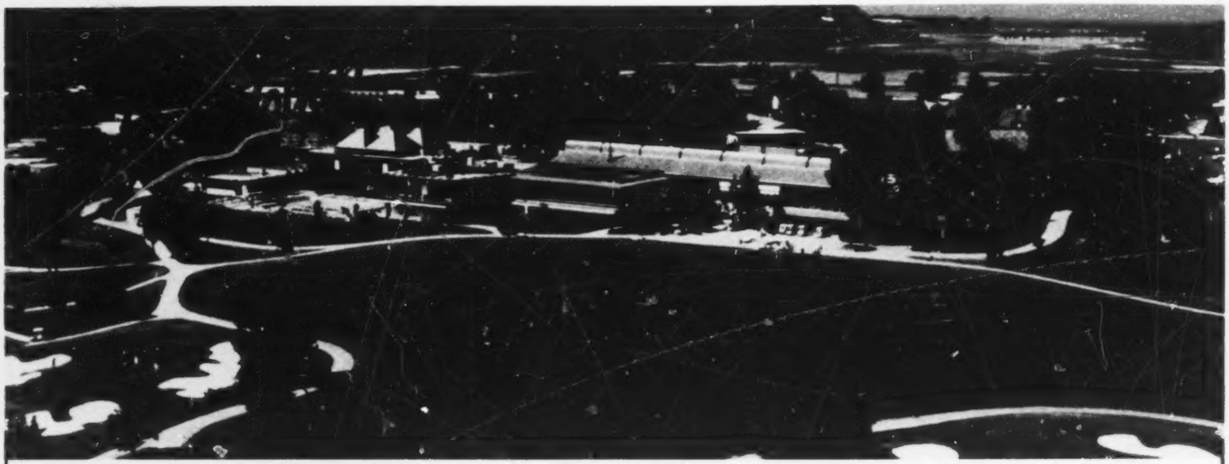
Source: Sales & Marketing Management survey.

TABLE IV-4 ***Sales meetings costs***

	Lodging (Group Rates)		Food And Beverage (Group Rates)		Hospitality Functions		Meeting Rooms
	Daily Room Rates						
City	*Single*	*Double*	*Meals (Per Person)*	*Coffee Break With Rolls (Per Person)*	*Hospitality-Suite Rental*	*2-Hr. Reception With Hors d'Oeuvres (Per Person)*	*Median Rental*
San Antonio, TX	*Low:* Median $70.00 Range $69.00–$79.00 *High:* Median $95.00 Range $85.00–$110.00	*Low:* Median $92.50 Range $80.00–$96.00 *High:* Median $111.00 Range $100.00–$130.00	B— Median $6.95 Range $16.50–$11.25 L— Median $9.00 Range $8.25–$15.75 D— Median $19.50 Range $11.75–$30.75	Median $3.00 Range $2.00–$4.25	Median $225.00 Range $125.00–$385.00	Median $15.50 Range $10.00–$26.50	For 25: $100.00 For 50: $125.00 For 75: $150.00 For 100: $300.00
San Diego, CA	*Low:* Median $81.50 Range $40.00–$125.00 *High:* Median $95.00 Range $94.00–$135.00	*Low:* Median $99.50 Range $45.00–$125.00 *High:* Median $114.00 Range $95.00–$135.00	B— Median $7.50 Range $4.95–$10.00 L— Median $10.00 Range $5.95–$16.00 D— Median $18.40 Range $8.40–$40.00	Median $3.00 Range $2.00–$9.25	Median $275.00 Range $150.00–$315.00	Median $14.00 Range $5.00–$35.00	For 25: $ 50.00 For 50: $175.00 For 75: $200.00 For 100: $250.00

DEFINITIONS—**Lodging:** Rates are shown for two types of accommodations, economy (low) and premium (high). The median rate is the figure that has an equal number of responses above and below it. Preferred rates are often available if the group guarantees a specific number of rooms. **Food and beverage:** Tax and tips included in median costs. **B**—Breakfast typically includes fruit or juice, entrée, rolls/toast/sweet rolls, and beverage. **L** and **D**—Lunch or dinner typically includes appetizer, salad, entrée, two vegetables or potato and a vegetable, roll, butter, dessert, and beverage. Buffet meals, cold plates, and sandwich menus are often available at approximately the same costs at noon. **Hospitality functions:** Groups are not always charged for a hospitality suite if the hotel provides liquor and hors d'oeuvres. **Meeting rooms:** There is generally no meeting-room charge if a specific number of sleeping rooms are required or if a group meal is included with the meeting.

Source: Sales & Marketing Management survey.



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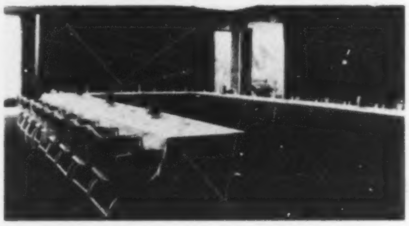

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TABLE IV-4 ***Sales meetings costs***

	Lodging (Group Rates)		*Food And Beverage (Group Rates)*		*Hospitality Functions*		*Meeting Rooms*
City	*Daily Room Rates Single*	*Double*	*Meals (Per Person)*	*Coffee Break With Rolls (Per Person)*	*Hospitality-Suite Rental*	*2-Hr. Reception With Hors d'Oeuvres (Per Person)*	*Median Rental*
San Francisco, CA	*Low:* Median $69.00 Range $48.00–115.00 *High:* Median $100.00 Range $48.00–130.00	*Low:* Median $84.00 Range $52.00–$140.00 *High:* Median $115.00 Range $52.00–$145.00	B— Median $10.50 Range $6.00–$12.00 L— Median $12.00 Range $10.00–$22.00 D— Median $22.00 Range $14.35–$45.00	Median $3.35 Range $3.15–$3.50	Median $325.00 Range $125.00–$600.00	Median $12.00 Range $5.00–$40.00	For 25: $125.00 For 50: $175.00 For 75: $225.00 For 100: $375.00
Seattle, WA	*Low:* Median $50.00 Range $35.00–$80.00 *High:* Median $62.00 Range $38.00–$80.00	*Low:* Median $58.00 Range $35.00–$80.00 *High:* Median $70.00 Range $43.00–$80.00	B— Median $5.75 Range $1.95–$9.25 L— Median $8.15 Range $2.35–$12.75 D— Median $10.65 Range $4.00–$25.50	Median $2.60 Range $2.25–$3.20	Median $62.00 Range $60.00–$150.00	Median $15.00 Range $6.00–$20.00	For 25: $ 60.00 For 50: $150.00 For 75: $165.00 For 100: $200.00
Washington, DC	*Low:* Median $86.50 Range $72.00–$92.00 *High:* Median $112.50 Range $105.00–$130.00	*Low:* Median $105.00 Range $88.00–$108.00 *High:* Median $130.00 Range $121.00–$150.00	B— Median $8.70 Range $5.75–$20.00 L— Median $15.00 Range $12.00–$25.00 D— Median $21.75 Range $15.00–$50.00	Median $3.00 Range $2.75–$6.50	Median $195.00 Range $75.00–$250.00	Median $25.00 Range $20.00–$27.00	For 25: $125.00 For 50: $150.00 For 75: $225.00 For 100: $250.00

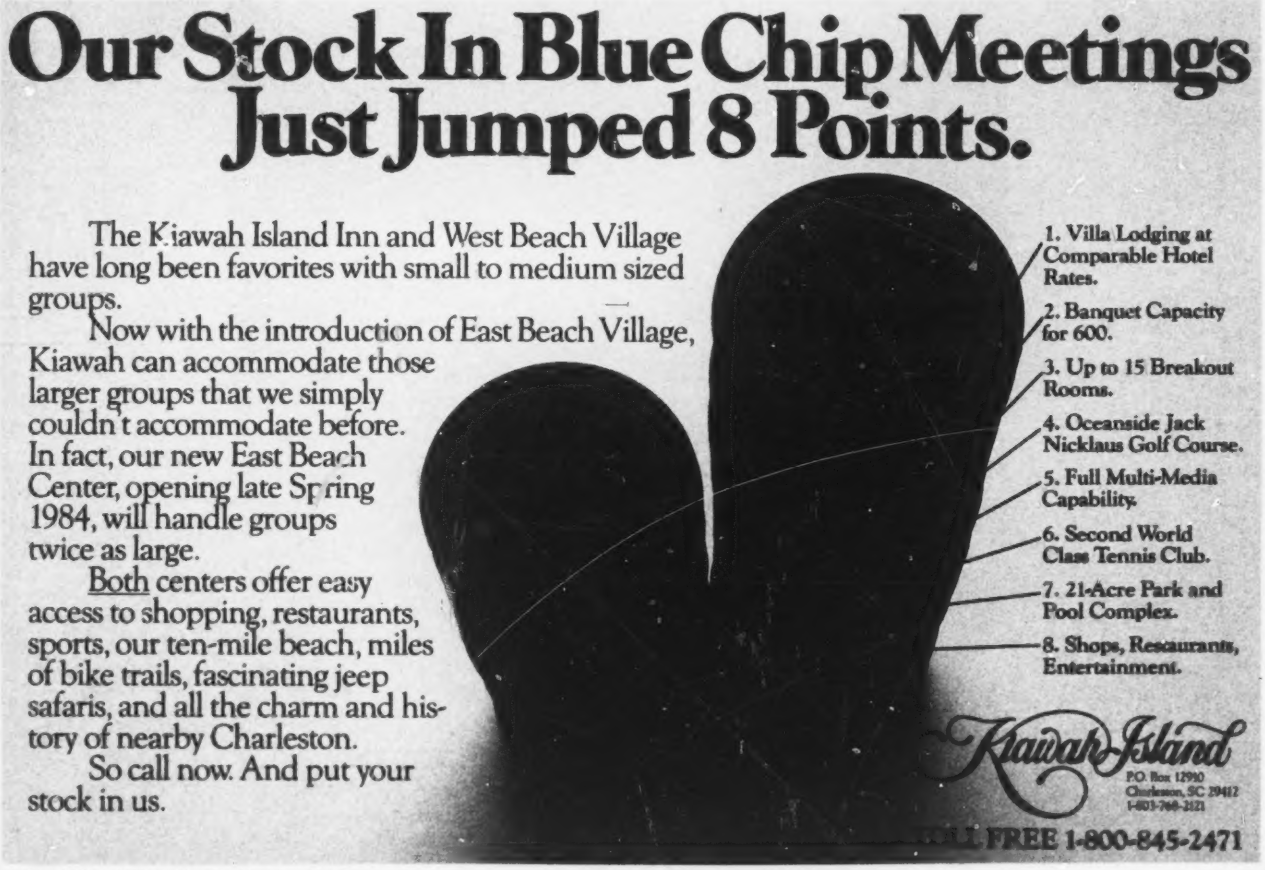

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TABLE IV-5 *Conference centers: Learning away from it all*

Facilities & Rates	**Arrowwood of Westchester** *Rye Brook, NY*	**Dunfey Hyannis Resort and Conference Ctr.** *Hyannis, MA*	**Fort Magruder** *Williamsburg, VA*	**Heritage Village* Conference Ctr.** *Southbury, CT*	**Holiday Inn Executive Conference Ctr.** *Memphis, TN*	**The Houstonian Hotel & Club** *Houston, TX*
Sleeping rooms	274	244 (plus 8 parlors)	244	121	177	300
Capacity	444	448	700	242	225	600
Meeting rooms	31	19 (incl. conf. parlors)	9	20	16	26
Rate/person/day (double occupancy)	$158	$41–$124[1]	$70	$155[2]	$91[2]	$113–$133[1]
Nearest major airport	Westchester County	Logan International, Boston	Norfolk Airport	La Guardia, New York City	Memphis International	Houston Intercontinental
Driving time from center to airport	5 min.	1½–2 hours	45 min.	1½ hours	20 min.	30 min.
Recreation	9-hole golf course (ready spring of 1984), swimming pool (indoor and outdoor), 4 tennis courts, health club, sauna, game room, racquetball and squash facilities, par jogging, platform tennis, access to horsebackriding	18-hole par 3 golf course, 3 practice, putting greens, 2 swimming pools (indoor and outdoor), 2 tennis courts, health clubs, sauna, steam room, game room, sightseeing tours can be arranged, access to horseback riding	Indoor pool, tennis courts, fully equipped game room, lounge and sauna (men's and women's)	9- and 18-hole golf courses, heated swimming pool (outdoor), 2 tennis courts, health club, sauna, whirlpool, jacuzzi, game room with billiards, volleyball, access to skiing, horseback riding, and ice skating	18-hole golf course, swimming pool (outdoor), 2 tennis courts, health club, sauna, game room, basketball, fishing, bicycling, jogging paths/trails, volleyball, horseshoes	Access to 3 18-hole golf courses, 2 heated swimming pools (outdoor), 5 tennis courts, health club, sauna, racquetball courts, indoor and outdoor running tracks, basketball courts

(continued on next page)

[1] European plan. [2] Full American plan. *A Harrison Conference Center. Source: Sales & Marketing Management survey.

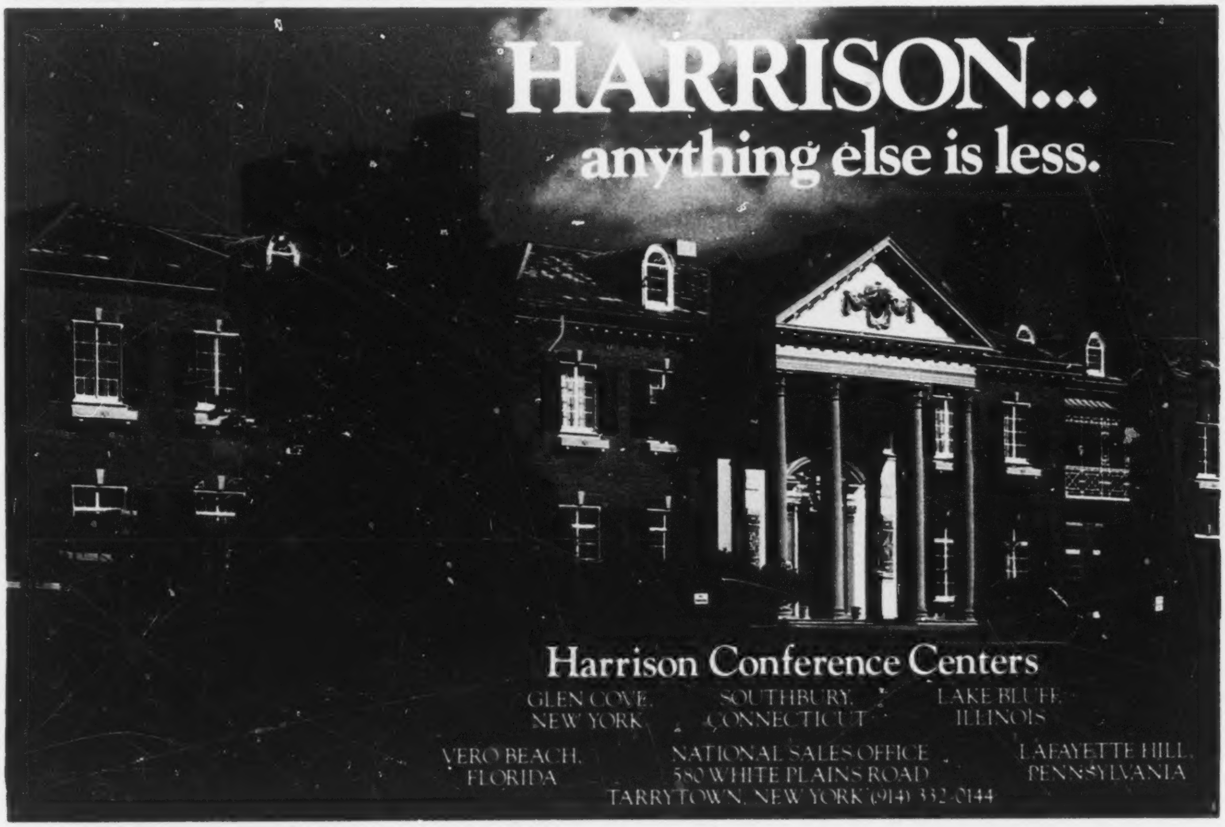
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TABLE IV-5 **Conference centers: Learning away from it all** *(continued)*

Facilities & Rates	**Indigo Lakes Conference Ctr.** *Daytona Beach, FL*	**James L. Knight Conference Center** *Miami, FL*	**Scanticon-Princeton Executive Conference Ctr. and Hotel** *Princeton, NJ*
Sleeping rooms	148	615	300
Capacity	300	5,000	400
Meeting rooms	9	37	27
Rate/person/day (double occupancy)	1/1–4/30 $26.00 5/1–12/31 $22.50	$74–$94[2]	$152
Nearest major airport	Daytona Regional Airport	Miami International	Newark
Driving time from center to airport	5 min.	10 min.	45 min.
Recreation	18-hole golf course, putting greens, and driving range, outdoor swimming pool, 8 tennis courts, health club (sauna, steam rooms), par jogging	Outdoor pool, access to golf, tennis, boating, and the beach.	Access to 9- and 18-hole golf courses, indoor pool, 4 tennis courts, health club (sauna, exercise room, game room), access to ballooning, gliding, river rafting, horseback riding, and jogging

[1] European plan.
[2] Full American plan.
[3] A Harrison Conference Center.

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500	300		494
30	14		20
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Source: Sales & Marketing Management survey.

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TABLE IV-6

Selected resort hotels: Combining learning with luxury

(continued on next page)

Facilities & Rates	**Amelia Island Plantation** *Amelia Island, FL*	**Boca Raton Hotel & Club** *Boca Raton, FL*	**The Broadmoor Hotel** *Colorado Springs, CO*	**Doral Country Club of Miami** *Miami, FL*	**The Greenbrier** *White Sulphur Springs, WV*
Sleeping rooms	1,000	913	560	655	700
Meeting rooms	13	36	Excess of 30	33	28
Average group lodging rates	IN SEASON 3/12–6/15; 9/4–11/15 Single: $118–$173 Double: $118–$173 SHOULDER SEASON 6/16–9/3 Single: $69–$117 Double: $69–$117 OFF SEASON 11/16/'84–3/10/'85 Single: $57–$100 Double: $57–$100 For rates in time periods prior to 3/12/84, please contact the hotel directly.	IN SEASON 1/1–1/31; 4/1–4/30 Single: $155–$275 Double: $155–$295 2/1–3/31 Single: $170–$275 Double: $190–$295 5/1–5/31 Single: $105–$220 Double: $125–$240 10/1–12/30 Single: $120–$225 Double: $140–$245 OFF SEASON 6/1–9/30 Single: $55–$135 Double: $75–$155	IN SEASON 6/1–9/30 Single: $115–$155 Double: $120–$160 SHOULDER SEASON 4/1–4/30; 11/1–11/30 Single: $75–$115 Double: $80–$120 5/1–5/31; 10/1–10/31 Single: $95–$135 Double: $100–$140 OFF SEASON 12/1–3/31 Single: $55–$95 Double: $60–$100	IN SEASON 1/1–3/31 Single: $135 Double: $135 4/1–4/30 Single: $120 Double: $120 10/1–12/18 Single: $98 Double: $98 SHOULDER SEASON 5/1–5/31 Single: $94 Double: $94 OFF SEASON 6/1–9/30 Single: $60 Double: $64	IN SEASON 4/1–10/1 Single: $127–$244 Double: $101–$132 per person OFF SEASON 11/2–11/30 Single: $86–$150 Double: $86–$150 per person 12/1–2/29 Single: $81–$145 Double: $81–$99 per person 3/1–3/31 Single: $86–$150 Double: $86–$104 per person
Approximate group meal costs (tax and tip included)	B $ 7.25 L $ 7.50 D $24.20	Breakfast and dinner included in rates. Lunch: $12.20 No meals served to nonguests.	B $11.25 L $19.90 D $25.70	B $8.00–$10.30 L $8.00–$10.30 D $20.00–$25.70	Breakfast and dinner included in rates Lunch: $9.60
Recreation:					
Golf	3 9-hole courses	1 18-hole course, access to 4 others	3 18-hole courses	4 18-hole courses; 1 9-hole course	3 18-hole courses
Swimming	16 pools; beach	4 pools; beach	3 pools	1 pool	2 pools (1 indoor)
Tennis	19 courts	22 clay courts	16 courts	19 courts	20 courts (5 indoor)
Horseback riding	Yes	No	Yes	No	Yes
Health club	Yes	Yes	No	Yes	Yes
Sauna	Yes	Yes	No	Yes	Yes
Meal plan	European, Modified or Full American	Modified American	European, Modified or Full American	European, Modified or Full American	Modified American
Nearest airport	Jacksonville	West Palm Beach or Fort Lauderdale	Colorado Springs	Miami International	Greenbrier Valley Lewisburg, WV
Distance/time from airport	29 mi. 35 min.	20 mi. 30 min.	8 mi. 15 min.	6 mi. 10 min.	12 mi. 15 min.

Source: Sales & Marketing Management survey

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TABLE IV-6

Selected resort hotels: Combining learning with luxury

Facilities & Rates	**Grenelefe Golf & Tennis Resort** *Cypress Gardens, FL*	**Grossinger's** *Grossinger, NY*
Sleeping rooms	865	600
Meeting rooms	28	38
Average group lodging rates	IN SEASON 1/8–4/29 Single: $115–$260 Double: $115–$260 SHOULDER SEASON 4/29–6/16; 9/16–1/6 Single: $75–$180 Double: $75–$180 OFF SEASON 6/17–9/16 Single: $60-$140 Double: $60–$140	IN SEASON 5/1–10/31 Single: $50–$59 Double: $75.00-$88.50 SHOULDER SEASON 11/1–12/31 Single: $46–$56 Double: $69–84 OFF SEASON 1/1–4/30 Single: $45–$55 Double: $67.50–$82.50
Approximate group meal costs (tax and tip included)	B $ 7.25 L $ 8.45 D $21.75	All meals included in room rates.
Recreation:		
Golf	3 18-hole courses	27 holes of golf
Swimming	4 pools; lake beach	Indoor/outdoor pool
Tennis	13 courts	12 courts
Horseback riding	No	No
Health club	No	Yes
Sauna	Yes	Yes
Meal plan	European	Modified American, Full American
Nearest airport	Orlando	Sullivan County International
Distance/time from airport	44 mi. 45 min.	8 mi. 15 min.

(continued on next page)

Harbor Island Sheraton *San Diego, CA*	**The Hershey Lodge and Convention Center** *Hershey, PA*	**Hilton Hawaiian Village** *Honolulu, HI*	**Innisbrook** *Tarpon Springs, FL*	**Keystone Resort** *Keystone, CO*	**La Costa Hotel and Spa** *Carlsbad, CA*
1,100	425	2,612	1,000	900	310
30	27	26	40	14	11
IN SEASON 1/10–12/10 Single: $85 Double: $95 OFF SEASON 12/11–1/9 Single: $75 Double: $85	IN SEASON 4/8–11/19 Single $68 Double: $74 OFF SEASON 11/20–4/7 Single: $48 Double: $54	YEAR-ROUND Single: $64–$109 Double: $70–$115	IN SEASON 1/1–4/30 Club suite: $118 SHOULDER SEASON 5/1–5/31; 10/1–12/31 Club suite: $83 6/1–6/30 Club suite: $63 9/1–9/30 Club suite: $58 OFF SEASON 7/1–8/31 Club suite: $50	IN SEASON 12/24–4/1 Single: $95 Double: $106 6/3–10/7 Single: $80 Double: $83 OFF SEASON 4/8–6/3; 10/7–12/24 Single: $63 Double: $66	YEAR-ROUND Single: $125 Double: $125
B $ 8.50 L $12.10 D $18.15	B $ 7.55 L $10.60 D $20.25	B $ 7.45 L $ 9.80 D $20.15	B $ 6.05 L $ 8.45 D $21.80	B $ 6.05–$ 8.45 L $ 9.65–$12.05 D $12.05–$24.10	B $ 6.05–$16.95 L $10.30–$20.55 D $20.55–$46.00
No	1 18-hole and 9-hole course	None	3 18-hole courses; 1 9-hole course	1 18-hole course	2 18-hole courses
3 outdoor pools	Indoor/outdoor pool	3 outdoor pools; beach	5 swimming pools; beach within one mile	6 indoor, 4 outdoor pools	4 outdoor pools; beach 1 mile
4 courts	4 courts	None	18 tennis courts	14 courts (2 indoor)	25 courts
No	No	No	Access to	Yes	No
Yes	No	No	Yes	No	Yes
Yes	Yes	No	Yes	Yes	Yes
European	European	European, Modified or Full American	European, Modified or Full American	European	European, Modified or Full American
Lindbergh Field	Harrisburg International	Honolulu International	Tampa International	Stapleton International, Denver	San Diego
Under 1 mi.	12 mi.	8 mi.	20 mi.	75 mi.	30 mi.
3–5 min.	15 min.	20 min.	25 min.	90 min.	35 min.

Source: Sales & Marketing Management survey.

TABLE IV-6
Selected resort hotels: Combining learning with luxury

Facilities & Rates	**Longboat Key Club** *Longboat Key, FL*	**Mauna Lani Bay Hotel** *Honolulu, HI*	**Maui Marriott Resort** *Maui, HI*	**Olympia Resort and Spa** *Oconomowoc, WI*	**Pheasant Run** *St. Charles, IL*
Sleeping rooms	221	351	720 (19 suites)	400	550
Meeting rooms	3	7	10 (14,000 sq. ft. ballroom)	30	38
Average group lodging rates	IN SEASON 2/1–5/1 Single: $125–$325 Double: $125–$325 SHOULDER SEASON 12/15–1/31 Single: $90 Double: $90 OFF SEASON 5/1–12/15 Single: $70–$220 Double: $70–$220	YEAR-ROUND Single: $170–$215 Double: $170–$215	All group rates are negotiable. Hotel should be contacted directly.	IN SEASON 5/1–6/16; 10/1–10/31 Single: $56 Double: $60 6/16–9/30 Single: $72 Double: $76 OFF SEASON 11/1–12/31; 1/1–4/30 Single: $45 Double: $50	IN SEASON 4/1–11/23 Single: $50 Double: $85 OFF SEASON 11/24–3/31 Single: $50* Double: $85* *Special winter package includes unlimited use of facilities
Approximate group meal costs (tax and tip included)	B $ 7.20 L $10.60 D $31.40	B $11.90 L $17.85 D $47.60	Prices vary	B $ 7.20 L $ 9.60 D $17.70	B $ 7.20 L $ 9.00–$11.40 D $21.05
Recreation:					
Golf	2 18-hole courses	1 18-hole	2 18-hole courses	1 18-hole course	1 18-hole course
Swimming	1 pool; beach	1 outdoor pool; beach	outdoor pool; (another due for completion 1/84)	Indoor/ 1 outdoor pool; beach	3 pools (1 indoor)
Tennis	20 courts (14 more planned)	10 courts	5 courts	11 courts (4 indoor)	13 courts (4 indoor)
Horseback riding	No	Access to	Access to	Yes	Nearby
Health club	No	No	Yes	Yes	Yes
Sauna	Yes	Yes	No	Yes	Yes
Meal plan	European, Modified American	European, Modified American	European, Modified American	Optional	European, Modified American
Nearest airport	Sarasota/Bradenton	Kona	Kahului	Milwaukee	O'Hare International
Distance/time from airport	7 mi. 15–20 min.	26 mi. 25–30 min.	30 mi. 45 min.	37 mi. 40 min.	35 mi. 60 min.

(continued on next page)

Pier 66 Hotel and Marina *Fort Lauderdale, FL*	**Pine Isle, A Stouffer Resort** *Buford, GA*
256 15	250 24
IN SEASON 1/15–4/15 Single: $110 Double: $110 OFF SEASON 4/16–1/14 Single: $70 Double: $70	IN SEASON 3/1–11/30 Single: $131 Double: $159 OFF SEASON 1/1–2/29 Single: $82 Double: $109 12/1–12/31 Single: $88 Double: $116
B $ 8.50 L $18.15 D $24.20	B $ 8.55 L $12.20 D $25.60
None 2 pools; beach nearby 3 tennis courts	1 18-hole course Indoor/outdoor pool; beach 7 courts (3 indoor)
No	Yes
Yes No	No Yes
European	European, Modified American
Hollywood/ Fort Lauderdale Airport	Hartsfield International
3 mi. 8 min.	45 mi. 60 min.

Source: Sales & Marketing Management survey

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TABLE IV-6
Selected resort hotels: Combining learning with luxury *(continued)*

Facilities & Rates	**The Pointe Resort** *Phoenix, AZ*	**Sea Pines Plantation** *Hilton Head Island, SC*	**Sheraton at Steamboat** *Steamboat Springs, CO*	**Sheraton-Waikiki Hotel** *Honolulu, HI*	**Wayne Newton's Tamiment Resort** *Tamiment, PA*
Sleeping rooms	580	900	450	1,900	400
Meeting rooms	48	16	19	20	30
Average group lodging rates	IN SEASON 1/8–5/20 Single: $140 Double: $150 SHOULDER SEASON 9/15–1/8 Single: $96 Double: $106 OFF SEASON 5/20–9/15 Single: $54 Double: $64	IN SEASON 3/23–3/31 Single: $85 Double: $85 4/1–10/31 Single: $105 Double: $105 OFF SEASON 11/1–3/21 Single: $55–$60 Double: $55–$60	IN SEASON 11/25–12/25; 1/2–1/27 Single: $75 Double: $75 12/26–1/1; 1/28–3/25 Single: $95 Double: $95 3/31–6/15 Single: $60 Double: $60 6/15–10/14 Single: $75 Double: $75 OFF SEASON 10/15–11/22 Single: $55 Double: $55	YEAR-ROUND Single: $85–$130 Double: $85–$130	IN SEASON 5/1–10/31 Single: $111–$119 Double: $86–$94 OFF SEASON 11/1–4/30 Single: $86–$94 Double: $66–$74
Approximate group meal costs (tax and tip included)	B $ 9.70 L $12.10 D $30.25	B $ 7.30 L $ 9.75 D $19.50	B $ 8.60 L $11.65 D $19.60	B $ 9.45 L $10.30 D $21.65	B $ 4.90–10.45 L $ 8.00–$14.75 D $11.00–$20.85
Recreation:					
Golf	Access to 1 18-hole course	3 18-hole courses	1 18-hole course	None	1 18-hole course
Swimming	5 pools	5 pools (1 indoor); private beach	2 pools	2 pools	2 pools (1 indoor)
Tennis	8 courts	80 courts	6 courts	None	14 courts (4 indoor)
Horseback riding	Yes	Yes	Yes	No	Yes
Health club	Yes	No	No	No	Yes
Sauna	Yes	No	Yes	No	Yes
Meal plan	European, Modified or Full American	European, Modified or Full American	European, Modified American	Modified American, Full American	Modified American, Full American
Nearest airport	Phoenix	Savannah, GA	Steamboat STOLPORT	Honolulu International	Allentown A-B-E
Distance/time from airport	12 mi. 20 min.	50 mi. 60 min.	5 mi. 10 min.	15 mi. 30 min.	60 mi. 60 min.

Williamsburg Inn and Colonial House *Williamsburg, VA*	**Woodcliff Lake Hilton** *Woodcliff Lake, NJ*
744 18	347 17 (sectional to 33)
IN SEASON* Single: $62–$103 Double: $62–$103 OFF SEASON* Single: $31–$66 Double: $31–$66 *Call ahead for more specific group rates.	YEAR-ROUND* Single: $95 Double: $119 *Rates are negotiable "value seasons" of July, August and January, February
B $ 6.30–$10.10 L $ 8.80–$12.60 D $15.10–$44.10	B $ 6.15–$15.40 L $14.15 D $25.85
1 18-hole, 1 9-hole course	Nearby
3 pools	2 pools (1 indoor)
8 courts	2 courts
No	Nearby
No No	Yes Yes
European, Modified or Full American	European. Other meal plans available upon request.
Norfolk International, Richmond Byrd Field	Newark International
45 mi. 45 min.	20 mi. 35 min.

Source: Sales & Marketing Management survey.

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TABLE IV-7 ***Selected airport hotels***

Facilities & Rates	**Atlanta** *Marriott Hotel*	**Boston** *Logan Airport Hilton*	**Chicago** *Sheraton International O'Hare*	**Cleveland** *Marriott Inn–Airport*	**Dallas–Fort Worth** *Amfac Hotel & Resort*	**Miami** *Sheraton River House*	**Phoenix** *Sheraton Airport Inn*	**Seattle** *Red Lion Sea-Tac*
Sleeping rooms	650	557	461	379	1,400	410	178	850
Meeting rooms	21	22	27	15	67	16	6	27
Average group lodging rates	Single: $79 Double: $94	Single: $ 86 Double: $101	Single: $65 Double: $65	Single: $57 Double: $64	Single: $79 Double: $94	Single: $70 Double: $75	Single: $42–$47 Double: $48–$54	Single: $62–$73 Double: $72–$83
Approximate group meal rates	B $ 8.10 L $11.40 D $16.50	B $ 7.70 L $16.35 D $21.95	B $ 7.00 L $10.00 D $18.00	B $ 6.30 L $ 8.75 D $15.05	B $ 6.90 L $12.00 D $19.80	B $ 6.25 L $10.00 D $20.00	B $ 4.75 L $ 6.75 D $10.00	B $ 8.60 L $ 8.90–$12.25 D $14.70–$33.10
Distance from airport	¼ mi.	At airport	2 min.	2½ mi.	At airport	¼ mi.	At airport	½ mi.

THE NEW STANDARD
FOR LUXURY AIRPORT HOTELS

PARK TERRACE
AIRPORT HILTON

THE RATIONALE:

- **Accessibility:** By 24-hour courtesy limousine, [illegible] mile from St. Louis International Airport.
- **Meeting Facilities:** More than [illegible] square feet of flexible meeting and banquet space; closed-circuit TV; meeting packages available.
- **Guest Rooms:** [illegible] elegantly appointed rooms, with in-room movies.
- **Dining and Relaxing:** Two restaurants, two lounges and the Show Room Lounge for musical revues, comedy acts, dancing and more.
- **Atmosphere:** Surrounded by 14 acres of terraces, gardens and rolling terrain; personalized service polished and perfected by more than [illegible] years experience in the hospitality industry.
- **Something More:** Two concierge floors with separate check-in; indoor/outdoor heated pool; full service health club; valet service; free parking; car rental; lighted tennis courts; jogging trail; guest service director.

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Denver *Clarion Hotel Denver Airport (Formerly Stouffer's Denver Inn)*	**Detroit** *Marriott Hotel*	**Houston** *Marriott Hotel*	**Kansas City** *Hilton Airport Plaza Inn*	**Los Angeles** *Hilton Towers*	**Memphis** *Memphis Airport Hotel*
588	163	569	349	1,300	381
21 (10 addl. parlors)	12	26	40	44	16
Single: $50–$65	Single: $69–$79	Single: $60–$85	Single: $54–$69	Single: $65	Single: $60
Double: $60–$75	Double: $74–$84	Double: $70–$95	Double: $66–$81	Double: $80	Double: $70
B $ 7.75	B $ 6.65	B $ 4.95–$ 9.50	B $ 6.50	B $ 7.00	B $ 7.95
L $ 9.85–$11.80	L $ 8.90	L $ 6.95–$10.25	L $ 9.55	L $10.00	L $10.50
D $18.40	D $17.85	D $12.50–$24.00	D $16.15	D $16.00	D $16.00
¼ mi.	At airport	At airport	At airport	¾ mi.	1 mi.

New York *International Travelodge (Discount Hotel As Of 2/1/84)*	**Philadelphia** *Marriott Hotel/ Airport*
520	331
12	15
Single: $60	Single: $78–$ 90
Double: $72	Double: $88–$100
B $ 6.60	B $ 8.75
L $10.65	L $12.70
D $15.05	D $20.90
At airport	¼ mi.

St. Louis *Airport Marriott*	**San Francisco** *Airport Hilton*
602	540
41	30
Single: $69–$ 88	Single: $80–$100
Double: $88–$100	Double: $90–$110
B $ 8.00	B $ 8.75
L $11.00	L $14.50
D $20.00	D $20.50
Across the street	At airport

Tampa *Airport Marriott*	**Washington, DC** *Sheraton Crystal City*
300	200
14	11
Single: $70–$80	Single: $88–$ 98
Double: $80–$90	Double: $98–$110
B $ 7.00	B $ 7.95–$11.95
L $11.00	L $ 7.95–$15.95
D $17.00	D $15.95–$30.00
At airport	½ mi.

Source: Sales & Marketing Management survey.

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TABLE IV-8

Selected budget motel chains

(continued on next page)

Facilities & Rates	**Atlanta, GA** *Days Inns*	**Columbus, OH** *Red Roof Inns*	**Milwaukee, WI** *Budgetel*	**Norfolk, VA** *Econo-Travel Motor Hotels* *Econo Lodges*
Inns in use	322	105	16	230
Total rooms	45,416	11,000	1,800	18,058
Inns being built	12	20	6	18
Inns planned	12–20	12–20	30	105[1]
Rates:				
Single room	$28.88	$21.95–$28.95	$23.95	$25.95
Double room	$33.88	$26.95–$33.95	$28.95	$29.55
3–4 persons	$34.88	$30.95–$35.95	$33.95–$38.95	$32.55–$35.55
Facilities & services (available at most units)	Color TV, pool, gift shop, restaurant, gas service island, meeting rooms	Color TV, conference rooms at selected motels, free daily newspaper, free morning coffee	Meeting rooms, nonsmoking rooms, and rooms for handicapped	Color TV, full-sized carpeted rooms
Reservations	Toll-free number	Toll-free number	Toll-free number	Toll-free number

[1] Includes conversion and licensing of existing properties.

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TABLE IV-8
Selected budget motel chains
(continued)

Facilities & Rates	**San Antonio, TX** *La Quinta Motor Inns*
Inns in use	132
Total rooms	16,393
Inns being built	19
Inns planned	20–25
Rates:	
Single room	$30.00–$32.00
Double room	$35.00–$37.00
3–4 persons	$38.00–$40.00
Facilities & services (available at most units)	Color TV, cable TV, AM- FM radio, pool, laundry, restaurant, nonsmoker rooms
Reservations	Toll-free number

Facilities & Rates	**St. Cloud, MN** *Thrifty Scot*
Inns in use	31
Total rooms	2,477
Inns being built	3
Inns planned	10
Rates:	
Single room	$24.90
Double room	$30.00
3–4 persons	$35.00
Facilities & services (available at most units)	Color TV, free Continental breakfast
Reservations	Toll-free number

[2] Rates may vary by location.
Source: Sales & Marketing Management survey.

Santa Barbara, CA

Motel 6

365
Over 40,000
25–30
25–30

$15.95
$19.95
$23.95

TV, pool, adjacent to family restaurants

Toll-free number

Wilton, NH

Susse Chalet Motor Lodge and Inns

29
3,112
2
10

$23.70[2]
$27.70
$30.70–$33.70

Color TV, pool, laundry, valet, baby-sitting, auto emergency service, restaurant, secretarial service

Toll-free number

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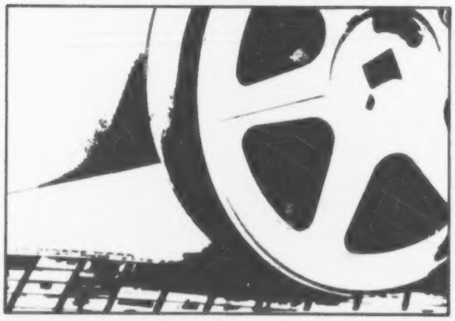

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Sales support and incentives

TABLE	TITLE
V-1	**Selected incentive destinations: Locations for motivation**
V-2	Expected increases in 1984 trade show exhibition costs
V-3	Audiovisual equipment purchase costs
V-4	Audiovisual equipment rental costs
V-5	Typical trade show exhibit costs
V-6	**Expected 1984 advertising costs: Up a hair**
V-7	Use of commission dollars by rep agencies
V-8	Estimated advertising percentages in selected industries

TABLE V-1

Selected incentive travel destinations: Locations for motivation

Destination	**Acapulco Mexico**	**Amsterdam Holland**	**Atlantic City NJ**	**Banff Canada**	**Charleston SC**	**Dublin Ireland**
Air fare:						
Low season	$360	$690	$268	$405	$329	$679
High season	Same	$780	Same	$539	Same	Same (Valid thru 11/84)
Lodging:						
Low season	$49–$60	DG 135*	$55	$50–$60	$44–$49	35–50*
High Season	$70–$90	DG 152.80*	$120	$99	$92	43–58*
Meals:						
Modified American Plan	$16	$30	N.A.	$27	$24.25 ($7 surcharge)	N.A.
Group activity:	$14 Mexican fiesta	DG 60* Holland night *Dutch guilders	N.A.	$10 Wine and cheese party	$24.50 Oyster roast	N.A. *Irish punts

Destination	**Hong Kong Island Hong Kong**	**Honolulu HI**	**Las Vegas NV**	**London England**	**Miami/Fort Lauderdale FL**
Air fare:					
Low season	$1,177	$549–$629	$389	$699	$271
High season	Same (Valid thru 6/1/84)	Same	Same	$799	Same
Lodging:					
Low season	HK $575–$775*	$75–$120	$40–$44	76*	$85–$95
High season	HK $775–$975*	$80–$125	Same	88*	Same
Meals:					
Modified American Plan	$125	$26	$11	$8	$30
Group activity:	HK $315* Dinner/nightclub package *Hong Kong dollars	$30–$40 Luau	$29 Dinner show	15* Dinner party *British pounds	$20 Theme party

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TABLE V-1
Selected incentive travel destinations: Locations for motivation

Destination	Montreal Canada	San Antonio TX	San Diego CA	San Francisco CA	Tampa/St. Petersburg/ Clearwater FL	Tokyo Japan
Air fare:						
Low season	$246	$399	$463	$469	$313	$1,130 (Valid thru 5/31/84)
High season	Same	Same	Same	Same	Same	$1,206 (Valid 6/1/84 thru 10/31/84)
Lodging:						
Low season	$80–$95	$75	$155	$115	$88	26,500 yen
High season	$84–$109	$95	$95	$175	$118 (suite rental)	31,500 yen
Meals:						
Modified American Plan	$35	$24	Full American Plan	$46.50	$23	10,300 yen
Group activity:	$30 Theme party	$28 Western barbecue	$7 surcharge to FAP Barbecue	$34 Theme party	$15 Theme party	N.A.

Destination	Vail CO	Williamsburg VA
Air fare:		
Low season	$403	$298
High season	Same	Same
Lodging:		
Low season	$36–$46	$40–$43
High season	$110–$125	Same
Meals:		
Modified American Plan	$26	$16
Group activity	$10 Wine and cheese party	$20 Dinner party

All rates shown are approximate **per person** prices based on a group package tour of 40 people for a minimum stay of four nights and five days. **Air fares** are from Chicago and are discounted APEX excursion fares commonly obtainable when departing on Thursday and returning no earlier than Sunday. Note that air fares to the Orient, South America, and Europe generally call for a minimum stay of seven days. **Lodging** rates are typical per person rates based on double occupancy. Hotel rates may vary considerably depending on accommodations. **Meals** are based on the typical add-on for Modified American Plan (breakfast and dinner). At those hotels not offering MAP, prices are based on approximate group meal rates for breakfast and dinner. **Group activity** rates are approximate and will vary depending on type of function. Generally, a theme activity includes a meal and drink indigenous to the particular region or function being held.

Unless otherwise noted, taxes and gratuities are in addition to rates shown and will generally range from 20% to 25% for most meal programs. Lodging tax is extra also. Additional domestic locations for incentive travel are listed in Section IV, Tables IV-5 and IV-6.

"I know you're all anxious to wrap this up."

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TABLE V-2
Expected increases in 1984 trade show exhibition costs

Component	Projected Increase In Costs
Space rental rates	**18.7%**
Personnel:	
Projectionist	8.6
Janitor	9.0
Plumber	8.9
Electrician	7.1
Carpenter	7.7
Equipment:	
Audiovisual	10.0
Furniture	9.9
Services:	
Photographer	10.6
Florist	5.6
Other:	
Design & detailing	8.0
Shop construction materials	9.2
Shop construction labor	8.2
Freight	10.1
Drayage	9.9

Source: International Exhibitors Assn.

TABLE V-3
Audiovisual equipment purchase costs

Equipment	Purchase Price 1983	Purchase Price 1982	% Change 1982–83
Projectors			
Super 8mm sound movie	$499–$599	$489–$589	+ 1.9%
16mm sound movie	1,234–1,328	1,234–1,328	N.C.
35mm slide with synchronized tape deck	595–899	595–899	N.C.
Rear-screen 35mm filmstrip with self-contained synchronized tape deck	270–395	380–600	−32.1
Opaque	690	690	N.C.
Overhead transparency	257–650	257–383	+41.7
Remote-control silent filmstrip	215	215	N.C.
Tape recorders			
Cassette	290	60–394	+27.8
Reel-to-reel	400–1,000	690	+ 1.4
Video equipment			
Recorders and players			
½" color cassette	850–1,995	995–1,995	− 4.8
¾" color cassette	2,150–4,500	2,150–4,500	N.C.
Cameras—color	800–5,000	800–5,000	N.C.
Receivers and monitors—color	450–1,560	450–1,560	N.C.

N.C.—No Change.
Note: These are factory-suggested retail prices for typical audiovisual equipment, without optional extras, which can be purchased at corporate as well as at branch sales offices. Significant changes in the price ranges reflect manufacturer changes in product line.
Source: Sales & Marketing Management survey.

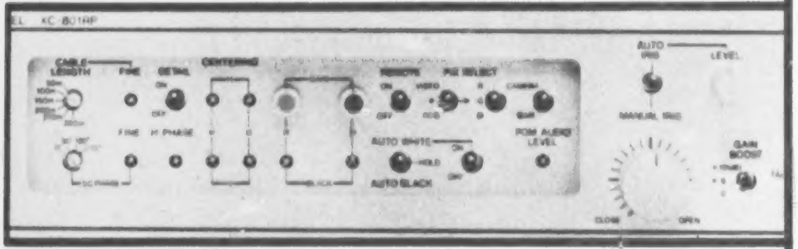


TABLE V-4
Audiovisual equipment rental costs

Equipment		Average Rental Rates Daily 1983	Daily 1982	Weekly 1983	Weekly 1982
Projectors					
Super 8mm sound movie		$ 25	$ 25	$ 83	$ 83
16mm sound movie		28	27	91	88
35mm slide		23	21	68	70
35mm slide with synchronized tape deck		33	33	98	107
Rear-screen 35mm filmstrip with self-contained synchronized tape		28	31	83	103
Opaque		30	28	98	93
Overhead transparency		22	21	73	71
Remote-control silent filmstrip		18	22	53	75
Tape recorders					
Cassette	Stereo	30	32	90	106
Reel-to-reel	Stereo	32	30	107	108
Video equipment					
Color recorders and players					
½" cassette		63	58	188	192
¾" cassette		95	80	285	265
Color player—¾" cassette		70	65	210	215
Large-screen receiver		325	308	975	1,008

Source: Sales & Marketing Management survey

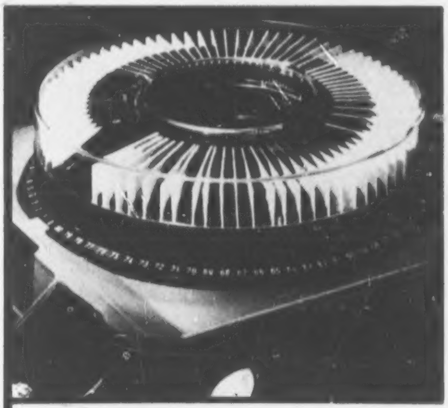


TABLE V-5
Typical trade show exhibit costs

Component	1983 Average Costs
Space rental rates/sq. ft.	$ 8.30[1]
Exhibit construction*	
Backwall/lineal ft.	675.00[2]
Island/sq. ft.	24.00[2]
Frieght/cwt.	18.00
Drayage/hr.	29.85
Personnel:	
Projectionist/hr.	21.10
Janitor/sq. ft.	0.10
Plumber/hr.	34.70
Electrician/hr.	35.65
Carpenter/hr.	31.25
Furniture rental:	
Upholstered lounge chair	24.86
Fiberglass side chair	14.49
Draped display table, 2 × 6	37.86
Desk	53.07
Carpeting/sq. yd.	8.96

[1] Figure reflects 1982.
[2] Three-year average, 1979–81.
*Design and detailing, materials, labor, etc., for a new custom-built exhibit.
Sources: Trade Show Bureau; Exhibit Surveys, Inc., *Tradeshow Week's 150 Directory*; Kitzing, Inc.

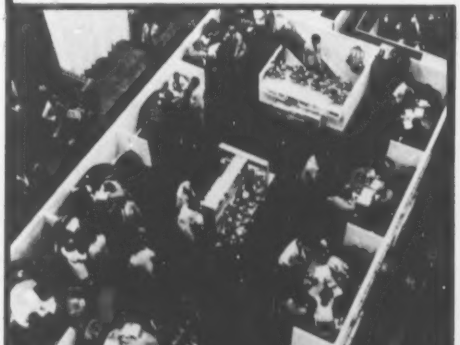


TABLE V-6

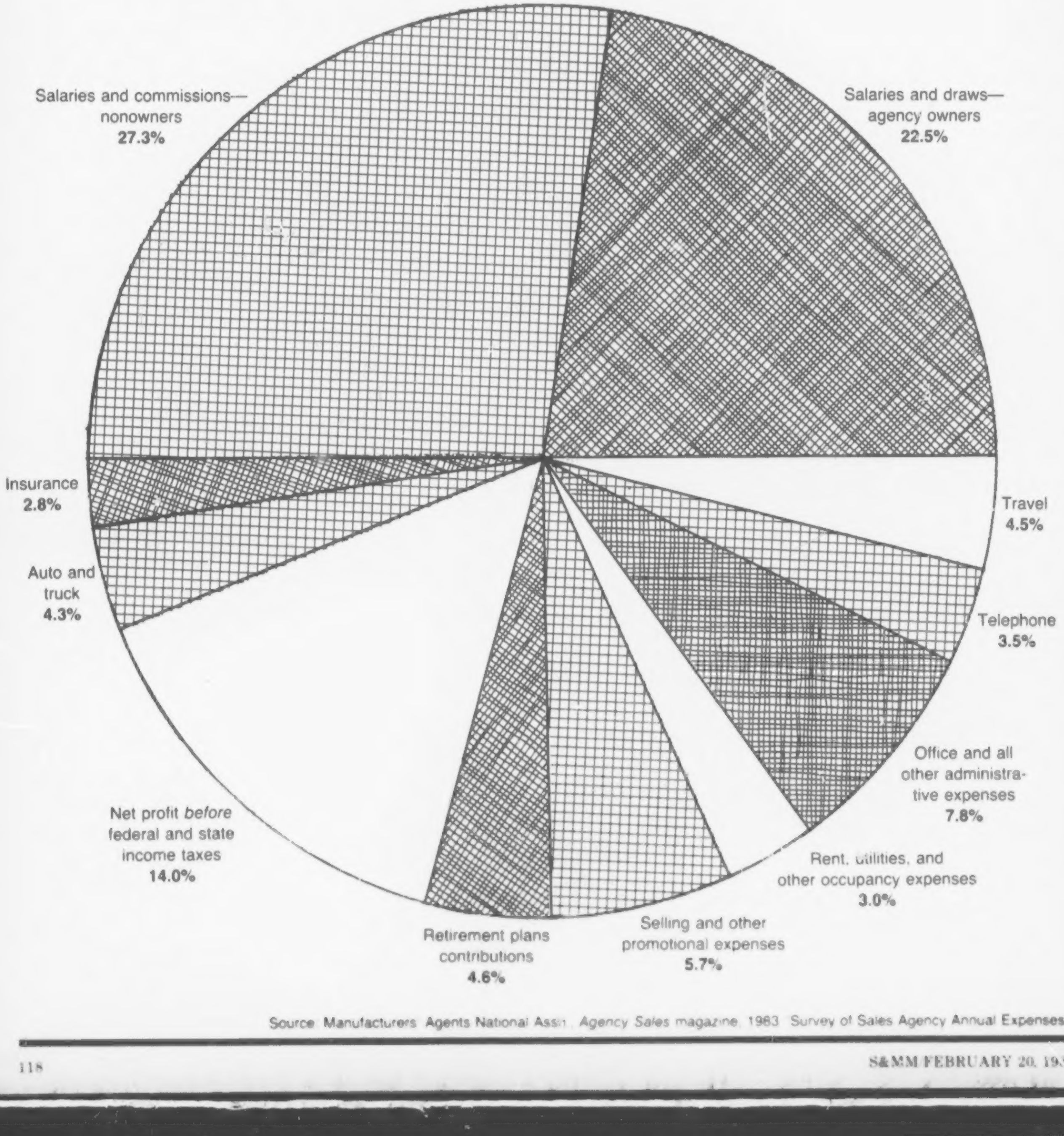
Expected 1984 advertising costs: Up a hair

		Index Of Unit Costs					*% Rise In Unit Costs*	
Media	*1972 Base*	*1980*	*1981*	*1982*	*1983*	*1984*	*1982–83*	*1983–84*
Network TV	100	242	263	292	315	347	8%	10%
Spot TV	100	218	244	271	292	322	8	10
Magazines	100	166	183	199	215	230	8	7
Newspapers	100	202	227	250	273	295	9	8
Radio	100	176	197	213	228	246	7	9
Composite	**100**	**207**	**228**	**252**	**272**	**297**	**8%**	**9%**

Source: Robert J. Coen, senior vice president, McCann-Erickson, Inc.

TABLE V-7

Use of commission dollars by rep agencies



Source: Manufacturers Agents National Assn., *Agency Sales* magazine, 1983 "Survey of Sales Agency Annual Expenses."

TABLE V-8

Estimated advertising percentages in selected industries

Industry Sector	Advertising & Promotion Budget As % Of Net Sales 1982	Change In Pct. Points Of Advertising & Promotion 1981–82	Estimated Advertising & Promotion Budget As % Of Net Sales 1983	1984
FOOD PRODUCTS				
Food & kindred products	4.2%	+ 0.7%	4.3%	4.4%
Meat products	2.8	+ 0.7	2.8	2.9
Dairy products	3.8	+ 0.8	4.1	4.5
Canned foods	4.8	+ 0.6	5.0	5.1
Flour & other grain mill products	2.1	+ 0.7	2.3	2.4
Bakery products	1.7	+ 0.1	1.7	1.7
Malt beverages	7.0	+ 0.1	7.3	7.4
TOBACCO PRODUCTS				
Cigarettes	3.7	- 2.7	3.8	3.8
Cigars	2.8	+ 0.7	2.8	2.8
TEXTILE MILL PRODUCTS				
Textile products	1.0	- 0.2	1.0	1.0
Floor-covering mills	1.2	+ 0.6	1.4	1.5
APPAREL PRODUCTS				
Apparel & finished products	2.5	- 0.2	2.7	2.8
FURNITURE & FIXTURES				
Household furniture	2.0	+ 0.1	1.9	2.0
Office furniture	1.6	+ 0.7	1.6	1.6
PAPER				
Paper products	0.7	- 0.7	0.7	0.6
PRINTING & PUBLISHING				
Publishing	2.4	+ 1.8	2.4	2.5
Newspapers	2.3	+ 0.7	2.3	2.3
Periodicals	3.5	- 0.1	3.3	3.1
Books	4.4	- 0.3	4.6	4.8
CHEMICALS & ALLIED PRODUCTS				
Chemicals	1.2	- 0.1	1.2	1.2
Industrial inorganic chemicals	6.1	+ 1.7	4.6	3.5
Plastics materials & synthetic resins	0.7	- 0.2	0.7	0.7
Ethical drugs	7.9	- 0.3	8.2	8.3
Soap & other detergents	6.7	- 0.4	6.9	7.2
Paints, varnishes, & lacquers	2.6	- 0.4	2.7	2.8
PETROLEUM & COAL PRODUCTS				
Petroleum refining	0.2	N.C.	0.1	0.1
Paving & roofing materials	1.6	+ 0.2	1.6	1.6
RUBBER & MISC. PLASTICS PRODUCTS				
Rubber products	1.5	- 0.7	1.5	1.6
Misc. plastic products	1.3	- 1.9	1.3	1.3
Footwear, except rubber	2.8	- 0.2	2.9	2.9
STONE, CLAY, & GLASS PRODUCTS				
Glass containers	1.9	- 0.2	2.0	2.1
Potttery & china	0.4	- 0.3	0.4	0.4
FOUNDRIES				
Blast furnaces	1.3	N.C.	1.4	1.5
FABRICATED METALS				
Heating equipment & plumbing fixtures	2.3	+ 0.3	2.3	2.3
MACHINERY & EQUIPMENT				
Farm & garden machinery & equipment	1.0	- 0.2	1.0	1.0
Metalworking equipment	2.6	- 1.4	2.6	2.8
Office computing & accounting machines	1.7	+ 1.3	1.8	1.9
Refrigeration & service industry equipment	1.3	+ 0.1	1.2	1.2

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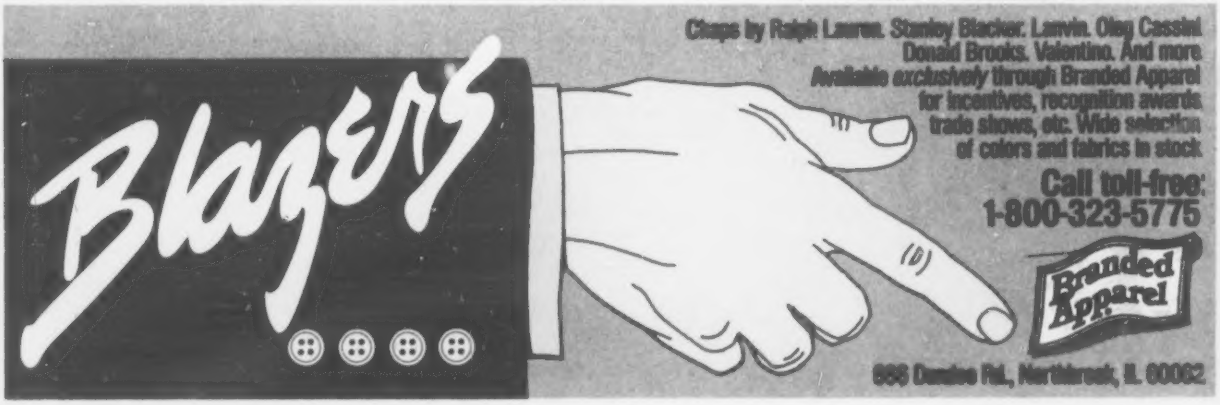
Industry Sector	Advertising & Promotion Budget As % Of Net Sales 1982	Change In Pct. Points Of Advertising & Promotion 1981–82	Estimated Advertising & Promotion Budget As % Of Net Sales 1983	1984
ELECTRIC & ELECTRONIC EQUIPMENT				
Household appliances	2.5%	+ 0.2%	2.5%	2.5%
Radio, TV sets	3.7	+ 1.0	4.0	4.3
TRANSPORTATION EQUIPMENT				
Motor vehicles & car bodies	1.7	+ 0.2	1.7	1.8
Travel trailers & campers	0.7	+ 0.3	0.5	0.4
INSTRUMENTS & RELATED PRODUCTS				
Optical instruments & lenses	3.6	+ 1.0	3.9	4.2
Medical instruments & appliances	1.0	− 2.6	1.0	1.0
Photographic	3.7	+ 1.0	4.0	4.2
Watches & clocks	2.1	− 0.4	1.9	1.6
MISC. MANUFACTURING INDUSTRIES				
Jewelry & precious metals	3.8	− 1.3	4.0	4.3
Musical instruments	2.7	+ 0.7	2.9	3.4
Toys, games, & sporting goods	10.5	+ 3.6	11.7	12.9
Pens & other writing instruments	4.9	+ 0.7	5.2	5.4
COMMUNICATIONS				
Radio-TV broadcasters	3.5	N.C.	3.6	3.6
WHOLESALING				
Autos & parts	3.7	+ 2.0	3.7	3.8
Sporting & recreational goods	1.5	N.C.	1.5	1.5
Drugs	0.5	+ 0.4	0.6	0.7
Food	0.2	− 1.1	0.2	0.2
RETAILING				
Lumber	2.7	+ 0.1	2.8	2.9
Department stores	3.0	N.C.	3.1	3.1
Variety stores	2.2	N.C.	2.2	2.2
Grocery store chains	1.3	+ 0.2	1.3	1.4
Automotive dealers & gas suppliers	1.3	+ 0.8	1.3	1.3
Apparel	2.8	− 0.5	2.7	2.7
Women's ready-to-wear	1.8	− 0.9	1.8	1.8
Shoes	1.6	+ 0.1	1.6	1.6
Furniture	7.2	+ 0.6	7.2	7.1
Household appliances	5.7	+ 0.7	5.7	5.7
Restaurants & fast-food chains	3.0	− 0.1	3.0	3.0
Mail-order houses	19.6	+ 13.5	19.4	19.3
MISC. SERVICE INDUSTRIES				
Hotels & motels	2.5	− 0.1	2.5	2.7
Personal services	6.2	− 0.1	6.3	6.4
Motion pictures production	6.4	N.C.	6.6	6.8
Educational services	4.6	− 0.2	4.8	5.0

N.C.—No Change.
Source: Schonfeld & Associates, Inc.

Note: The accompanying table is based on the seventh annual study of advertising and promotion expenditures of major U.S. corporations, *Ad$ Forecasts*, by Schonfeld & Associates, an Evanston, IL, consulting company. The study contains 1982 historical figures, current-year forecasts of advertising budgets for more than 4,400 publicly owned companies in 210 industries. The data are complied from 10-K reports filed with the Securities and Exchange Commission. Cautious interpretation is advised, since (1) companies may vary on their interpretations of what constitutes advertising and promotion expenditures; (2) large companies operating in several fields may be listed only in their primary industry sector; (3) figures are not reported for privately owned companies. Copies of the *Ad$ Forecasts* are available for $275 from Schonfeld & Associates, 2550 Crawford Ave., Evanston, IL 60201.



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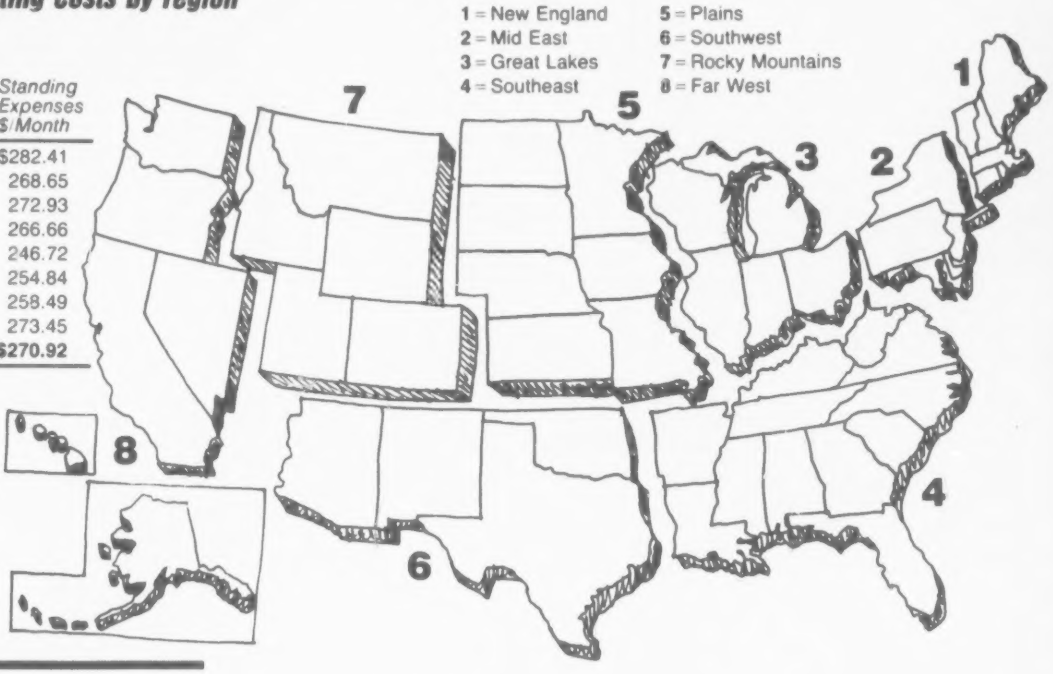
Transportation

TABLE	TITLE
VI-1	**Fleet car operating costs by region**
VI-2	Five-year forecast of fleet car operating costs
VI-3	Automobile fleet purchase costs
VI-4	Auto mileage reimbursement plans
VI-5	Breakdown of fleet car operating costs
VI-6	Average annual travel expenses by rep agencies
VI-7	Annual operating costs for selected 1984 model cars
VI-8	**Auto-rental companies used by manufacturers' reps**
VI-9	Sources of autos used by salespeople
VI-10	**Fuel cost and consumption by car size**
VI-11	Average cost of 15 frequently made moves
VI-12	Air fares for the 25 most travelled routes
VI-13	Average cost of moving between selected cities
VI-14	Standard and economy car-rental rates

TABLE VI-1
Fleet car operating costs by region

Regional Code	Running Expenses ¢/Mile	Standing Expenses $/Month
1	7.67¢	$282.41
2	8.83	268.65
3	7.91	272.93
4	8.24	266.66
5	7.95	246.72
6	8.06	254.84
7	8.70	258.49
8	8.68	273.45
U.S	**8.32¢**	**$270.92**



Notes: **Running expenses** are incurred when a car is being driven, and include gasoline, oil, tires, and maintenance. **Standing expenses** are incurred whether or not the car is used, and include such fixed costs as insurance and license fees. Data cover leased and company-owned cars.

Source: Peterson, Howell & Heather, Inc., Center for Analysis and Research, which maintains a computerized data base on fleet car costs for its clients.

TABLE VI-2
Five-year forecast of fleet car costs

Running Expenses	¢/Mile 1984 Model Year	 1989 Model Year	 % Increase 1984–89
Gasoline	5.64¢	5.80¢	2.8%
Oil	0.12	0.18	50.0
Maintenance	1.57	2.24	42.7
Tires	0.61	0.90	47.5
Total	**7.94¢**	**9.12¢**	**14.9%**

Standing Expenses	$/Month 1984 Model Year	 1989 Model Year	 % Increase 1984–89
Interest	$ 64.17	$ 80.56	25.54%
Depreciation	170.18	215.45	26.60
Insurance license fees, etc.	73.45	98.28	33.18
Tolls & accidents	22.41	34.75	55.07
Total	**$330.21**	**$429.04**	**29.93%**

Notes: This table was constructed using information from PHH's Fleet Cost Analyzer Model. The model uses information synthesized from vehicles under PHH's Expense Control Program. The sample consists mainly of X and K body vehicles driving 2,200 miles/month with a replacement policy of 27 months in service. The Center for Analysis and Research also made assumptions on interest rates, inflation, gasoline prices, MPG, and other factors. This table represents fleet costs and not costs for an individual nameplate such as the Malibu, which will not be produced in 1989. Forecast is in constant dollars.

Source: Peterson, Howell & Heather, Inc., Center for Analysis and Research.

TABLE VI-3
Automobile fleet purchase costs

Model	Fleet Purchase Price Eight-Cylinder 1984	 Eight-Cylinder 1983	 % Increase 1983–84	 Six-Cylinder 1984	 Six-Cylinder 1983	 % Increase 1983–84
Chevrolet Caprice Classic, two-door sedan	$8,295	$7,778	6.6%	$7,976	$7,587	5.1%
Chevrolet Celebrity,[1] four-door sedan	–	7,778	–	7,014	6,052	15.9
Chevrolet Impala, four-door sedan	7,986	7,371	8.3	7,667	7,180	6.8
Dodge Diplomat Salon,[2] four-door	8,157	7,711	5.8	–	–	–
Ford Crown Victoria–S,[2] four-door pillared	8,408	7,825	7.5	–	–	–
Oldsmobile Cutlass Supreme, four-door sedan	8,533	8,038	6.2	8,214	7,847	4.7

[1] Not available in eight-cylinder model.

[2] Not available in six-cylinder model.

Note: All prices include only the equipment that the manufacturer considers standard. Freight charges are not included. Fleet purchase prices will vary according to deals worked out by individual buyers and sellers.

Source: Automobile Invoice Service, *New Car Cost Guide*.

TABLE VI-4

Auto mileage reimbursement plans

	% Of Companies					
	Consumer Products		Industrial Products		Other*	
Allowance Plan	**1983**	*1982*	**1983**	*1982*	**1983**	*1982*
Single rate mileage allowance						
Under 15¢ per mile	**3.8%**	2.7%	**1.9%**	0.6%	**1.7%**	1.4%
15¢ per mile	**1.3**	5.4	**0.7**	0.9	**1.1**	–
16¢ per mile	**1.3**	–	**0.7**	0.3	**0.6**	–
17¢ per mile	**2.5**	–	**0.7**	0.9	**0.8**	–
18¢ per mile	**3.8**	6.8	**4.9**	6.2	**5.3**	11.1
19¢ per mile	**3.8**	–	**2.5**	1.4	**2.7**	2.8
20¢ per mile	**55.6**	51.4	**61.0**	65.9	**60.0**	66.7
21¢ per mile	–	1.3	**4.9**	1.2	**2.1**	2.8
Over 21¢ per mile	**7.6**	6.8	**5.5**	5.9	**5.0**	2.8
Fixed periodic allowance	**3.8**	2.7	**4.6**	3.2	**4.2**	6.9
Graduated mileage allowance	**3.8**	1.3	**5.2**	5.0	**5.5**	4.1
Combination allowances**	**5.1**	8.1	**1.9**	2.6	**3.8**	–
Other	**7.6**	13.5	**5.5**	5.9	**7.2**	1.4
Total	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**

*Includes services, financial institutions, transportation, utilities, etc.
**Typically include allowances per mile plus allowances per week or month
Note: Some yearly differences reflect changes in companies reporting data.
Source: Executive Compensation Service, Inc., a subsidiary of The Wyatt Co.

TABLE VI-6

Average annual travel expenses by rep agencies

Agency Type	*1983*	*1982*	*% Of Change*
Sole proprietorship	**$13,000**	$10,900	+ 9%
Partnership	**20,500**	21,000	− 1%
Corporation	**31,200**	27,100	+ 7%
Subchapter S corporation	**19,300**	22,900	− 8%
Composite (average of all respondents)	**22,900**	21,900	+ 2%

Source: Manufacturers' Agents National Assn., *Agency Sales* magazine, 1983 "Travel Survey".

TABLE VI-7

Annual operating costs for selected 1984 model cars

		Annual Cost For 20,000 Miles		
Make	*Model*	*Variable*	*Fixed*	***Total***
Subcompact				
Chevrolet	Chevette	$1,430	$2,428	**$3,858**
Ford	Escort L	1,430	2,549	**3,979**
Compact				
Ford	Mustang L	1,610	2,875	**4,485**
Plymouth	Reliant	1,530	2,725	**4,255**
Intermediate				
Ford	LTD	1,650	2,929	**4,579**
Oldsmobile	Ciera LS	1,600	2,924	**4,524**
Mercury	Marquis	1,650	3,014	**4,664**
Dodge	600	1,610	2,973	**4,583**
Sports/specialty cars				
Chevrolet	Camaro	1,730	3,208	**4,938**
Chrysler	Laser	1,490	3,215	**4,705**
Luxury				
Lincoln	Continental	2,230	5,726	**7,956**
Cadillac	Eldorado	2,130	5,704	**7,834**

Notes: All cars similarly equipped, including AT, PS, PB, AC, tinted glass, AM radio, wheel covers, body side moldings, and remote left mirror. Operating costs include **variable expenses** (gas, oil, maintenance, and tires), and **fixed expenses** (licensing, depreciation, financing, taxes, and insurance), and are based on 3 years 60,000 miles of ownership.
Source: Runzheimer and Co., Inc.

TABLE VI-5

Breakdown of fleet car operating costs

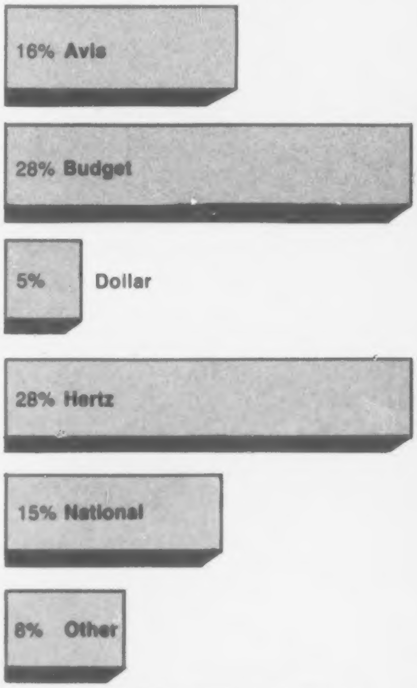
Running Expenses	*1983 ¢/Mile*	*% Change 1982–83*
Gasoline	6.24¢	− 9.8%
Oil	0.11	N.C.
Maintenance & repairs	1.45	+ 1.4
Tires & tire repairs	0.52	−14.8
Total	**8.32¢**	**− 7.8%**

Standing Expenses	*1983 $/Month*	*% Change 1982–83*
Interest	$67.31	− 5.5%
Provision for depreciation	172.40	+ 5.6
Depreciation adjustment	(18.02)	N.C.
Accident & theft loss	13.14	+12.7
License & taxes	13.05	+ 3.4
Insurance	25.19	+15.7
Other	(2.15)	(+56.9)
Total	**$270.92**	**+ 4.0%**

N.C.—No change.
Notes: "Other" includes warranty recovery, accident, and theft expense recovery. Data cover both leased and company-owned cars of all sizes.
Source: Peterson, Howell & Heather, Inc., Center for Analysis and Research.

TABLE VI-8

Auto-rental companies used by manufacturers' reps



Source: Manufacturers' Agents National Assn., *Agency Sales* magazine, 1983 "Travel Survey".

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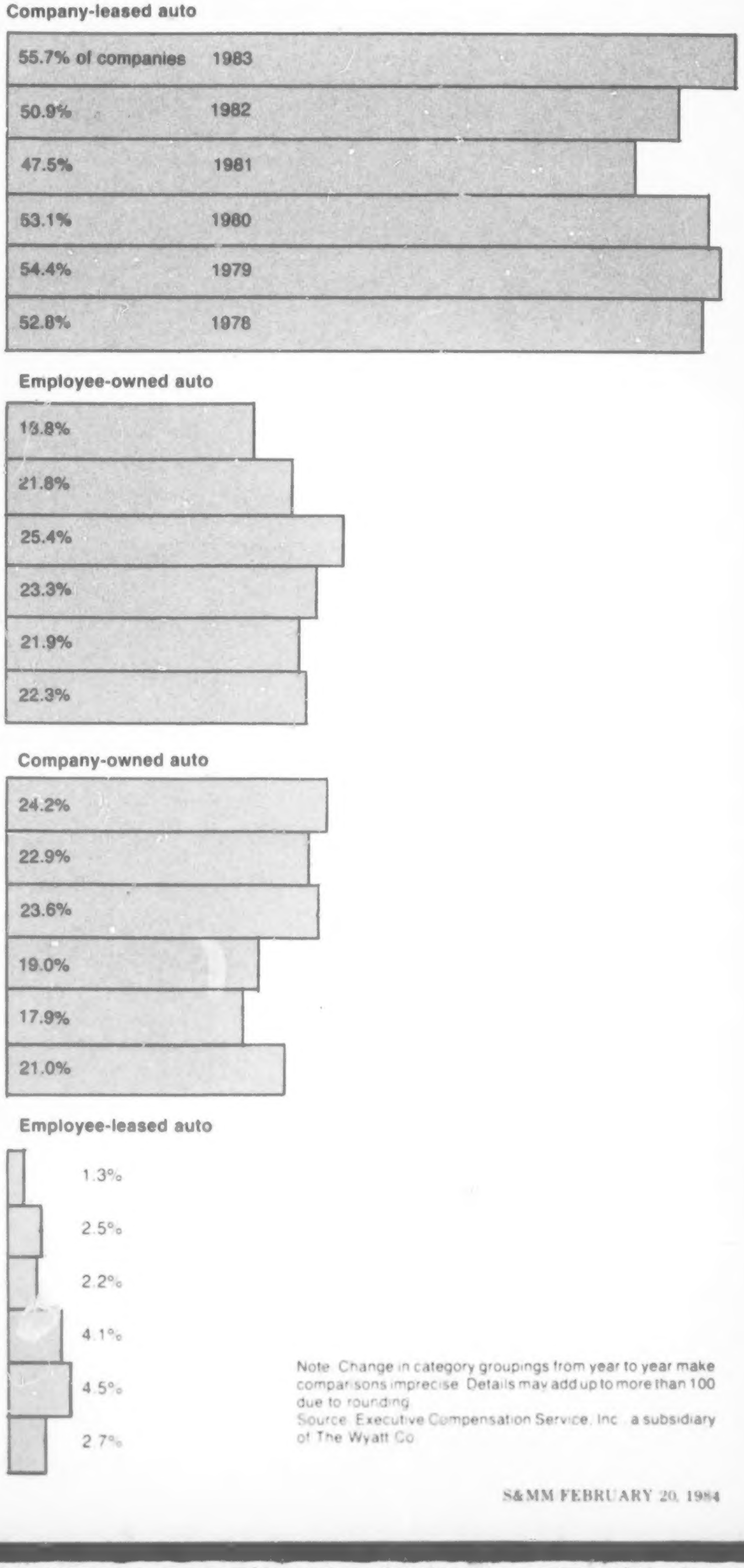
TABLE VI-9

Sources of autos used by salespeople



Note: Change in category groupings from year to year make comparisons imprecise. Details may add up to more than 100 due to rounding.
Source: Executive Compensation Service, Inc., a subsidiary of The Wyatt Co.

TABLE VI-10

Fuel cost and consumption by car size

Fuel Cost and Consumption	1984 Full-Size 8-Cyl. (5.0 Liter) Engine	1984 Intermediate 6-Cyl. (3.0 Liter) Engine	1984 Compact 4-Cyl. (2.2 Liter) Engine
Expected miles per gal.[1]	16.0	21.0	23.5
Prevailing gasoline price[2]	138.7c	138.7c	138.7c
Fuel consumption (gal.) @ 20,000 annual business miles	1,250 gal.	953 gal.	851 gal.
Annual fuel cost @ 20,000 annual business miles	$1,734	$1,322	$1,180

[1] Based on an even mix of city and highway driving

[2] U.S. national average price for full-serve, no-lead gasoline as of November 1983.

Source: Runzheimer and Co., Inc.

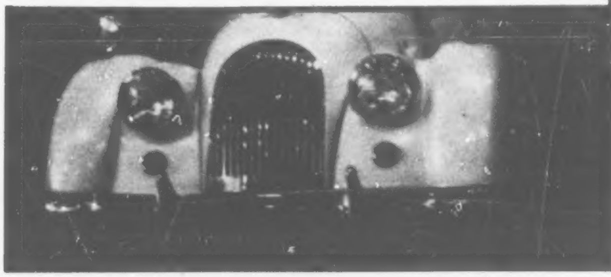


TABLE VI-11

Average cost of 15 frequently made moves

Rank	From	To	1983 Cost	% Increase 1982–83
1.	New York	Miami	$3,060	15.9%
2.	New York	Los Angeles	5,072	16.3
3.	Chicago	Los Angeles	4,312	16.8
4.	New York	Chicago	2,496	17.3
5.	Chicago	New York	2,496	17.3
6.	New York	San Francisco	5,204	16.4
7.	Los Angeles	New York	5,072	16.3
8.	New York	Washington, DC	1,824	15.2
9.	Chicago	San Francisco	4,456	16.8
10.	New York	Houston	3,472	13.5
11.	Los Angeles	Chicago	4,312	16.8
12.	Los Angeles	Seattle	2,724	16.4
13.	Los Angeles	Houston	3,300	16.9
14.	San Francisco	New York	5,204	16.4
15.	Washington, DC	New York	1,688	15.0
	Average of 15 moves		**$3,646**	**16.2%**

Note: Based on average move of 8,000 lb. Excludes packing charges, which may vary within the areas indicated, depending upon origin of move. Moves between the same two cities may vary depending on the direction of the move. Figures are calculated using tariff charges from the Interstate Commerce Commission as a base. As a result of deregulation, discounts from these prices have been reported.

Source: Sales and Marketing Management survey.

TABLE VI-12

Air fares for the 25 most travelled routes

Rank	From	To	Range Of One-Way Coach Fares 1983	Range Of One-Way Coach Fares 1982	% Change Coach Fare[1] 1982–83
1.	Boston	New York	$ 57–$129	$ 46–$ 95	**+31.9%**
2.	Los Angeles	New York	195–433	204–502	**−11.0**
3.	New York	Washington, DC	29–144	59–109	**+ 3.0**
4.	Dallas	Houston	40–116	87–103	**−17.9**
5.	Chicago	New York	119–248	119–227	**+ 6.1**
6.	Los Angeles	San Francisco	35–153	41–134	**+ 7.4**
7.	New York	San Francisco	275–442	204–525	**− 1.6**
8.	New York	Pittsburgh	59–142	127–139	**−24.4**
9.	Buffalo	New York	59–117	117	**−24.8**
10.	Detroit	New York	139–221	115–196	**+15.8**
11.	Chicago	Los Angeles	179–383	144–362	**+11.1**
12.	Atlanta	New York	204–255	196–212	**+12.5**
13.	Houston	New York	264–330	221–303	**+13.5**
14.	Boston	Washington, DC	99–170	79–145	**+20.1**
15.	Chicago	Minneapolis	119–163	119–139	**+ 9.3**
16.	Houston	New Orleans	35–163	104–114	**− 9.2**
17.	Dallas	New York	235–324	254–296	**+ 1.6**
18.	Los Angeles	Seattle	89–254	143–249	**−12.5**
19.	Dallas	San Antonio	40–120	98	**−18.4**
20.	Los Angeles	Oakland	35–153	41–134	**+ 7.4**
21.	Los Angeles	Washington, DC	275–423	329–480	**−13.7**
22.	Chicago	San Francisco	355–388	185–394	**+28.3**
23.	Chicago	Washington, DC	155–228	194	**− 1.3**
24.	New York	Norfolk	94–163	94–103	**+30.5**
25.	Chicago	Detroit	100–153	98–117	**+17.7**
	25-trip average		**$131–$233**	**$137–$219**	**+ 3.3%**

[1] The percent change in coach fares is based on the midpoint of the range for each year.

Note: Round-trip fare is double the one-way fare. Fares are for typical daytime business travel and do not reflect night or other special rates. Fare shown represents the range of one-way fares by all the airlines flying direct between the cities mentioned. All fares are rounded to the nearest dollar.

Sources: Civil Aeronautics Board, *Passenger Origin and Destination Survey*; *Official Airline Guide*, November 1983.

TABLE VI-13 ***Average cost of moving between selected cities***

FROM \ TO	ATLANTA	BOSTON	CHICAGO	COLUMBUS, OH	DENVER	DETROIT	HOUSTON	LOS ANGELES	MEMPHIS	MIAMI	NEW YORK	PHILADELPHIA	PHOENIX	ST. LOUIS	SAN FRANCISCO	SEATTLE	WASHINGTON, DC
ATLANTA		2,584	2,144	1,780	3,052	2,076	2,188	4,320	1,528	1,976	2,396	2,188	3,672	1,820	4,704	4,788	1,976
BOSTON	2,584		2,600	2,136	3,976	2,256	3,700	5,140	2,972	3,260	1,696	1,664	4,776	2,736	5,232	5,140	1,720
CHICAGO	2,212	2,600		1,844	2,572	1,868	2,740	4,312	2,112	3,148	2,496	2,352	3,732	1,872	4,456	4,312	2,236
COLUMBUS, OH	1,780	2,136	1,704		2,800	1,512	2,644	4,408	1,848	2,684	1,920	1,772	3,828	1,660	4,620	4,520	1,640
DENVER	3.052	3,976	2,572	2,800		2,840	2,508	2,548	2,548	4,112	3,788	3,552	2,164	2,296	2,840	2,920	3,456
DETROIT	2,076	2,256	1,728	1,512	2,840		2,920	4,508	2,116	3,028	2,100	1,928	3,964	1,820	4,612	4,508	1,820
HOUSTON	2,188	3,700	2,740	2,644	2,508	2,920		3,300	1,820	2,728	3,472	3,248	2,644	2,204	3,868	4,408	3,068
LOS ANGELES	4,320	5,140	4,312	4,408	2,548	4,508	3,300		3,728	4,840	5,072	4,920	1,764	3,824		2,724	4,836
MEMPHIS	1,640	2,972	1,956	1,848	2,548	2,116	1,820	3,728		2,452	2,760	2,532	3,152	1,612	4,280	4,508	2,336
MIAMI	1,976	3,220	3,108	2,644	4,112	2,988	2,728	4,840	2,452		3,020	2,808	4,428	2,768	5,128	5,312	2,548
NEW YORK	2,396	1,832	2,496	2,060	3,788	2,176	3,472	5,072	2,760	3,060		1,676	4,720	2,568	5,204	5,124	1,824
PHILADELPHIA	2,216	1,804	2,324	1,772	3,552	2,044	3,248	4,920	2,532	2,848	1,676		4,560	2,376	5,092	5,012	1,624
PHOENIX	3,672	4,776	3,732	3,828	2,164	3,964	2,644	1,456	3,152	4,428	4,720	4,560		3,208	2,124	3,152	4,468
ST. LOUIS	1,820	2,736	1,732	1,660	2,296	1,820	2,204	3,824	1,612	2,768	2,568	2,376	3,208		4,280	4,280	2,244
SAN FRANCISCO	4,704	5,232	4,456	4,620	2,840	4,612	3,868		4,280	5,128	5,204	5,092	2,124	4,280		2,276	5,024
SEATTLE	4,788	5,140	4,312	4,520	2,920	4,508	4,408	2,724	4,508	5,312	5,124	5,012	3,152	4,280	2,276		4,880
WASHINGTON, DC	1,976	1,720	2,212	1,640	3,456	1,820	3,068	4,836	2,336	2,548	1,688	1,496	4,468	2,244	5,024	4,880	

Note: Charges stated in dollars, based on average move of 8,000 lb. Excludes packing and other charges which may vary within the areas indicated, depending upon origin of move. It should be noted that because moving rates are calculated from the city of origin, costs between the same two cities may vary depending on the direction of the move. Figures are calculated using tariff charges from the Interstate Commerce Commission as a base. As a result of deregulation, discounts from these prices have been reported. Fuel costs included in transportation rates.

Source: Sales & Marketing Management survey.

TABLE VI-13 Average cost of moving between selected cities

TABLE VI-14

Standard and economy car-rental rates

City Or Metro Area	*Average Standard Rates $ Per Day/ ¢ Per Mile*	*Economy Rates $ Per Day/ ¢ Per Mile*
Northeast		
Albany	$53.35	$48.00
Boston	70.25	61.00
Bridgeport-Stamford-Norwalk-Danbury	56.50	39.00
Buffalo	65.00	52.00
Harrisburg	58.00	39.00
Hartford	56.90	48.00
Jersey City	N.A.	N.A.
Long Branch	N.A.	N.A.
Nassau-Suffolk	N.A.	N.A.
Newark	61.90	48.00
New Bedford	N.A.	N.A.
New Brunswick	N.A.	N.A.
New Haven	43.65/18¢[1]	40.00
New York	68.90	55.00
Philadelphia	61.25	50.00
Pittsburgh	58.25	49.00
Providence	55.00	43.00/41¢
Rochester	57.65	46.00
Springfield, MA	50.35	50.00
Syracuse	53.90	41.00
Worcester	49.00	32.00
Average	**$57.50/N.A.P.**	**$46.30/N.A.P.**
Midwest		
Akron	$49.00	$47.00
Canton	N.A.	N.A.
Chicago	60.90	50.00
Cincinnati	52.25	44.00
Cleveland	60.95	51.00
Columbus	50.30	42.00
Dayton	54.60	48.00
Des Moines	42.35/12¢[2]	42.00
Detroit	56.90	48.00
Grand Rapids	N.A.	N.A.
Indianapolis	59.95	53.00
Kansas City, MO	51.30	45.00
Milwaukee	49.35	41.00
Minneapolis-St. Paul	49.25	43.00/20¢
Omaha	51.60	47.00
St. Louis	47.95	44.00
Springfield, IL	50.00	N.A.
Toledo	46.65	46.00
Wichita	43.35	40.00
Average	**$51.55/N.A.P.**	**$45.70/N.A.P.**
South		
Atlanta	$51.60	$43.00
Austin	44.35	44.00
Baltimore	64.60	52.00
Birmingham	51.60	40.00
Charlotte	51.90	43.00

City Or Metro Area	Average Standard Rates $ Per Day/ c Per Mile	Economy Rates $ Per Day/ c Per Mile
Dallas	$52.30	$45.00
Fort Worth-Arlington	54.90	N.A.
Fort Lauderdale	49.25	N.A.
Greensboro	50.90	N.A.
Houston	54.90	47.00
Jacksonville	47.25	41.00
Little Rock	46.00/29c[1]	44.00
Louisville	55.90	40.00
Memphis	48.95	44.00
Miami	41.25	33.00
Nashville	51.95	43.00
New Orleans	55.25	45.00
Norfolk	46.60	43.00
Oklahoma City	49.65	47.00
Orlando	45.25	34.00
San Antonio	42.35	40.00
Tampa	41.00	37.00
Tulsa	55.90	N.A.
Washington, DC	63.25	52.00
Wilmington	49.65	38.00
West Palm Beach	42.60	N.A.
Average	**$50.35/N.A.P.**	**$40.70**
West		
Albuquerque	$46.60	$40.00
Anaheim	54.90	N.A.
Boulder	N.A.	N.A.
Denver	50.00/37[2]	48.00
Fresno	57.60	51.00
Honolulu	39.00	33.00
Las Vegas	$53.65	$38.00
Los Angeles	52.95	50.00
Oakland	52.60	N.A.
Oxnard	N.A.	N.A.
Phoenix	42.35/31c[2]	39.00
Portland	49.90	43.00
Riverside	53.95	N.A.
Sacramento	57.25	50.00
Salt Lake City	54.65	48.00
San Diego	53.30	49.00
San Francisco	50.35	46.00
San Jose	52.60	46.00
Seattle	48.60	44.00
Tucson	44.65	34.00
Average	**$50.84/N.A.P.**	**$43.95**

[1] Denotes city in which Avis does not include unlimited mileage.

[2] Denotes city in which National rates do not include unlimited mileage.

N.A.P.—Not Applicable due to varying rate structures.

N.A.—Not Available.

Notes: Average standard and economy rates are obtained from a National Car Rental System, Inc. survey and from a Runzheimer survey of auto-rental costs. Rates in all cities were not available, those are denoted with N.A. No Canadian rates were available. Rates are applicable to a basic sedan such as a Fairmont or Citation and do not include gasoline. Rates shown here are the commonly used nondiscountable "dry rates" (no gas). When comparing regional average standard and economy rates, allowance must be made for the fact that the charges include free mileage from 100 miles to unlimited.

Hertz rates include unlimited mileage and National and Avis rates include unlimited mileage except as noted above. Where applicable, excess mileage rates are shown.

Source: Sales & Marketing Management survey.

SENSE.

Commonsense tells you it's cheaper to pay salesmen mileage allowance than to lease cars, right?

Wrong.

Wheelsense correctly says paying mileage allowance really amounts to leasing cars from your salesmen at retail rates. That just doesn't make sense when you could be leasing new cars from Wheels at wholesale rates... saving up to $500 per year per car.

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It makes good sense—Wheelsense—to send for our brochure *"Fleet Leasing or Paying Salesmen's Mileage."* It's not retail or wholesale. It's free.

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Send me "Fleet Leasing or Paying Salesmen's Mileage" brochure.

We operate # ______ Cars # ______ Trucks

☐ Leased ☐ Company owned ☐ Salesmen owned.

NAME ____________

COMPANY ____________

ADDRESS ____________

CITY/STATE/ZIP ____________

PHONE (   ) ____________
Area Code

[illegible]

S&MM

MARCH 12, 1984
A BILL PUBLICATION
FIVE DOLLARS

SALES & MARKETING MANAGEMENT

How to create tempting sales promotions

Marketers often must offer a little something extra to catch the attention of retailers and end-users and thus spur sales of their products. In 1983 they spent $72 billion on such enticements as cents-off coupons, free goods, sweepstakes, and off-invoice deals. A big chunk went to point-of-purchase displays, the last chance to catch consumers as they make their buying decisions. Story begins on page 41.

point-of-purchase
cents-off coupons
rebate
sweepstakes
dealer loader
contest
in-pack
direct mail
trade deal
self-liquidator
free goods
off-invoice

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United Airlines loses a plan—and perhaps more. Page 12.

Explosafe America prods carmakers to buy its gas-tank safety device, but so far the market refuses to boom. Page 13.

IBM makes itself at home. Its latest strategies have but one aim: to make PCs as common as toasters. Page 13.

Molecular Genetics relies on grass-roots marketing to sell a

Industrial marketers will enjoy a banner year: demand for capital goods is building. Page 18.

Fleet incentives hit a bumpy road as Congress ponders a bill to ban them. Page 47.

Software for the PC. Part II of S&MM's series on how to use selling's newest tool. Page 50.

Demographics in action. A new S&MM department starts with a report on Manufacturers Hanover's race with data. Page 62.

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Drug marketers write an Rx for consumers

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AN S&MM SPECIAL SECTION

Test Marketing: No new product without its test

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What's Coming Up

What made Nick DiBari quit? It obviously wasn't the money, as DiBari, Comdisco's (and the nation's) top-paid marketer, himself, tells S&MM in an exclusive interview. Apr. 2.

An S&MM Special Section: Sales Incentives. Given the right kind of planning, an incentive effort can provide just the right kind of boost to a marketing campaign. Case histories and the results of an S&MM survey. Apr. 2.

S&MM's Survey of Industrial & Commercial Buying Power. The authoritative guide to the plants and other locations that have the best potential for business-to-business sales. Apr. 23.

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Cover photo by Don Kushnick

device worked very well with my former firm when I promoted *Information USA*, a $20 reference book that was the only paperback in that price range to make the New York *Times* best-seller list."

Gathering competitor information, Lesko says, means digging on several levels. "First, you scan the commercial data bases, such as A.C. Nielsen, to see what's available. Then, you work your way through the federal establishment, especially the agencies which gather corporate data and congressional committees. Next is the state level, which has a lot more information on businesses than most people realize. For example, while 20,000 corporations file financial disclosure statements with the SEC, 10 times as many do so at the state level." For general market conditions, Lesko adds, he taps such sources as *S&MM's Survey of Buying Power*.

INDUSTRIAL MARKETING

A market that refuses to boom

Selling what is billed as a "surefire" product isn't all that easy for Explosafe America, Inc.

The Rexdale, ON, Canada, company produces an aluminum mesh safety product called Explosafe. The mesh fits into tanks that hold gasoline or other volatile liquids and prevents the combustible material from exploding when touched by an open flame. Almost any manufacturer of vehicles or products with a tank for volatile liquid is a potential customer for Explosafe, but so far the company has sold the product mostly to U.S. and Canadian government agencies and military.

Explosafe could prevent tragedies such as these, Turner says.

Perhaps the biggest plum would be the U.S. automotive market, except that Richard Turner, president, points out that the automakers have a "tendency" to foot drag when it comes to incorporating safety devices into their cars. "We're wooing them," he says, "but it might damn near take an Act of Congress to get them to listen." Turner says that for the automakers, which represent a $10–$15 million market, the price per car to install the product in production would be between $40 and $50. But still, he laments, none are willing to sign a contract with him.

Explosafe has "an ace up its sleeve," Turner says. In Saudi Arabia, the company is expecting the government to issue a promulgation that after a certain date all new cars entering the country be equipped with Explosafe. Turner says the first to be affected would probably be the Japanese carmakers and Mercedes-Benz. "It won't be long until the U.S. makers are knocking on our doors to fit their cars going into Saudi," he says.

With General Motors, the company has already made some headway. GM has ordered three prototype Chevrolet Suburbans to be equipped with Explosafe for the overseas market. If all goes well, Turner says, GM is expected to order 2,600 more vehicles so equipped.

Even though many Americans die each year because of car fires—in 1982 the figure was 1,587—progress for Explosafe America will be slow. This year management expects sales to be just $1.2 million.

MEDIA

Newspapers aim at bigger game

Having slogged the painful road to standardization, newspapers are in top shape to wrestle other media for national and retail ad dollars. This means going after such blue-chip accounts as IBM and Upjohn as well as providing shopping centers with circulation data by Zip Code. The willingness to do battle was evident at last month's meeting of the International Newspaper Advertising and Marketing Executives in New Orleans.

With the advent of standard advertising units at most major dailies on July 1, said Frank Savino, marketing chief of the Bergen County (NJ) *Record*, advertisers will be able to compare space and rates of one paper with others. Moreover, thanks to research by Simmons Market Research Bureau and Scarborough Research (S&MM, Oct. 10, 1983), said Arthur E. Wible Jr., sales director of the New York *Daily News*, space salespeople now can talk in the standardized lingo of the electronic media (cost per thousand, Gross Rating Points).

If all this sounds slick and unnewspaperlike, Marlys East of Rouse Co., a Columbia, MD, developer, hinted that it may be time to revive a publishing institution. Noting that most shoppers at her downtown malls are office workers on brief lunch breaks or hurrying to or from work, she told the group: "I suggest putting a newspaperboy on every corner."

MARKETING STRATEGIES

For IBM, the best is yet to come

What AT&T achieved in making the telephone universally popular in the home is what IBM's strategists envision for the personal computer

(PC). That was the Delphian message given to clients of The Yankee Group, a Boston research company, last month. To reach its goal, they were told, IBM will forge alliances with others in a variety of fields. The new IBM-CBS-Sears triumvirate that will enter the videotex business is the first of a series that will occur in the next few years. (For more on this joint venture, see page 118.)

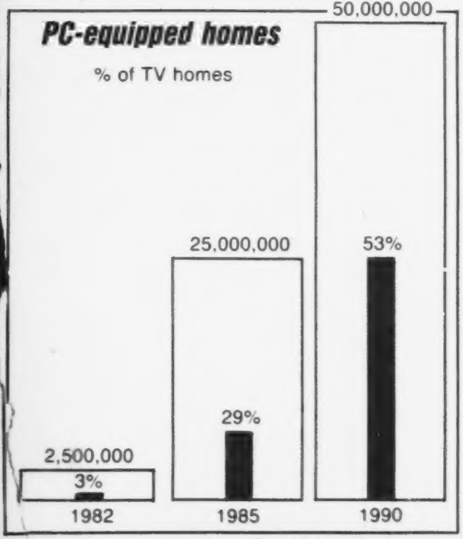
The home looms big in IBM's future because of the strategic opportunities it poses. "IBM views the home as an extension of the business evironment," Dale Kutnick, executive director of The Yankee Group, said. "Tied to the IBM information network, the home gives them another avenue for enforcing an IBM 'environment' wherever computers are used." "The home is a mass market opportunity that IBM can't afford to pass up," adds Howard Anderson, managing director.

As evidence, he cited what research by his company and IBM itself turned up:

1. The number of PC-equipped homes will explode from 175,000 in 1981 to 7.5 million this year, 22 to 24 million next year.

2. Some 40% of PC owners tote their machines between office and home at least one weekend a month.

3. Some 14 million homes are used as offices. The number is



Source: The Yankee Group.
© Sales & Marketing Management.

S&MM Predicts

Despite misredemptions and other problems, coupons will remain consumers' favorite kind of sales promotion. The appeal, of course, is instant gratification. Last year, we redeemed 5.5 billion coupons, up almost 25% from 1982. (For more on sales promotion, including point-of-purchase achievers, see page 41.)

■ ■ ■

Marketers of carbon dioxide gas will find a silver lining to the ethylene dibromide (EDB) contamination scare. CO_2, the same gas used in carbonated beverages, is a safe alternative to EDB for fumigating stored grain products.

■ ■ ■

TV networks face trouble selling commercial time for the 1988 Olympics. Worst off could be ABC, which has already plunked down $309 million for rights to the winter games in Calgary, AB, Canada, three times what it paid for Sarajevo. The reason is that last month's games registered an 18.2 prime-time rating, down from 23.7 in 1980. Note: The asking price may run as high as $1 billion for rights to the 1988 summer Olympics in Seoul.

■ ■ ■

Olympic fever could nosedive among consumers too, if they catch onto some marketers who encourage or, at least, allow them to believe that Olympic-identified products always help support the U.S. Olympic Team. *Chain Store Age*, with *Better Homes and Gardens*, surveyed 416 women; 9 out of 10 gave as their main reason for making such purchases "supporting the team." However, no such support was suggested to them by the researchers.

■ ■ ■

Products considered as unsafe in the U.S. by the Consumer Product Safety Commission will be approved for sale abroad. Commission members believe they lack authority to bar the export of cribs and other items that they pulled off the market here. However, exporters will be forced to indicate on labels products that flunked and say why the items failed to pass government muster.

■ ■ ■

Smaller-sized personal computer (PC) makers will have to get more involved in software to counter the trend among software houses to concentrate on programs for IBM and Apple machines. Likely tactics include forging marketing alliances with software publishers or offering them special inducements to write such programs. Or set up their own software departments.

■ ■ ■

A bagel that tastes like a pita? Zaloom Marketing, Hackensack, NJ, adds such a product to its line of baked goods. One wag sees a market for it in the Mideast. After all, pita is often called Syrian bread, and the bagel is the quintessential Jewish roll. Put pita bagels in front of them and the adversaries may decide they have a lot in common after all.

growing rapidly because of the PC.

Stalking the home will put IBM into markets not associated with the behemoth. "Our research shows that when you ask consumers, as we did, what they'll use PCs for," Anderson said, "entertainment and education tie for first, at 41% each. Thus you will see IBM in interactive and network video games in a couple of years because it wants PCs used as much as possible to whet the appetite for more applications."

Anderson believes that, initially, IBM will concentrate on the high end of the home market. "Beyond that," he said, "they're undecided as to how to handle mass distribution. A basic IBM marketing dictum is: Never let anyone get between you and your customer. If they go mass market, how do they handle a K Mart or a Crazy Eddie? If they don't go that route, they risk giving the Japanese an opening into the low end, from which the Japanese will upgrade to higher levels by adding sophistication to their entertainment expertise, just as they did in copiers." The image of what happened to Xerox hangs heavy over Armonk.

Omni/Dunfey creates a dual product line

Jon Canas of Omni/Dunfey: Same stand but a new name.

The results of a market study have led Dunfey Hotels both to adopt the name of the Omni International Hotels group, which it recently acquired, and to change its corporate structure. Because the survey revealed that the Omni name is better known than Dunfey and its properties are considered more "upmarket," says Dunfey president Jon Canas, the Hampton, NH–based chain is changing its name to Omni/Dunfey Hotels Group. But "having the name is only one part of the strategy," Canas says; "we must be sure the product exists."

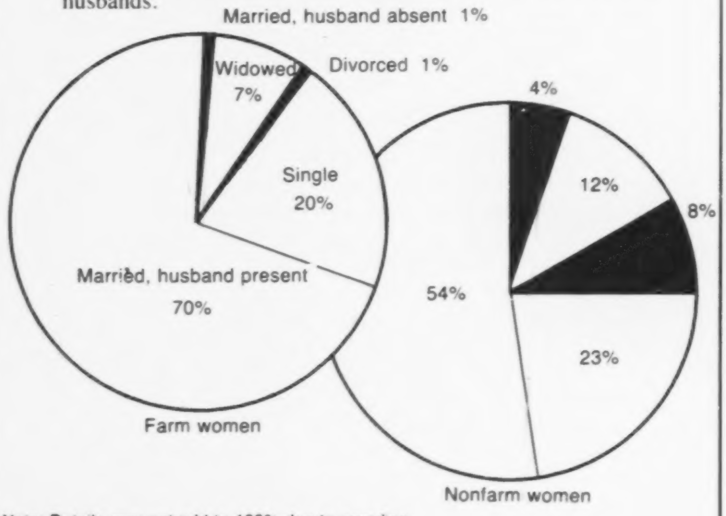
Thus the company is being divided into Omni International Hotels Div. and the Dunfey Management Div., each with a distinct product line. Omni includes the Omni hotels in Atlanta, Miami, and Norfolk, the five Dunfey Classic hotels, which will be renamed Omni Classic, and nine other properties that are either open or under construction. Omni properties are in major markets, have specific upscale features, and offer "Omni Classic Service." Dunfey Management, currently 12 properties, includes mainly the franchised hotels plus independents that because of either "product or location" do not qualify for inclusion in the Omni group.

Omni/Dunfey this month begins a $3 million ad campaign (agency: Spiro & Associates), mainly consumer and trade magazines, but also spot TV, newspapers, and direct mail. The campaign, Canas says, will create a "brand identity" for the new company.

S&MM MARKET HIGHLIGHT

Togetherness on the farm

The liberated woman is a stranger on the nation's farms. Some 7 of every 10 farm women are married and living with their husbands vs. just over half of their nonfarm sisters. The difference is most striking in the 35 to 44 age group, with 92% of farm women and 73% of nonfarm women living with their husbands.



Note: Details may not add to 100% due to rounding.
Source: Census Bureau, *Farm Population of the U.S.: 1982*, Series P-27, No. 56
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NEW MARKETS

Thoro System targets wet basements

"There are 6 million wet basements in the U.S.," says Donald J. Saunders, and he aims to dry them out. Saunders is general manager of Thoro System Products, a unit of the Specialty Chemicals Group of Beatrice Foods (S&MM, Feb. 6). After 70 years of selling concrete and stone refinishing and repair products to the industrial market—architectural and construction companies—Thoro System is expanding into the consumer market because of the increase in do-it-yourselfers. The national rollout of the consumer line begins next month in New York City, Philadelphia, Hartford, CT, and Detroit, this following market tests.

Entering the consumer market required action in several areas:

◆ The company hired a "professional" consumer products manager, John Gavin, who was with the Arno Adhesives unit of Scholl, Inc. Gavin quickly organized a network of 17 independent rep organizations, with nearly 70 salespeople.

◆ Whereas its industrial products are sold through wholesale building suppliers, Thoro System selected for the consumer line home centers and the paint departments of mass merchandisers.

◆ From 54 industrial product "families," four were chosen for wet basement problems. Those products are "what we're known for," Saunders says. The industrial products are packaged in paint cans, heavy paper sacks, and metal drums that hold up to 55 gal. Consumer packages are smaller, lighter plastic buckets with carrying handles.

Thoro System's Saunders sees opportunities in consumer sales.

◆ Advertising agency Marsteller is working on a TV campaign scheduled to run in April, and there will also be ads in newspapers and freestanding inserts.

DISCOVERING MARKETING

Selling genetic engineering

Genetic engineers are all the rage, but as far as marketing their inventions is concerned, they've yet to invent the wheel. With the introduction of Genecol 99, a new product of importance in agriculture, Molecular Genetics, Inc. (MGI) has taken important steps toward changing that picture. The company, says Dennis Nelson, general manager of its Animal Health Products Div., is the first genetics engineering venture "to take a product from the research bench to the marketplace."

U.S. sales of Genecol started on Jan. 1; it is now sold in 10 states—

S&MM Barometer

A banner year for industrial sellers

Making quota will be a lot easier for many industrial salespeople this year than it has been in a long time. Almost 9 of every 10 (87%) manufacturing industries will increase their real shipments (after allowing for price changes) in 1984, the Bureau of Industrial Economics' (BIE) annual *U.S. Industrial Outlook: 1984* notes. This means industries will place bigger orders with suppliers of goods and services.

Another development: Last year, the top performers among industries all were related to housing or auto (invariably the two sectors that are the first to improve in a recovery). This year, as Dr. Edward K. Smith, BIE director, notes in the Commerce Dept.'s *Business America* magazine, "The shift [is] toward primary industries, including metals and capital goods." One industry, especially, will roar back from a disastrous 1983: metal-cutting machine tools, which plunged 51% last year. It will ship 14% more product this year than last, but still a long way behind its achievements in its peak years.

Indeed, and indicative of the recent recession's depth, most of this year's pacesetters will fall far short of their record year. Some 7 of the 10 will ship anywhere from 25% to 63% less than in their best years, in the 1972–81 period. The three that will set new records, not surprisingly, fall in the high-riding h tech category.

Fastest-growing manufacturing industries

SIC	Industry	% Change In Real Shipments 1983–84	1982–83	% Change From Peak Year To 1984
3333	Primary zinc	+38.1%	−18.5%	−62.8%
3715	Truck trailers	+25.3	+ 1.9	−42.8
3674	Semiconductors	+21.0	+19.1	+61.8
3713	Truck & bus bodies	+20.9	+24.1	−21.9
331*	Steel	+19.4	+ 8.8	−34.9
3573	Electronic computing equipment	+18.0	+15.0	+51.2
2874	Phosphate fertilizers	+15.0	−14.0	−25.6
3519	Internal combustion engines	+14.0	−10.5	−24.9
3541	Metal-cutting machine tools	+13.5	−50.9	−62.9
3679	Electronic components	+12.4	+10.5	+29.8

SIC: Standard of Industrial Classification.
*Aggregate of SICs 3312, 3315, 3316, and 3317.
Source: Bureau of Industrial Economics, *U.S. Industrial Outlook: 1984*.

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S&MM MARKETGRAPH

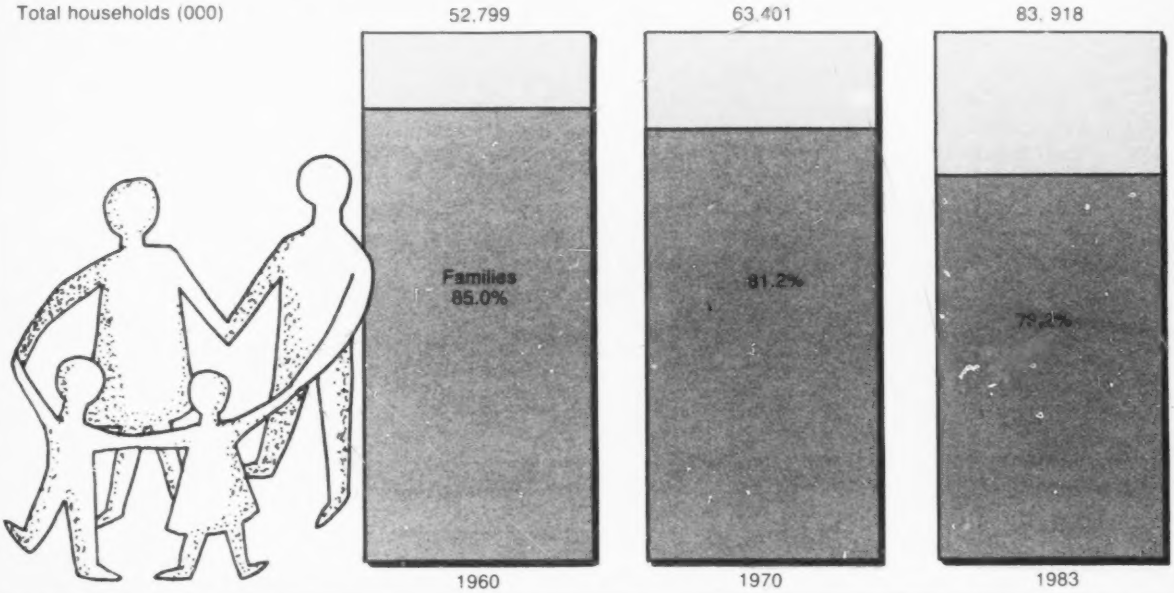
Families: What's traditional?

President Reagan's recent utterances about appealing to "traditional family values" in his re-election bid may cause marketers to smile: They've long wondered where the traditional family went. Since 1960, when Reagan was on the lecture circuit, increasing numbers of household heads have opted for nonfamily life.

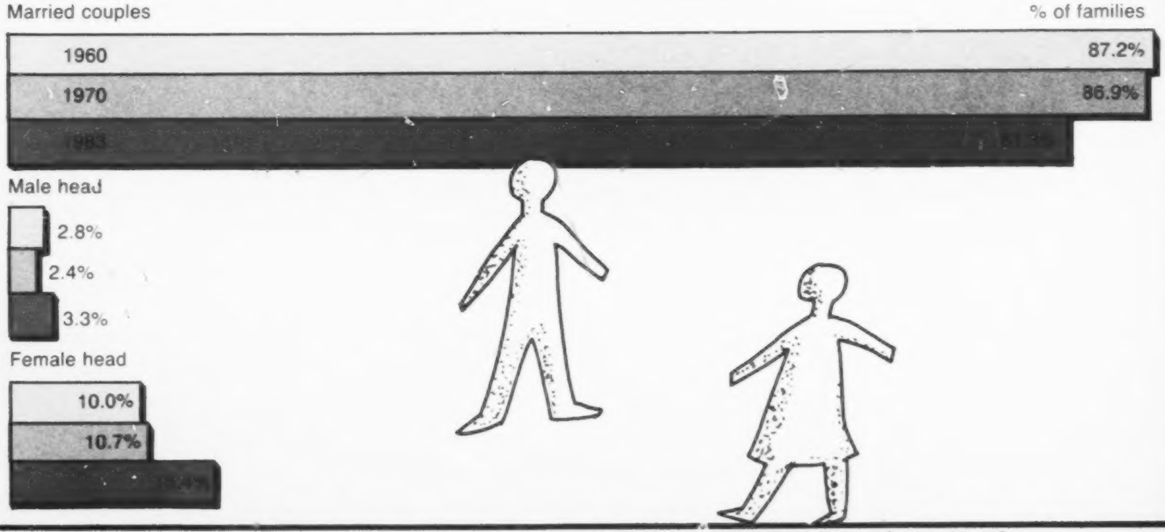
Families are more of a mosaic today. As the traditional married-couple household has dwindled in importance, spouseless male and female family heads have increased their share dramatically. Ironically, the fastest-growing "family" type, which probably would not draw presidential approval, is the unmarried couple, whose numbers have more than tripled to 1.9 million since 1970.

Still, the family retains its appeal. A Population Reference Bureau report, *The Changing American Family*, notes: "Americans consistently report that a happy marriage and a good family life are the most important aspects of life." —TCT

Family's declining share of households



Married couples in a downtrend, too



Sources: Census Bureau, *Households, Families, Marital Status and Living Arrangements*, March 1983, Series P-20, No. 383; *Statistical Abstract of the U.S. 1981*

Sales & Marketing Management

Pumping up for the great California gasoline war

An S&MM Special Section: Incentives for all occasions

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S&MM's cover photo by James D. Snyder

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AN S&MM MARKET HIGHLIGHT

A surprise in 'growth' states

The fastest-growing-states category is not behaving according to forecast. As expected, Nevada, Utah, and Texas are among the five pacesetters, the U.S. Census Bureau's latest estimate shows. The three were also tabbed by *S&MM's Survey of Buying Power—Part II* (Oct. 31, 1983) as among the five that would prosper most in the period 1982–87.

But the two other states nominated by S&MM, Arizona and Wyoming, don't find equal favor at the Census Bureau, its newest estimates show. Instead, Washington has cited Alaska and Florida. The former, in fact, tops the "growth" list and the latter is ranked No. 5.

The top five . . . **. . . the bottom five**

State	% Gain 4/1/80–7/1/83	1983 Pop. (000)	State	% Loss 4/1/80–7/1/83	1983 Pop. (000)
Alaska	19.2%	479	Dist. of Columbia	−2.4%	623
Nevada	11.3	891	Michigan	−2.1	9,069
Utah	10.8	1,619	Ohio	−0.5	10,746
Texas	10.5	15,724	Iowa	−0.3	2,905
Florida	9.6	1,680	Indiana	−0.2	5,479

Source: Census Bureau, *Estimates of the Population of States: July 1, 1981 to 1983*, Series P-25, No. 944.
© Sales & Marketing Management.

thing else you'll never be successful. If you're not singleminded and you're pimping to the marketplace, it won't work." He adds, "Anyone who thinks they can take any line of cosmetics and just put a picture of a Spanish lady on the top card is naive. It's like taking a suntan lotion and putting a picture of Wilt Chamberlin on it and trying to sell it to blacks. Hispanics feel they're the main market, not just a residual group, and they like you to speak their language." Indeed, respondants in the Yankelovich study noted that they resented this kind of slight as an ethnic slur and 29% of them said they felt most companies don't recognize the value of Hispanic consumers. Seventy-three percent also said they are aware that most commercials are merely dubbed for the Hispanic market.

To avoid this pitfall, Kern is using all of the $4 million allocated for advertising this year for Spanish-language media, $3.5 million of it for TV.

Plus a cologne

The first products in the line, lipstick, blush, eyeshadows, nail polish, and a still unnamed fragrance, will retail for $3–$5 for the color products and $15–$20 for a 4-oz. cologne. The lipsticks and the rest of the color articles are packaged in blister packs with the colors of the items showing through.

"We won't," he says, "use the same promotion in more than one store in a market area. If Penney wants an exclusive on a promo in a market place, others will get a different package. The line and the packaging were checked for acceptance by Kornhauser & Calene, New York City, which conducted test panels, focus groups, and intercepts. One result of the company's research is the development of an upscale line to be sold for $4–$6 in department stores. "We found," says Kern "that Hispanics are very quality conscious and they make many of their cosmetics purchases in department stores."

If Kern is wrong, he's always got another pretty face to fall back on. Skin Control System is also the brand name of the company's skin-care line launched in January and endorsed by the perennial baby-faced entertainer, Dick Clark. "Wrong?" says Kern. "We're the first guys to do it right."

FRANCHISING

Teach them selling

Knowledge of selling, rather than product, is what's needed to stay ahead of the pack in the burgeoning personal computer (PC) software market, argues Glenn Johnson, 35, chairman of Softwaire Center International (SCI), Culver City, CA.

Software-only stores will be the fastest-growing distribution outlet for office PC software, projections by, among others, Future Computing, a Richardson, TX, market researcher show. Pam Inserra, vice president for its retail analysis, says such sales will skyrocket from $51 million in 1983—"their first significant year"—to $1.4 billion in 1988.

Johnson, a former salesman in the Pacific Stereo chain, hopes to ride the boom by putting together the new industry's biggest franchising chain. He opened his first store

Softwaire's Johnson relies on a magazine-rack approach, too.

has fallen off. The regional manager has 'the big number' and if he wants to take the risk and work with an individual, it's up to him. There's no set 'you've got sixty days' or whatever.''

District and regional sales managers are paid a base salary and a commission plus bonus if their forecasts are met on a regular basis. The rewards for their salespeople: a base salary plus a commission when they meet 50% of their quota; those who meet 120% of quota have the potential to earn $180,000 annually.

As for GTC's payoff, revenues for this year will approach $45 million, 30% better than 1983's. S&MM

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MANUFACTURERS' REPS

Who's minding the sales force?

Sales managers who use manufacturers' reps invariably testify that they insist that their reps manage their time efficiently. But in passing down the word about efficiency, are they actually only paying lip service to proper sales management? After all, when the Dartnell Management Research Panel recently surveyed 55 companies selling a broad range of products or services, only one in four had recently bothered to do *any* kind of time and/or motion study of their outside sales organization.

Also, the survey shows that even among managers who do check on how well their rep agencies function, there is wide disagreement on the best way to do it. Some 26% of the companies use data-processing records. "Another company's sales operation department conducted a study over a 10-month period using sales reports and itineraries, expense reports, and a market cost study," the panel reports. A third respondent did a study of each territory and the rep's "ability to effectively cover it.' A fourth analyzed *all* activities. Even when studies indicated a need for change, three of the respondents admitted that nothing at all was done, while another "placed an emphasis on renewed education."

Who's in charge of supervising the reps and checking on their time management? Dartnell reports that at 37% of the companies, it is either the district or the regional managers. In almost a quarter of the others, it is the responsibility of the general sales manager; in slightly more than a quarter of the remaining companies, the job falls to a field supervisor. "In only 13% are the individual sales reps responsibile," the study notes.

Dartnell's researchers also asked

Sources of data	*Replies*	*Daily*	*Weekly*	*Monthly*	*Other*
Call reports	48	10	23	2	13
Advance itineraries	32	0	19	4	9
Supply orders	14	1	2	1	10
Sales reports	29	4	11	2	11
Invoices	1	0	0	0	1
Expense records	41	3	24	5	9
Auto mileage reports	35	4	14	9	8
Competitive reports	27	3	2	3	19
Follow-up reports	13	0	3	2	8
Time reports	7	0	0	0	1
Individual prospect analyses	18	3	1	1	13

Source: Dartnell Corp., as quoted in *How to Plan and Manage Sales Territories Effectively* by Charles C. Schlom

He's on the job: Rick Overstake (l.), a Denver rep, with customer Rich Willis of Elliott Electric.

about the types of reports the companies ask their reps to submit to them and how often. The results are shown on the preceding page.

One trend in using manufacturers' reps—that marketers that use them are adding to the range of responsibilities assigned them—is borne out by the survey. Duties beyond making the actual sale now commonly include servicing, merchandising, good will, collection, troubleshooting, inventory, reporting on the competition, and overdue accounts, the survey shows. Reps may also perform product positioning, quality control and delivery; do prospecting, recruiting, market analysis, and installation coordination; educate store clerks, and be at trade shows and conventions. Indeed, fully 70% of the companies surveyed either encourage or ask their reps to spend their own time on the job. "Part of the problem of managing reps' time is the amount of other duties the reps must perform," the Dartnell panel concludes.

Corporate Travel®

Cut costs with agent rebates

Air travel rebates from your travel agent can help reduce T&E expenses. Almost 40% of U.S. companies receive such rebates, either as discounts on airline tickets or as a percentage of the agent's income from bookings. The agents themselves receive a 10% commission from the airlines; those who give client companies rebates give an average of 3.1%. Those figures come from a survey of 92 travel managers conducted by Runzheimer & Co., a Rochester, WI–based management consulting company specializing in travel and living costs. Rebates are often reimbursement for services handled by the company's own corporate travel department; for example, a company may make its own airline reservations and the travel agent simply provides the ticket. Or, if a company gives an agent a great deal of business, the agent may give the company some form of rebate in order to keep that business. Companies with travel budgets of less than $500,000 seldom receive rebates from travel agents, the study shows.

But a Runzheimer spokeswoman urges caution: if your agent has not been giving your company rebates, and you request them, you risk jeopardizing the relationship. If you do not have a company travel agent, however, or are thinking of making a change, find out about the rebate policies of the agents you're evaluating. An agent that really wants your business may be willing to bargain.

Inter-Continental offers free flights

Aiming at business travellers, who account for 65% of the chain's worldwide occupancy, Inter-Continental Hotels offers a free round-trip coach ticket to Europe on Pan American World Airways to those who stay a total of five nights at the Houston Inter-Continental between now and Sept. 15; the flights may be taken between Oct. 1, 1984, and June 1, 1985. Flights leave from 6 U.S. cities, and there's a choice of 16 European destinations. Charge your Houston stay on the American Express Card and you'll also get a 25% discount at the Inter-Continental hotel in any of those European cities. To participate in this "Houston Plus" promotion, request a membership card—numbered and nontransferrable—when you check in at the Houston Inter-Continental (5150 Westheimer, at Sage; 713-961-5102). You must pay the regular room rate, $110 single; for a total of $550 in room costs, you get an air ticket worth $1,100 or more (the regular business class rate).

By Rayna Skolnik, Senior Editor

When recovery blesses your company, it's time to cut down on incentives, right? Not so, say motivational-minded survey respondents.

GOOD TIMES OR BAD, MOTIVATORS RAGE ON

By AL URBANSKI
Managing Editor

The textbook rule on sales incentives states that marketers should spend more on them in hard economic times, when the device is most needed to maximize sales and hold on to market share. But, judging from the results of a recent S&MM reader survey, few sales and marketing executives put much stock in textbooks.

Although the majority of respondents say they expect their businesses to fare better in 1984 than last year, 57% say they still intended to *increase* incentive budgets. This represents a rise of 6 percentage points over those who said they would up expenditures in 1983, and, what's more, a solid 25% of this year's sampling say the increases will top 20%. Only 4% plan budget decreases for 1984.

"Periods of recovery give you the greatest opportunity for growth," writes a sales manager for a western fabric distributor. "We will put increased emphasis on employee and customer incentives as a tool for maximizing potential growth." Another says, "New opportunities for growth are now available to us, and that growth can be directed by incentives." Still another says that increased sales at his company have allowed him to start incentive programs again after a two-year layoff.

Mailed to 1,500 subscribers in January, S&MM's exclusive survey of incentive usage explores the reasons why sales and marketing managers will—or will not—use incentive programs this year. The survey also asked readers to tell the types of awards they offer, why they have the programs in the first place, who in their organizations are eligible to receive awards for improved performance, and whether they use sales force recognition programs. The statistics quoted in this article and the accompanying tables are based on 313 replies received by the cutoff date.

Why is there an increase in incentive spending during a recovery period? One surprising finding seems to point directly to the answer. When asked to list their reasons for running incentive programs, 64% of respondents said it was to "achieve long-range sales gains" as compared to 54% who gave that as a reason last year. As money begins flowing back into their businesses, there is less pressure on marketers to score quick, short-term sales gains.

They now have the luxury of looking farther ahead, and so are spending incentive dollars on more expensive contests that may run for three quarters instead of one. "Last year, we ran a couple of two-month promotions to put some strength behind a few products that weren't doing well," writes a marketing director for a midwestern consumer products company. "This year we're able to afford a travel program to Rio that should have our

Travel to such places as Rio increases as managers lengthen contests.

A. Survey results: The big picture

(Base: 313 replies)

1. Will your company or division offer merchandise, travel, cash, or other incentives (not including commissions) to your own or to outside salespeople this year?

Yes	63.6%
No	36.4

2. Does your company or division have a formal recognition program for top salespeople, such as a president's club or salesperson of the year award?

Yes	39.6%
No	60.4

3. Your line of business?

Industrial	42.8%
Consumer	26.8
Services	24.9
Distribution	7.9

4. Your annual sales?

$10 million or less	28.7%
$11–$25 million	17.8
$26–$50 million	9.2
$51–$100 million	11.5
$101–$500 million	19.1
$501 million or more	7.6

B. Incentive users and their plans for 1984

(Base: 199 replies)

1. Do you plan to increase or decrease the number of merchandise, travel, or cash incentive programs you offered last year?

Increase	47.7%
Stay the same	40.7
Decrease	2.5
Did not offer one last year	10.0

2. What is your approximate 1984 budget for incentive programs?

$4,999 or less	12.0%
$5,000–$9,999	11.5
$10,000–$24,999	14.5
$25,000–$49,999	11.5
$50,000–$99,999	15.0
$100,000–$249,999	14.5
$250,000–$499,999	7.0
$500,000–$999,999	5.0
$1 million or more	4.0

3. How does your 1984 budget compare with your 1983 budget?

Total increases	57.1%
Up 9% or less	16.0
Up 10%–19%	16.0
Up 20% or more	25.1
Stays the same	34.1
Decreases	4.0

4. To whom will you offer incentive programs?

Own field salespeople	76.8%
Field sales managers	38.1
Own inside salespeople	25.1
Reps, brokers, or other outside agents	24.6
Distributor salespeople	21.6
Other	6.5

5. What awards will you give?

Cash	66.8%
Merchandise	57.7
Travel	53.2
Noncash only	29.6
Cash only	18.0
Cash plus noncash	46.7

6. What reasons do you have for running an incentive program?

Achieve immediate sales gains	74.3%
Achieve long-range sales gains	64.3
Focus attention on specific products	51.2
Improve sales force morale	51.2
Sales force expects it	9.5
Forced to by competition	5.0
Other	4.0

7. Does your company or division have a formal recognition program for top salespeople?

Yes	54.3%
No	45.7

8. Your line of business?

Industrial	36.6%
Consumer	29.1
Services	27.1
Distribution	11.5

9. Your annual sales?

$10 million or less	27.6%
$11–$25 million	17.5
$26–$50 million	8.5
$51–$100 million	14.0
$101–$500 million	18.0
$501 million or more	8.5

Percentages may total more or less than 100 because of multiple answers and no answers.

C. Non-users and their future incentive plans

(Base: 114 replies)

1. Why won't you use merchandise, travel, or special cash incentives in 1984?

We don't feel they are necessary	45.6%
Against company policy	17.5
Tried them and they didn't accomplish our objectives	14.0
Too costly	12.2
Too time consuming	12.2
We feel they are unfair	2.6
Our salespeople don't like them	1.7
Other	13.1

2. Has your company or division used any merchandise, travel, or cash incentives in the last three years?

Yes	34.2%
No	63.1

3. Do you plan to offer such incentives in the future?

Yes	2.6%
No	38.5
Maybe	55.2

4. Does your company or division have a formal recognition program for top salespeople?

Yes	14.0%
No	86.0

5. Your line of business?

Industrial	53.5%
Consumer	22.8
Services	21.0
Distribution	1.7

6. Your annual sales?

$10 million or less	30.7%
$11–$25 million	18.4
$26–$50 million	10.5
$51–$100 million	7.0
$101–$500 million	21.0
$501 million or more	6.1

guys out busting their butts for eight months, selling the whole line."

Some sales pros have other reasons for upping incentives. One, who offers his salespeople an all-cash program, says that their pay would be too low without incentives. He is not alone among executives who simply view incentives as another form of compensation. The vice president of an Iowa jewelry company writes that his half-cash, half-merchandise incentive plan is "part of an overall compensation commensurate with a performance program that includes salary, cash, bonus, profit sharing, and education expenses."

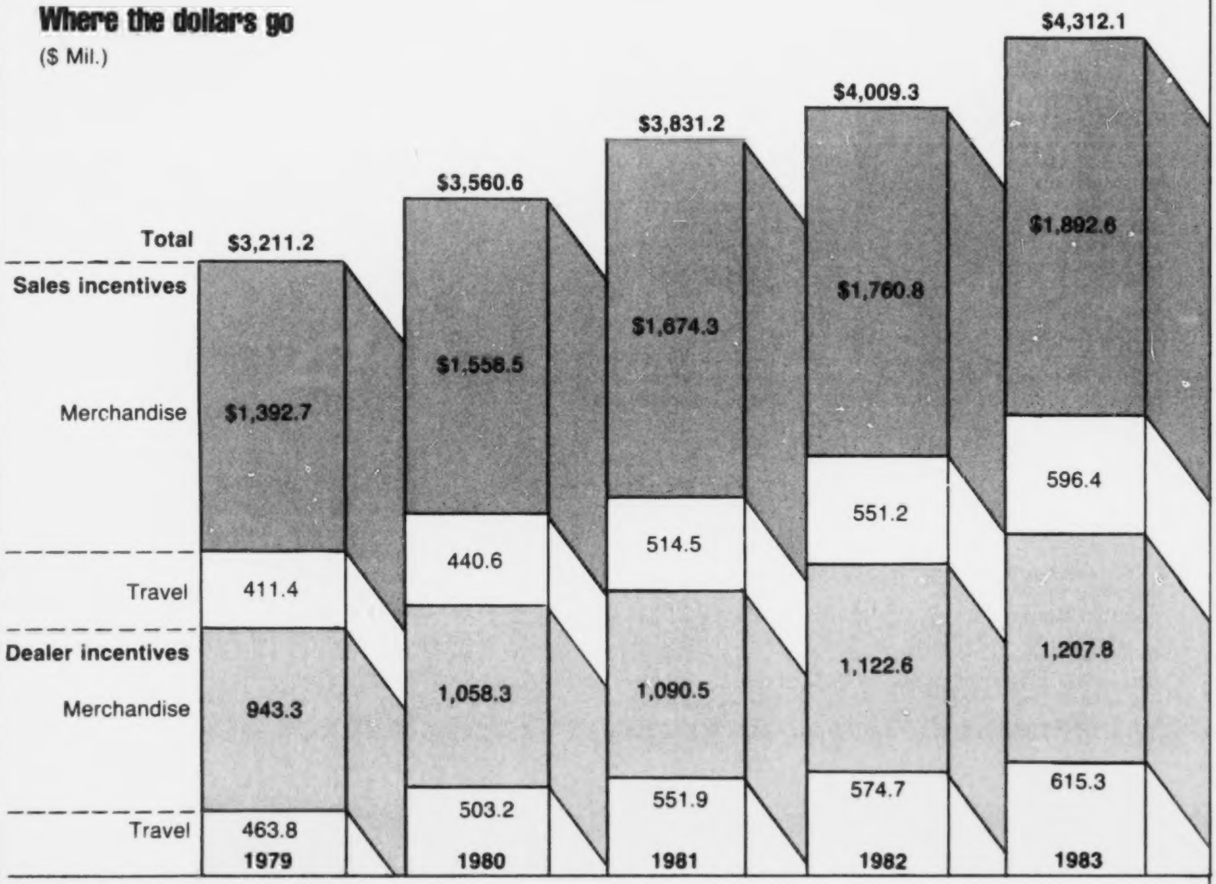
Of course, not all marketers are shoveling increased profits into bigger and better incentive programs. Some still adhere to the textbook. "We spent $160,000 for a Hawaii trip in 1983," writes one anonymous respondent. "In 1984, with the recovery, we plan to spend less because sales growth is being achieved." A sales manager for a health-care company is more terse: "We have found that incentives have more value in hard economic times."

More companies are apparently investing profits in sales force recognition programs, top performer honors which go by various names: President's Club, Rookie of the Year, the Emerald Ring Society. Only 44% of incentive users responding to last year's survey said they would concurrently run a recognition program, but this year 54% say they will do so. By contrast, only 14% of respondents who have no incentive plans for 1984 will offer recognition programs, showing, perhaps, that when you're a motivator it's all or nothing.

Incentive plans for 1984 show some flux in the types of prizes winners will receive. Fewer marketers will offer merchandise (58% vs. 62% in 1983) or cash (67% vs. 74%), but more will use travel. Since travel programs are usually more expensive than their merchandise and cash counterparts, the fact that 53% of this year's sampling will be whisking salespeople off to exotic destinations compared to 49% last year lends a little more weight to the argument that long-term incentive contests are on the

Where the dollars go

($ Mil.)



Figures exclude program promotion costs and the cost of cash and recognition awards.
Source: *Incentive Marketing*, February 1984.

rise. There are other reasons for flying with travel programs, to be sure. "The percentage of time I hear people talk of travel for pleasure during business trips astounds me," says an industrial marketing vice president who is putting his entire incentive budget into travel. "So why not have them do this planning within a plan that benefits the company?"

S&MM's survey also points to a definite trend away from mixing cash with noncash incentives in a single promotion. While it is still very popular, only 47% of respondents intend to mix and match this year, an 8 percentage point dip. The beneficiaries of this swing will be merchandise manufacturers and travel agents, it appears. About 30% of incentive planners will award noncash prizes only vs. 22% in 1983. Cash-only awards, meanwhile, hold steady at 18%, though 67% of respondents plan to offer at least some greenbacks in their programs.

There is more to running an incentive program than just selecting prizes, however. Planners must also develop contest themes, design and produce motivational mailings, and, of course, devise a system for keeping track of points and winners. Surprisingly, the great majority of S&MM readers who answered the survey, some 65%, say they handle all these duties inhouse. Those who do seek outside help (7% more than last year) go most often to premium and incentive reps (66%), catalogue companies (35%), and ad promotion agencies (26%). Many also indicate turning to travel agencies.

Who uses incentive programs? This year's survey provides no clear answer to that question, positioning incentives as a somewhat universal sales tool. Company size doesn't seem to make much difference. Incentives are used by 71% of companies with sales of $501 million or more, 78% of businesses showing $51 to $100 million in sales, and 61% of small companies with sales of $10 million or less.

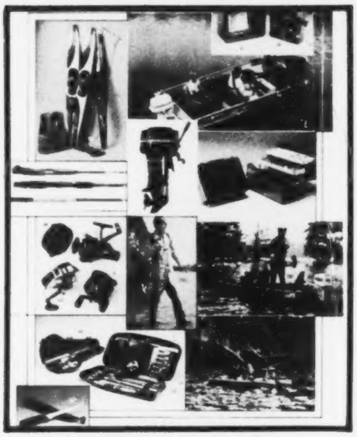
'Now our company has made a regular practice of incentivizing nonsales employees and management; this, too, seems to be working very well.'

As usual, incentives are popular with consumer goods companies, 69% of which will sponsor programs in 1984. A large increase in contests is seen among service companies. More than 69% of them have incentive plans for this year, as opposed to 55% last year. "For many years, we have offered premiums to customers," writes an executive vice president of a southern bank, "but we never gave our own employees any incentives. Now we do, and we've found that 'push' works as well as 'pull.' "

Things haven't changed much when it comes to determining who will be on the receiving end of all those TVs, plane tickets, and checks. More than three-quarters of all incentive payouts will go to field salespeople, and 38% of respondents say that field sales managers will also be cut in on the loot. More reps, brokers, and other outside agents will be eligible for extra payouts this year, however. Nearly 25% of sales execs say they'll try to motivate their shadow sales forces in 1984 vs. 20% in 1983. Some sales managers have become so taken by the power of incentives that they've spread the word to other departments in the company. "We've had a string of successes with contests for our sales force," writes one respondent. "Now our company has made a regular practice of incentivizing nonsales employees and management. This, too, seems to be working well."

Not everyone is entranced with sales incentives, however. This year's sampling of nonusers, in fact, seems more convinced of their ineffectiveness than any other survey group of recent years. Though 34% of nonuser respondents say they have run incentive programs within the last three years, only 3% say they definitely intend to use them again in the future. A resounding 46% of this group feel incentives simply aren't necessary compared to only 28% who said they felt that way last year. Other major reasons given for mixing incentives were: "Against company policy," and, "Tried them and they didn't accomplish our objectives." Says a national sales manager for a heavy equipment manufacturer: "Our 'directs' are on 50% commission, which can add up to a lot of bucks. If that isn't enough incentive for them to get out and sell, then I don't know what is."

Nevertheless, more than 55% of current nonusers say they haven't made up their minds about using incentives sometime; many note that their companies are new or their sales forces too small to justify the expense. Companies that do not use incentives tend to be small industrial concerns. About 31% of sales and marketing executives who say they have no incentive plans work for companies with sales of $10 million or less. Yet there appear to be some incentive defectors at larger companies as well. Companies with sales between $100 million and $500 million make up 21% of this year's nonuser sample vs. only 8% in 1983. As was the case last year, more than half of the respondents who say they shun incentives are from industrial companies.



Travel is hot, but more managers motivate with merchandise.

Not all sales managers who shy away from incentives do so because they are totally opposed to them. "I've used incentives before in another job and got great results," writes a sales vice president who sells through distributors. "I tried them again here and nothing! I don't think anything will motivate these distributors." Hard luck also extends to the front office. A southern sales and marketing director writes that he's been trying to get the company president to approve an incentive campaign for three years with no success. "I'm still hoping," he signs off.

Then there are the incentive converts, who, like religious ones, are often the most devout believers. The following note comes from an industrial marketing executive embarked on his first motivational crusade: "I am responding to this survey as one who has never used formal incentive programs before, but as someone who is amazed that they are so effective in getting people to reach down and really try harder."

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A rush to punish in liability

An election year surprise in Washington is the sudden—and perhaps fleeting—momentum being generated by a Senate bill to govern civil actions against sellers for product liability. At a time when controversial legislation is routinely sidelined, a Senate subcommittee is expected to vote on a measure pushed by businesses but opposed by lawyers and consumer groups.

The bill, sponsored by Sen. Robert Kasten (R.-WI), assigns liability to the party at fault for loss or damage caused by a product, such as manufacturers for defective design, sellers for mishandling or misrepresenting it, and even consumers for misuse. It would supersede conflicting state laws that can unfairly hold sellers responsible for mishaps. The measure (S.44) has undergone a recent revision to meet the complaints of some detractors. For example, victims now would be awarded compensatory but not punitive damages—the latter would go to a charity or other cause for the "public good."

Treated peripherally by the bill is a marketer's liability for unwittingly selling a counterfeit product that causes injury. Once again, the fault resides with the guilty party. But in cases where the "pirate" can't be found, the seller is stuck. Similarly, a wholesaler might be held liable if the illicit manufacturer has gone out of business, or when he is the sole importer of goods where the maker has no U.S. assets.

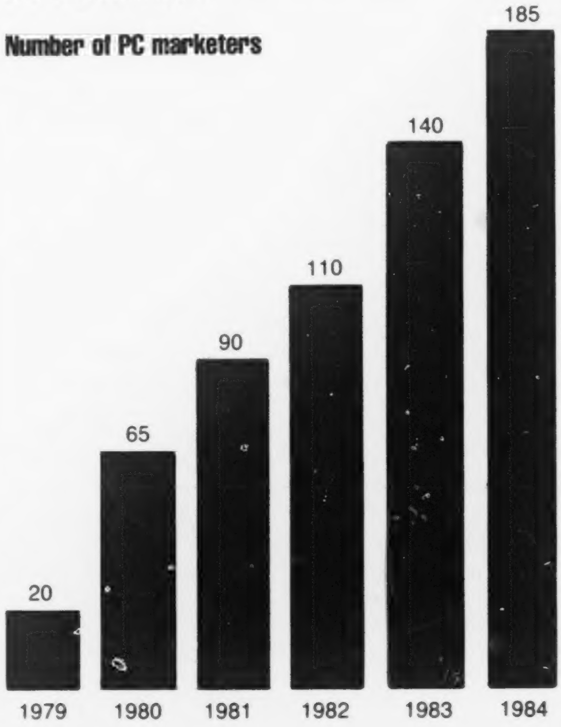
Proponents' strategy calls for this game plan: passage this spring by the Commerce Committee, maybe even the full Senate, then on to the House in 1985.

Forget about a PC shakeout

Defying the many predictions of a shakeout made over the past two years, the number of personal computer (PC) marketers continues to expand. In fact, despite the bankruptcies littering the field—Obsorne, Victor, Computer Devices—the onrush of contenders is accelerating, and estimates now put their number at 185. That's 32% more than a year ago, the latest survey by International Data Corp. (IDC), Farmingham, MA, a market researcher, shows. And that tops the 27% increase in the 1982–83 period. What's luring the entrants is the vast size of the market. With PC prices ranging from $50 to $10,000, shipments last year totalled $8.5 billion, IDC reports, as the installed base doubled from 4,464,000 to 9,104,000.

If anything, the industry is going through a shake-up rather than a shakeout, Aaron Goldberg, IDC's research manager, told clients at the company's annual briefing last month. A shakeout, he said, "is characterized by stagnant or negative growth, little technological innovation, and market maturity. The PC market has none of these." Even the publicized bankruptcies, he said, "were management failures and not PC-related."

As the competition heats up, the industry will see weeded out those that don't have marketing or financial strength as well as the one-product companies that don't move to the next generation. Marketing will be critical, Goldberg said, "because consumers are taking over, and only eight to twelve percent of the potential market is computer-literate. Financial strength will also be important because typical capitalization levels of start-ups has gone from $10 to $20 million to $40 to $100 million."



Source: International Data Corp.
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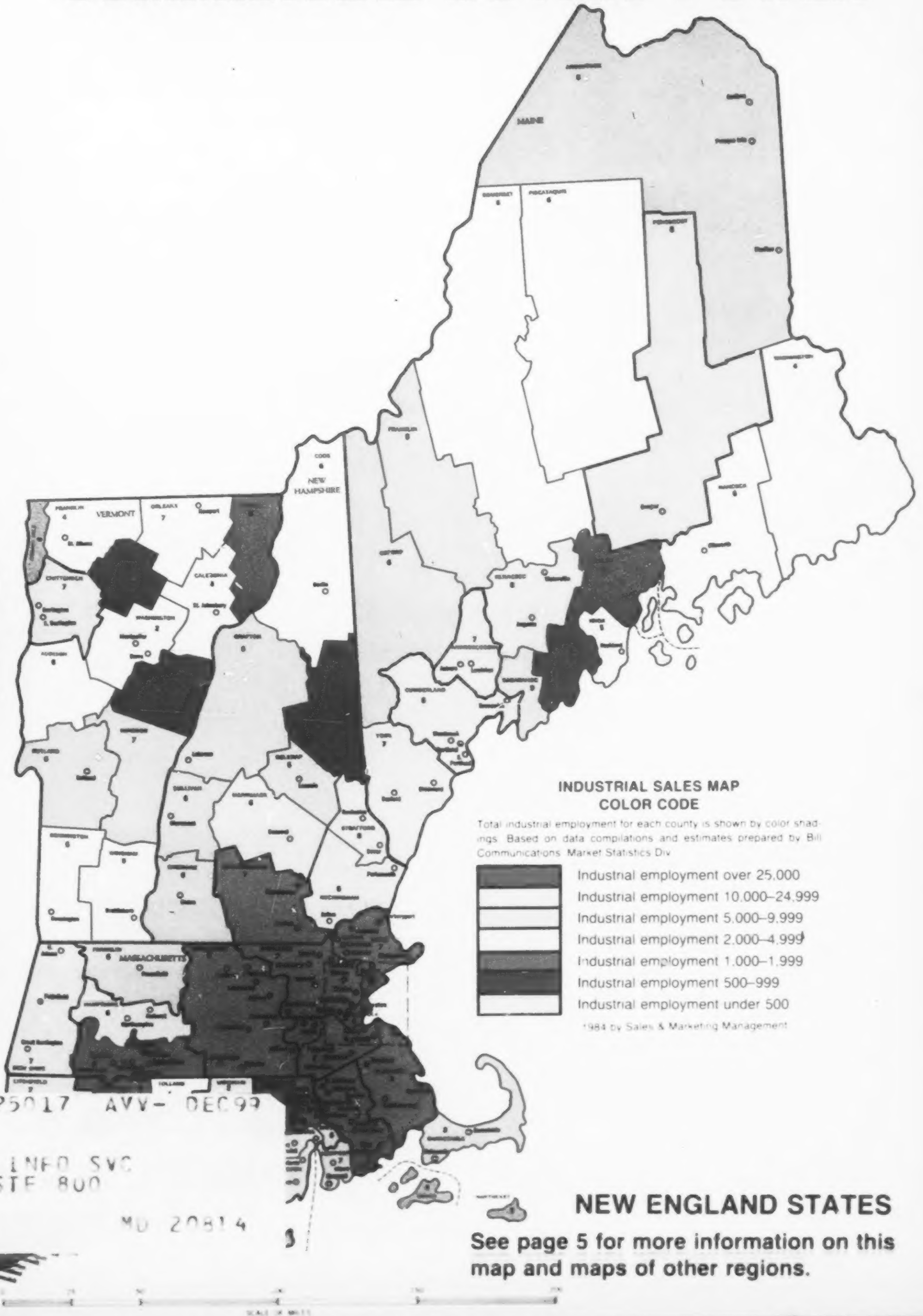
SURVEY OF U.S. INDUSTRIAL & COMMERCIAL BUYING POWER



INDUSTRIAL SALES MAP COLOR CODE

Total industrial employment for each county is shown by color shadings. Based on data compilations and estimates prepared by Bill Communications Market Statistics Div.

- ▨ Industrial employment over 25,000
- ☐ Industrial employment 10,000–24,999
- ☐ Industrial employment 5,000–9,999
- ☐ Industrial employment 2,000–4,999
- ▨ Industrial employment 1,000–1,999
- ■ Industrial employment 500–999
- ☐ Industrial employment under 500

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NEW ENGLAND STATES

See page 5 for more information on this map and maps of other regions.

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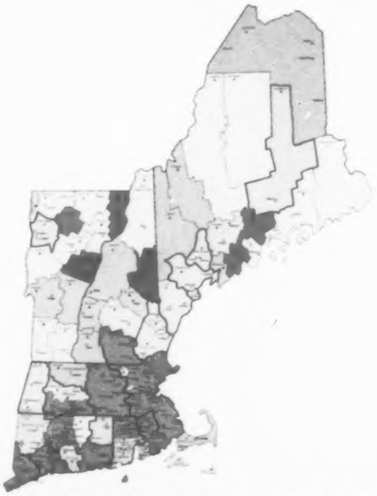

COVER: The New England map on the cover of this year's *Survey* is one of a series of nine regional Industrial Sales Maps available from *Sales & Marketing Management*. Each 11" × 17" map is color-coded to show industrial employment levels for all counties, as well as population data and the percentage of employees in large plants. The full set of all nine regional maps ($39.95)—or a laminated, jumbo (24" × 38") 50-state U.S./county map ($28.50)—is available from S&MM's Sales Builders Div., 633 Third Ave., New York, NY 10017 (212-986-4800).

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S&MM's 1984 SURVEY OF INDUSTRIAL & COMMERCIAL BUYING POWER

SICBP: Your manual on the marketing battlefield

By CHARLES W. STRYKER
Executive Vice President
Trinet, Inc.

Change. Uncertainty. No matter what we do, we cannot escape the changing environment in today's marketplace. Many times, the uncertainties brought by change will effect the efficiency of our marketing operations. It will alter the ability to spot a trend, the sound judgement needed to make important decisions. Recognizing this, many companies are taking steps to make their marketing programs more efficient. These marketers understand that productivity represents a critical competitive advantage. They have discovered that dollars saved through marketing efficiency go directly to the bottom line. And just how are these industrial marketers meeting today's challenges? The answer is information. Information that allows them to anticipate the changes occurring in their markets or industries. True, we cannot escape change. But we can manage it, understand it, and use it to our advantage with decisions based on quality information.

For those selling to industrial, rather than consumer markets, the source of this information is *Sales & Marketing Management's Survey of Industrial & Commercial Buying Power*, with its comprehensive listings of manufacturing and nonmanufacturing industries and the corresponding data that tells a marketer where to focus his efforts with the most efficiency.

On the rapidly changing map of today's industrial markets, the *Survey's* statistics provide all the ammunition you'll need to hit your target and win the battle against rising costs and wasteful spending—this year, and in years to come.

The problem

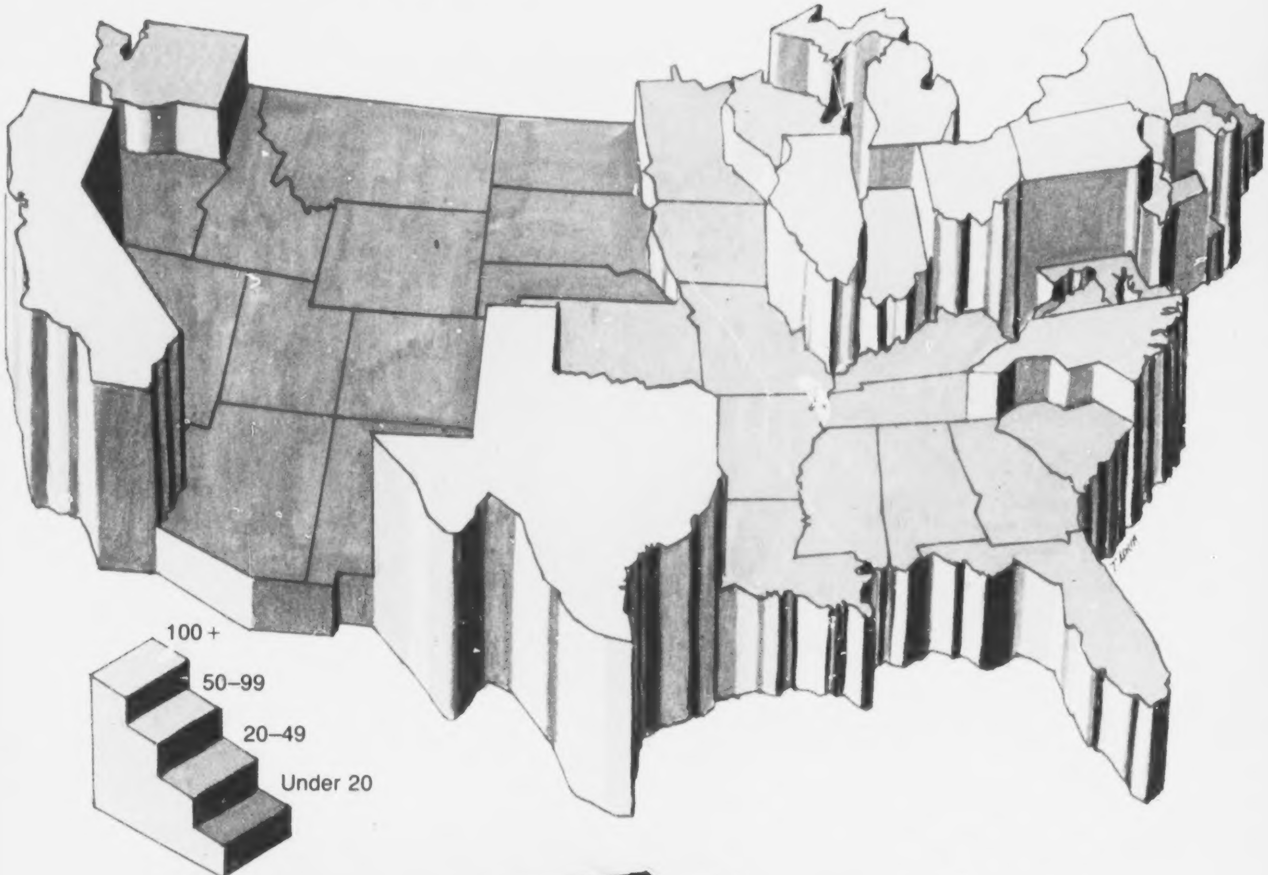
There are a number of reasons behind the steady increases in industrial sales costs, but all of them can be narrowed down to just four major factors that have had the most effect in recent years. They are: *Tighter financial controls* within major corporations, which have led to cutbacks in purchasing—a direct result of the economic downturn; *increased competition*—as buyer options and imports increase; *diversification* of customer's needs and product functions—due in large part to technological advances; and last, but not least, *more sophisticated decision-making* by today's executives and buyers, who are requiring more and better information on products and markets before committing corporate dollars. All of these factors have combined to create a situation in which the industrial marketer needs a more highly skilled sales force and more manhours in sales calls. Both of these things, of course, cost more money.

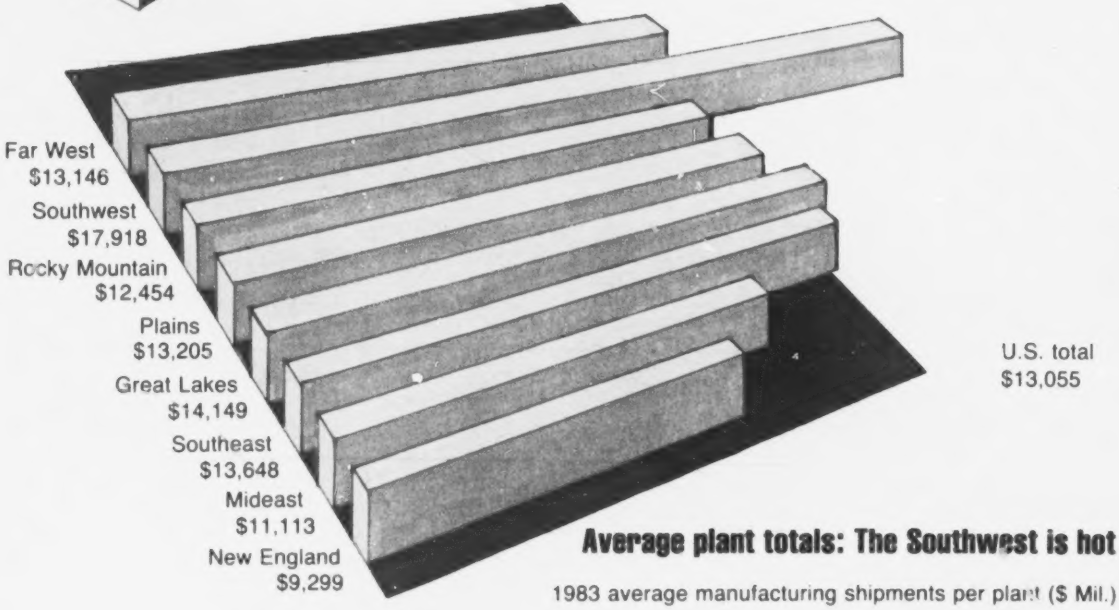
Industrial marketers are now experimenting with direct mail, telephone selling, national account management, and many other tech-

SURVEY HIGHLIGHT

Manufacturing: The North still has it

1983 manufacturing shipments by state ($ Bil.)





Average plant totals: The Southwest is hot

1983 average manufacturing shipments per plant ($ Mil.)

Sources: *S&MM's 1984 Survey of Industrial & Commercial Buying Power.* Map generated by Trinet.
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niques, seeking new ways to increase response without the increase in expenses normally associated with expansion in sales. Central to all of these approaches is a growing reliance on market research and information that makes it possible to specifically target the right industries, the right companies, the right establishments, and the right buyers—in an ever-narrowing process of refinement.

The solution

In the following pages of the *Survey of Industrial & Commercial Buying Power* you will find a wealth of the kind of useful statistical information described above. To make the most effective use of it, we have provided a detailed outline of the following four-step process, to show industrial marketers how to institute their own productivity improvement program:

I. Establish a productivity profile and a customer/market profile.

II. Analyze the market.

III. Institute the productivity program.

IV. Monitor future customer order.

In the rest of this article, we will briefly examine each of these steps to show how well-informed marketers can use this strategy to improve their position on the industrial marketing front.

Productivity profile

In working out your productivity profile (see Step **I.A.** in the accompanying outline, page 16), you will want to proceed with the three-step process below, ensuring that you have the most complete and up-to-date data on which to base your analysis.

1. Establish the cost of a single sales call. Using the formula described on pages 42 and 43 of *S&MM's 1984 Survey of Selling Costs* (Feb. 20), determine your own particular cost-per-call, as well as the number of calls your sales force is making per day and per year. If a copy of the *Survey* is not readily available, a simplified formula can be followed. Add up the prior year's selling expenses (salespeople's salaries, benefits, office-space costs, travel & entertainment,

SURVEY HIGHLIGHT

The 50 leading metro markets in manufacturing activity

1983 Rank	Metro Market	1983 Shipments ($ Mil.)	% Of U.S.	Total Plants	Average Shipments Per Plant ($000)
1.	Los Angeles-Long Beach	$69,297	3.56%	5,553	$12,479
2.	Chicago	68,966	3.54	6,790	10,157
3.	Detroit	58,525	3.01	3,978	14,712
4.	Philadelphia	49,257	2.53	3,788	13,004
5.	New York	40,641	2.09	6,506	6,247
6.	Boston-Lawrence-Salem-Lowell-Brockton	33,144	1.70	3,365	9,849
7.	Houston	31,882	1.64	1,685	18,921
8.	Newark	23,703	1.22	2,227	10,643
9.	Beaumont-Port Arthur	23,067	1.18	152	151,759
10.	Minneapolis-St. Paul	22,456	1.15	1,803	12,455
11.	San Jose	22,014	1.13	982	22,418
12.	Cleveland	21,384	1.10	2,314	9,241
13.	Cincinnati	19,424	1.00	1,121	17,328
14.	St. Louis	19,186	0.99	1,535	12,499
15.	Milwaukee	17,376	0.89	1,382	12,573
16.	Bergen-Passaic	16,178	0.83	2,011	8,045
17.	Baltimore	16,015	0.82	1,064	15,052
18.	Nassau-Suffolk	15,979	0.82	1,923	8,309
19.	Pittsburgh	15,714	0.81	1,173	13,396
20.	Dallas	15,182	0.78	1,472	10,314
21.	Atlanta	14,896	0.77	1,246	11,955
22.	Greensboro-Winston-Salem-High Point	14,524	0.75	869	16,714
23.	Middlesex-Somerset-Hunterdon	14,395	0.74	930	15,479
24.	Lansing-East Lansing	14,381	0.74	202	71,192
25.	Flint	14,188	0.73	137	103,559
26.	Seattle	13,858	0.71	893	15,519
27.	Oakland	13,760	0.71	869	15,834
28.	Louisville	13,606	0.70	604	22,527
29.	Anaheim-Santa Ana	12,631	0.65	997	12,669
30.	Rochester, NY	12,500	0.64	570	21,929
31.	Indianapolis	11,962	0.61	756	15,823
32.	Baton Rouge	11,724	0.60	204	57,472
33.	Hartford-New Britain-Middletown-Bristol	11,617	0.60	1,158	10,032
34.	Kansas City, MO	11,393	0.59	684	16,656
35.	Bridgeport-Stamford-Norwalk-Danbury	11,318	0.58	1,017	11,129
36.	New Orleans	11,207	0.58	453	24,738
37.	Richmond-Petersburg	10,518	0.54	393	26,764
38.	Allentown-Bethlehem	10,302	0.53	719	14,329
39.	Gary-Hammond	10,200	0.52	250	40,799
40.	Providence-Pawtucket-Woonsocket	10,182	0.52	1,668	6,104
41.	Charlotte-Gastonia-Rock Hill	10,135	0.52	1,028	9,858
42.	Fort Worth-Arlington	10,077	0.52	745	13,526
43.	Columbus, OH	9,967	0.51	725	13,747
44.	Toledo	9,889	0.51	522	18,945
45.	Phoenix	9,582	0.49	695	13,787
46.	Wichita	9,386	0.48	315	29,796
47.	Denver	8,950	0.46	886	10,102
48.	Dayton-Springfield	8,732	0.45	749	11,658
49.	Portland, OR	8,550	0.44	889	9,617
50.	Buffalo	8,458	0.43	609	13,888

DEFINITIONS: **Shipments**: Output of all manufacturing establishments with 20 or more employees in the metropolitan area. **% Of U.S.**: A market's share of total U.S. shipments. **Total Plants**: Establishments with 20 or more employees. **Average Shipments Per Plant**: Mathematical average computed by dividing the number of plants in the metro into total shipments.

Source: *Sales & Marketing Management's 1984 Survey of Industrial & Commercial Buying Power.*

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telephone, mail costs, support staff, training, advertising, etc.), then, estimate the number of sales calls per year either by surveying a representative sampling of your salespeople or by using sales control forms for several weeks to estimate the average number of calls per salesperson per day. Multiply this figure by the total number of salespeople, and then by 250 working-days per year, to get the total number of sales calls for the year. Now divide your total annual sales *costs* by total annual sales *calls* to arrive at the cost of a single sales call.

2. Determine the average number of calls required to make a sale. Examine your records to establish the number of orders placed in the previous year. Now, divide your total sales calls per year by the total number of orders placed to arrive at your *call-to-order ratio*. In other words, how many calls does it take to get one solid order?

3. Calculate the average size of each order. The last piece of data you will need for your productivity profile is the average size of each order, which can also be calculated from information in your company files concerning the dollar volume of orders and total orders.

Customer/market profile

For your profile (Step I.B.), you will need to devise a system for identifying your high-potential prospects. This system should first establish the boundaries that define a prospect's potential, and also the criteria that will define high-potential vs. low-potential accounts, such as determining that a high-potential prospect must have more than 100 employees. Here again, there are a few simple steps that should be followed to ensure that this data is gathered correctly and completely (see Step **B.1.**).

Most important here is that you

(continued on page 14)

SURVEY HIGHLIGHT

Summary of 2-digit major groups in this year's SICBP

SIC	Industry	Establishments Total	Establishments Large	Total Employment	Shipments/ Receipts ($ Mil.)	% In Large Estab.
10	Metal mining	124	85	43,486	$ 4,243.6	95.84%
12	Bituminous coal & lignite mining	1,067	406	158,201	18,374.5	82.70
13	Oil & gas extraction	4,335	170	148,824	46,462.4	21.53
14	Nonmetallic minerals, exc. fuels	705	146	55,350	3,698.8	65.45
16	Heavy-construction contractors	4,890	1,167	615,387	50,515.5	79.40
20	Food & kindred products	14,271	4,307	1,661,207	270,062.9	73.52
21	Tobacco manufacturers	158	95	73,405	17,738.0	97.20
22	Textile-mill products	4,576	2,095	835,283	51,545.9	87.10
23	Apparel & other textile products	9,560	3,477	1,142,292	49,697.9	72.26
24	Lumber & wood products	8,342	1,626	643,193	46,831.6	56.49
25	Furniture & fixtures	4,201	1,165	441,225	27,259.1	69.69
26	Paper & allied products	4,725	1,839	673,752	82,635.4	84.75
27	Printing & publishing	11,519	2,219	1,018,400	79.944.5	66.13
28	Chemicals & allied products	7,636	2,098	1,055,642	177,919.7	78.64
29	Petroleum refining	1,575	392	174,136	187,954.2	88.63
30	Rubber & misc. plastics products	6,389	1,735	678,841	48,813.6	73.01
31	Leather & leather products	1,601	695	245,451	8,520.6	81.51
32	Stone, clay, & glass products	7,652	1,555	687,724	42,679.9	69.37
33	Primary metal industries	5,328	1,960	1,043,297	113,481.2	88.65
34	Fabricated metal products	18,785	4,180	1,730,750	112,932.4	69.34
35	Machinery, exc. electrical	19,701	4,695	2,390,336	168,560.3	80.32
36	Electric & electronic equipment	9,153	3,661	1,888,060	153,288.8	88.69
37	Transportation equipment	4,753	1,879	1,704,782	236,586.8	95.51
38	Instruments & related products	4,141	1,346	613,776	47,911.0	81.65
39	Misc. manufacturing industries	5,059	1,085	446,034	22,507.0	67.66
40	Railroad transportation	392	172	311,507	14,244.2	97.43
49	Electric, gas, & sanitary services	4,176	666	740,168	145,015.6	83.04
50	Wholesale trade—durable goods	14,929	638	557,161	192,390.4	28.88
60	Banking	4,519	716	683,064	107,035.7	85.00
70	Hotels & other lodging places	5,201	625	476,296	17,434.9	65.56
73	Business services	2,286	475	233,386	15,887.4	73.43
80	Health services	6,392	4,713	2,907,535	144,511.1	96.55
82	Educational services	1,602	683	416,862	20,569.3	90.65
	U.S. total	**199,743**	**52,766**	**26,494,813**	**$2,727,254.2**	**77.30%**

DEFINITIONS: **SIC**: 2-digit classification used by the federal government for major groups of industries. **Industry**: Classification by establishment's primary product or service. **Establishments**: A business or industrial unit at a single geographic location which produces or distributes goods, or performs services. **Total Establishments**: Those with 20 or more employees. **Large Establishments**: Those with 100 or more employees. **Total Employment**: Aggregate number of employees in units with 20 or more employees. **Shipments/Receipts**: Dollar value of goods produced or services rendered. Shipments are associated with manufacturing and mining; receipts with construction, wholesale trade, and service industries. **% In Large Establishments**: The share of shipments/receipts accounted for by establishments with 100 or more employees. Source: *Sales & Marketing Management's 1984 Survey of Industrial & Commercial Buying Power*.

Sales & Marketing Management

Trinet and the Census Bureau: Why they don't agree

Marketers who compare the *Survey of Industrial & Commercial Buying Power (SICBP)* establishment totals with those in the Census Bureau's annual *County Business Patterns (CBP)* reports should bear in mind that the two sources may not always agree.

Obviously, no private-sector information source such as Trinet, which supplies the data for the *Survey*, can duplicate the bureau's financial and personnel resources, not to mention its legal power to compel answers. Also, *CBP* reports pertain to a fixed point in time (a week in March, although first-quarter and annual payroll data are reported), whereas Trinet maintains a dynamic data base, constantly inputting new information as it becomes available, and excising out-of-date information.

In addition, the following "facts of life" in data collection contribute to honest differences:

1. Establishments on the borderline of a size category—*CBP* use nine different classes—could move from one category to the next with a change in just one or two employees. Such movements can be considerable over the two-year time period in which *County Business Patterns* data trail *SICBP* data.
2. Employment data comparisons are inherently imprecise. CBP shows employment for a specific pay period, whereas companies generally report it as an annual average. Some small companies tend to inflate their employment figures in order to be counted, so that many establishments with 15 or 16 employees will claim to have 20.
3. Trinet's technical procedures for reconciling its files against the annual *CBP* reports invariably leave a residual of unreconciled establishment locations. When the differences are uncovered, the information stays in Trinet's files as the process of reconciliation goes on. After the file is updated, these old differences disappear—but new ones appear in different locations.
4. When large establishments produce more than one product in significant volumes, Trinet will add a second, third, or fourth establishment at the same address, along with the appropriate SIC code and employment data. This increases the number of establishments in Trinet's file vs. the *CBP* files. This, say the people at Trinet, is the major discrepancy between the Census Bureau's figures and their own—establishment totals. There is far less disparity on the value of shipments, which is the key measure of industrial buying power.

SURVEY HIGHLIGHT

Top 50 counties in manufacturing plants

1983 Rank	County	State	Total Plants	% Of U.S. Shipments
1	Cook	IL	5,950	3.2165%
2	Los Angeles	CA	5,553	3.5594
3	New York	NY	3,294	.8370
4	Cuyahoga	OH	1,885	.9237
5	Wayne	MI	1,725	1.6481
6	Harris	TX	1,576	1.5527
7	Middlesex	MA	1,409	.8002
8	Providence	RI	1,360	.3987
9	Philadelphia	PA	1,326	.7603
10	Kings	NY	1,294	.4119
11	Dallas	TX	1,272	.6975
12	Bergen	NJ	1,264	.5466
13	Oakland	MI	1,201	.8995
14	St. Louis Ind. City	MO	1,161	.7801
15	Nassau	NY	1,125	.4955
16	Hennepin	MN	1,086	.5952
17	Essex	NJ	1,021	.4129
18	Fairfield	CT	1,017	.5813
19	Orange	CA	997	.6488
20	Santa Clara	CA	982	1.1307
21	New Haven	CT	981	.3991
22	Hartford	CT	932	.5261
23	Dade	FL	912	.2736
24	Queens	NY	898	.3314
25	Hamilton	OH	896	.8950
26	Milwaukee	WI	871	.6863 %
27	Union	NJ	804	.6129
28	Macomb	MI	804	.3608
29	Suffolk	NY	798	.3253
30	Hudson	NJ	791	.3718
31	Allegheny	PA	773	.5439
32	Montgomery	PA	770	.4045
33	King	WA	765	.5929
34	Passaic	NJ	747	.2844
35	Worcester	MA	734	.3265
36	Middlesex	NJ	706	.5693
37	Maricopa	AZ	695	.4922
38	Tarrant	TX	686	.4988
39	Du Page	IL	659	.2670
40	Alameda	CA	640	.3281
41	Suffolk	MA	624	.2805
42	Erie	NY	609	.4344
43	Baltimore Ind. City	MD	607	.5082
44	Marion	IN	605	.5387
45	Essex	MA	602	.2953
46	Multnomah	OR	581	.2883
47	San Francisco	CA	563	.1861
48	Kent	MI	560	.2683
49	Denver	CO	558	.2345
50	Jackson	MO	552	.5355
	50-county total		**58,221**	**33.5560%**

Total Plants: Number of establishments with 20 or more employees. **% Of U.S. Shipments:** Share of U.S. total shipments accounted for by this county's manufacturing plants.
Source: *Sales & Marketing Management's 1984 Survey of Industrial & Commercial Buying Power*
© Sales & Marketing Management

build your high-potential profile through sound market research, using data from the *Survey of Industrial & Commercial Buying Power* and other reliable sources. Begin by defining a high-potential market based on your own judgement and experience (Step **B.2.**). Then, collect sample data on this market and conduct some simple interviews—by mail, telephone, or in-person—with your current customers and potential buyers in this market. Your interviews should be conducted in a way that will help you discover different preferences and buying habits. Ask each of your subjects what buying action they would take, as you describe different product features and benefits. Some will disclose their preference for a combination of features and/or benefits that you've described, and the subsequent list of the most popular characteristics from the respondents in your target market will constitute the basis of your high-potential customer profile.

Market analysis

Once you've established these guidelines for evaluating productivity, and a system for identifying high-potential prospects, you are then ready to analyze your market. Market analysis utilizes information on the location, size, and structure of your market that will be needed to plan targeted marketing programs. The data in this issue of the *Survey of Industrial & Commercial Buying Power* are tailor-made for this purpose (see Step **II.A.**).

Analysis of your market as part of a structured, productivity-oriented process has significant implications in sales territory allocations, as well as the selection of techniques for reaching specific market segments within these territories. For example, you may find counties showing great potential that currently have no assigned salespeople, or others with plenty of salespeople but a low potential.

Instituting a productivity program

With the information gathered in the previous two steps, you are now in an excellent position to make sound recommendations on how to go about improving your overall marketing productivity through analysis of the specific data for each of your newly targeted markets (**III.A.**). This can involve anything from the complete overhaul of your present marketing program to simply making a few minor changes that will improve your productivity in the long run (Step **III.B.**)

Monitoring customer orders

This final step will help to ensure that your targeting program achieves its full potential, that is, being able to identify each individual customer in terms of their high-potential profile and monitoring new orders with a system designed around these characteristics (Step **IV**).

With information from the *Survey* applied to the four-step process outlined above, you can produce dramatic increases in overall marketing productivity, while keeping costs under control. The greater efficiency that this program provides is something that all marketers can use. The question now is not whether you *will* begin your own productivity improvement program like this but, rather, *when* you will begin. Once you've started using this approach based on data from *S&MM's Surveys*, you'll find yourself wondering how you ever managed the marketing function without it. Remember, to manage change, you must have information. Without it, the marketing battle is lost. The *Survey of Industrial & Commercial Buying Power* is the tactical manual that can help you to fight and win on the industrial marketing battlefield. Use it—or lose it.

SURVEY HIGHLIGHT

The nation's largest employers: 8062 is the big winner

MANUFACTURING

Rank	SIC	Industry	Total Employment
1	3079	Misc. plastics products	438,191
2	3714	Motor-vehicle parts & accessories	372,832
3	3573	Electronic computing equipment	326,908
4	3711	Motor vehicles & car bodies	323,382
5	3662	Radio & TV communication equipment	308,923
6	2711	Newspapers	301,724

NONMANUFACTURING

Rank	SIC	Industry	Total Employment
1	8062	General medical & surgical hospitals	2,907,535
2	6025	National banks, federal reserve	683,064
3	7011	Hotels, motels, & tourist courts	476,296
4	4911	Electric services	349,426
5	4011	Railroads, line-haul operating	311,507
6	1629	Heavy construction, N.E.C.	282,405

N.E.C.—Not Elsewhere Classified.
Notes: Rankings show employment figures for only those industries included in the *1984 Survey of Industrial & Commercial Buying Power*. Not all nonmanufacturing industries are surveyed.
Source: *Sales & Marketing Management's 1984 Survey of Industrial & Commercial Buying Power*.
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Survey battle plan: An outline

For purposes of explanation, we have created a fictitious New England-based company that designs and manufactures computer software packaging, currently in the process of instituting a productivity improvement program. In order to locate its prospective customers, data from the *Survey of Industrial & Commercial Buying Power* is being used to identify markets that hold the most potential for its products. This outline is a step-by-step sequence showing how *Survey* statistics can be used in targeting not only markets but also the primary and secondary industries within those markets, based on 4-digit SIC industry-groups. The accompanying article, "*SICBP:* Your Manual on the Marketing Battlefield" (page 6), explains how this information can be utilized in your own program.

I. SALES FORCE PRODUCTIVITY PROFILE & CUSTOMER/MARKET PROFILE

A. Productivity profile

1. Cost of a single sales call:

Total selling costs	$1,147,500
Total number of salespeople	25
Average no. calls-per-day	2
Total calls-per-day	50
Total working days per year	250
Total calls-per-day	50
Total calls-per-year	12,500

Total selling costs divided by total calls-per-year =

COST-PER-CALL $91.80

2. Number of calls required to make a sale (call-to-order ratio):

Total orders for the year	800
Total calls-per-year	12,500

Total calls-per-year divided by total orders for the year = 15.62 calls-per-order

CALL-TO-ORDER RATIO 16 to 1

3. Average size of orders:

Total orders for the year	800
Total dollar volume of orders for the year	$2,320,000

Total dollar volume divided by total orders for the year =

AVERAGE SIZE OF EACH ORDER $2,900

B. Customer/market profile

1. Obtain characteristics of high-potential customer:

a. Sales force opinion poll
b. Analysis of recent customers
c. Characteristics of competition's customer

2. Select sample high-potential market for in-depth analysis:

a. Name: Middlesex County, MA
Target SIC: 7372—Computer programming & software

Vital statistics: Nearly 6% of the total U.S. output of this industry group comes from this county's 53 establishments, which generated $450.3 million in shipments/receipts in 1982. This is one of the top 10 counties in the U.S. in this industry group, and a natural for selection as a high-potential market for a software packaging company. Approximately 75% of the county's shipments/receipts are generated by the 11 establishments with 100 or more employees.

3. Conduct interviews with customers in the sample market, using one or more of the following methods:

a. Mail survey
b. Telephone interview
c. Personal interview
(Collect information on customer buying habits, preferences for

SIC 7372: Ground zero

County	Establishments Total	Establishments Large	Total Shipments/ Receipts ($ Mil.)	% Of U.S. SIC	$ Vol. Orders 1982	Total Orders	Number Of Salespeople
Westchester, NY	10	4	$896.5	10.47%	$125,800	24	2
Los Angeles, CA	55	16	766.4	8.95	52,800	12	2
Hennepin, MN	18	7	530.5	6.20	—	0	0
Middlesex, MA	53	11	450.3	5.26	22,400	6	3
Dallas, TX	16	5	381.3	4.45	37,600	14	1
Montgomery, OH	10	4	378.6	4.42	35,200	8	2
Santa Clara, CA	45	18	361.1	4.22	72,200	18	3
Montgomery, PA	15	6	270.9	3.16	17,400	6	1

A brief analysis of this data shows that the orders in these eight counties comprise 11% of all company orders and 15.6% of order dollars. Recommendations based on analysis of these markets are listed in Section III. B. of this outline.
Source: *S&MM's 1983 Survey of Industrial & Commercial Buying Power*
© Sales & Marketing Management

specific features or benefits, size, shape, design, weight, etc.)

4. Building of actual profile: Using the results from your interviews and the characteristics from your sample high-potential market, develop a list of markets that meet the qualifications outlined in your profile. Criteria such as the number of large establishments, total employment, percent of U.S. shipments, as well as information on buyer preferences, can all be used to determine which markets will be selected. **Section II., MARKET ANALYSIS,** deals with specific markets to be targeted.

II. MARKET ANALYSIS

A. Selecting high-potential markets

In the accompanying table, the criteria for selecting markets is limited to a single characteristic, although more than one variable should be used. Here, only those counties that account for *more than 3% of total U.S. shipments receipts* in SIC 7372 have been selected. Along with data from the *Survey of Industrial & Commercial Buying Power*, additional hypothetical figures show the number of salespeople presently assigned to these areas and the total dollars in orders generated by each county in 1982. By analyzing the territory assignments vs. actual revenues, marketers can make the necessary adjustments to take advantage of markets showing greater potential, and cut back in areas having too much coverage and too little revenue.

III. INSTITUTING A SALES PRODUCTIVITY PROGRAM

A. Ways to improve marketing productivity

1. Reduce cost-per-call.
2. Reduce call-to-order ratio.
3. Increase size of average order.
4. Make improvements in territory coverage.

B. Make recommendations based on market analysis

The most obvious adjustment concerns the *Hennepin County, MN*, area, where there are presently no assigned salespeople (see table). Because this market accounts for more than 6% of all U.S. shipments receipts in this SIC, immediate attention should be given to this very important territory. In other areas, territorial readjustment is indicated in the *Montgomery County, OH*, market, where 2 salespeople are presently covering 10 establishments which account for just over $35,000 in orders. *Dallas*, on the other hand, has a total of 16 establishments, $37,600 in orders, but only one assigned salesperson. Also, by dividing the number of orders into the dollar volume in a market, an average size-of-order figure can be calculated that can show whether a market is high or low in terms of potential. In the eight markets listed, only two are at or below the company average of $2,900 per order, indicating that these markets have high potential in terms of dollars-per-order, and should be given priority status. Other useful bits of information can be gleaned from these figures, and this list can be extended to include all counties that have 1,000 or more employees in this SIC industry, providing marketers with an instant roster of potential territories. In addition, other SIC industries that may produce potential customers should also be analyzed as possible secondary markets. *SIC 7399*—business services (not elsewhere classified), *SIC 3573*—electronic computing equipment manufacturing, and *SIC 3574*—calculating & accounting machine manufacturing are all worth investigating as possible markets for software-related packaging and/or package design.

IV. MONITORING NEW ORDERS

A. Order-entry information should include profiling data that will help identify high-potential customers.

B. Compare this data with the high-potential profile from Step I.B.

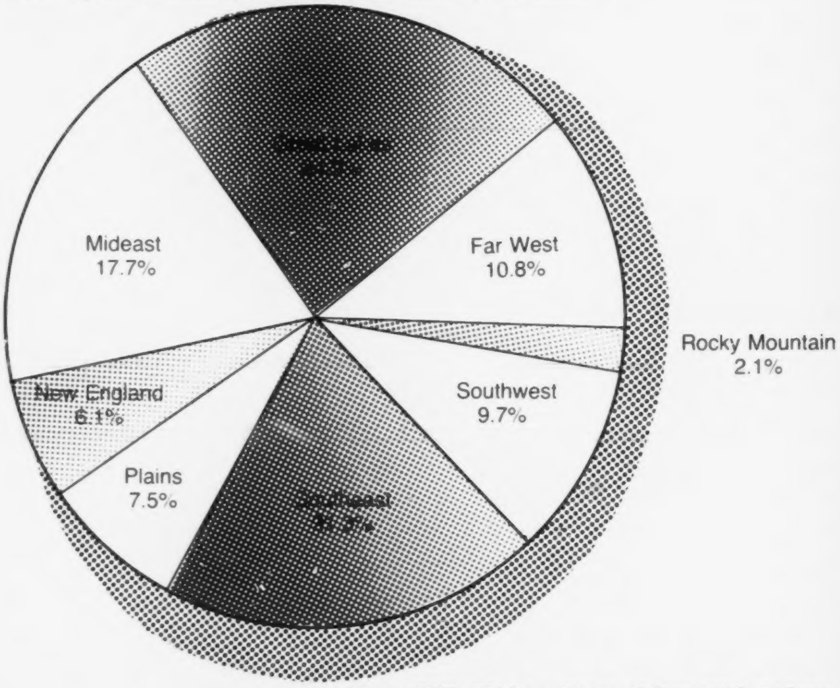
C. Be aware of new information that may help you adjust your method of data collection as changes in markets and customers occur.

D. Gather data on your salespeople's call patterns and orders to be sure that all high-potential markets and establishments are being adequately covered. **S&MM**

SURVEY HIGHLIGHT

Regional manufacturing: Who's got the biggest slice?

1983 regional percentages of U.S. manufacturing shipments



Sources: *S&MM's 1984 Survey of Industrial & Commercial Buying Power*
Map generated by Trinet
© Sales & Marketing Management

Industrial outlook: Ch-ch-changes

By RICHARD P. KERN
Editorial Director
Survey of Industrial
& Commercial Buying Power

Regular readers of "S&MM's Survey of Industrial & Commercial Buying Power" may notice something different about this year's issue. These are most likely the same readers who noticed something different about last year's "SICBP," namely, that we had changed the presentation format of the SIC-related data in order to make it more useful to our subscribers. Well, it seems we were wrong. The response to the new format was, to put it mildly, slightly negative. Consequently, we have decided to reinstate the two-section format, hopefully proving once again that the ability to respond to change breeds success.

1984: The Survey

One thing that has been held over from last year's *Survey* format is the addition of nonmanufacturing industry data, for marketers interested in these areas. At this point, nonmanufacturing statistics are somewhat more limited than those for manufacturing industries, although we'll be adding more nonmanufacturing information as it becomes available.

Data this year are provided in two basic configurations—Section A: U.S. totals for 4-digit SIC industries (both manufacturing & nonmanufacturing), and Section B: State and county totals listed geographically. This section (beginning on page 55) constitutes the largest part of the *Survey's* data and gives marketers a set of current statistics showing, among other things, total shipments/receipts for a county's manufacturing industries, as well as dollar amounts for the 4-digit SIC industries with 1,000 or more employees. A percentage figure also shows what part of U.S. total shipments/receipts a county accounts for, both in total manufacturing and in the 4-digit industries listed.

Survey highlights this year, in addition to our regular updates, concern the nation's largest employers, regional shipment concentrations, 2-digit major group summaries, and the return of the top 50 metro markets in terms of manufacturing activity, giving marketers a direct link to *S&MM's* other *Survey* issues.

1983: A review

There's been a lot of talk lately about the resurgence of U.S. industry over the last 18 months, and now the numbers are beginning to reflect the news. Regional shipments, after falling off between 1981 and 1982, have begun to climb once again, with both plant *and* shipment totals up for all nine of the nation's regions. The only declines that were recorded were on the state level, although only four states reported drops in their manufacturing shipments totals—South Dakota, Washington, West Virginia, and Wyoming.

An interesting consequence of this resurgence of activity is that average shipments-per-plant figures were down in 1983. This is partly because increases in plant totals outpaced gains in shipments dollars, an indication that growth is occurring in the number of smaller, low-level manufacturing establishments that, at this point, have little effect on combined shipment totals that number in the tens of millions of dollars.

As far as the industrial orientation of the country is concerned, our list of the 50 biggest manufacturing industries (page 24), still shows SIC 2911—petroleum refining—as the nation's No. 1 business in terms of shipment dollars generated, a spot it has held since 1977. Motor vehicles & car bodies—SIC 3711—also remains high on the list of manufacturing industries; formerly No. 1 prior to 1977, it is now No. 2. The most telling bit of information here, however, is not the relative rank of these industries, but rather, their shipment figures. While total petroleum shipments have actually declined in the last year, they have not decreased enough to change the industry's ranking. Motor vehicles, on the other hand, show an increase in total shipments but remain in the No. 2 slot. If this trend continues, we may see the eventual re-emergence of the U.S. auto industry as the No. 1 manufacturing industry—something tnat would have been unthinkable just a few years ago.

At the same time, SIC 3573—electronic computing equipment—has jumped from ninth to fifth, recording a 37% increase in total shipments dollars between 1982 and 1983, more than any other industry in the top 10. Marketers should keep a close eye on this industry as it continues to grow and new hotbeds of electronics-related industry come into play.

Overall, recovery is most evident in the shipments figures of the nation's leading industries. Only 16 out of the top 50 showed any decline between 1982 and 1983, with construction machinery and miscellaneous machinery joining petroleum refining as the biggest 12-month losers. Virtually all other areas, however, have shown some increases, and this means that things are looking up for U.S. manufacturing.

On the county level in manufacturing, Los Angeles County remains in the No. 1 slot, ahead of No. 2, Cook County, IL, for the second straight year. In each of these counties, the now-familiar SIC 2911—petroleum refining—is charted as the leading SIC industry, just as it is in 4 of the top 10 U.S. manufacturing counties. New counties to watch in the top 50 this year include Ingham, MI, SIC 3711; San Diego, CA, SIC 3573; and Forsythe, NC, SIC 2111. Only 9 counties out of the top 50 reported declines in shipment dollar totals for 1983, and even then, the changes were not all that significant. Again, average shipments per plant were down, despite gains in all other areas, which indicates that the trend reaches to the local level as well. Cutbacks in production have also been a factor, but, it's hoped, as shipments figures rise, we will see a leveling off and, eventually, a return to annual increases.

1984: And beyond

Is the U.S. in the midst of a manufacturing boomlet? Quite a few analysts say yes, and the numbers now seem to support them. Increases are, of course, on the conservative side, but at least we are seeing an end to the declines of years past. At the same time, new industries, such as those in the electronics and service fields, are beginning to expand, while America's big three—steel, automobiles, and petroleum—are still hanging on, working their way slowly out of the slump. For example, in our listing of the top 50 metro markets in manufacturing (page 8), the Beaumont–Port Arthur metro area has, in two years, jumped from No. 15 to No. 9, with the majority of industrial activity in petroleum-related areas. San Jose, in the same period, has moved from 17th to 11th place by virtue of a burgeoning electronics industry, with four electronics-related SICs—3573, 3662, 3674, & 3679—chalking up over $12 billion in shipments in 1983 alone.

So, as the old industries begin their recovery and the new ones continue to grow, things cannot help but get better for industrial marketers too. The management of sound marketing information has always been the key to success in selling, and the *Survey of Industrial & Commercial Buying Power* is the best place to go to find out what changes are in store—both this year, and in years to come.

SURVEY HIGHLIGHT

The Survey vs. the Bureau: 1983 shipment totals as reported by . . .

SIC	Industry	1983 Shipment Totals ($ Mil.) Trinet	Census Bureau	% Change 1982–83 Trinet	CB	Trinet Shipment Total As A % Of CB Totals
	Durable Goods	**$ 949,531**	**$1,022,476**	**+ 7.5%**	**+10.9%**	**93%**
24	Lumber	46,832	N.A.	+10.4	N.A.	N.A.
25	Furniture	27,259	N.A.	+23.5	N.A.	N.A.
32	Stone, clay, & glass	42,680	49,047	+12.3	+11.4	87
33	Primary metals	113,481	115,829	+20.6	+ 8.2	98
34	Fabricated metals	112,932	121,670	+ 0.9	+ 6.7	93
35	Nonelectrical machinery	168,560	179,512	−6.4	− 0.6	94
36	Electrical & electronic equip.	153,289	157,001	+19.0	+11.7	98
37	Transportation equip.	236,587	240,396	+18.1	+23.0	98
38	Instruments	47,911	49,944	+13.9	+ 2.2	96
	Nondurable Goods	**$1,017,513**	**$1,030,289**	**+11.6%**	**+ 4.3%**	**99%**
20	Food	270,063	287,866	+ 9.7	+ 3.8	94
21	Tobacco	17,738	18,165	+30.0	+25.7	98
22	Textile products	51,546	52,209	+10.3	+10.6	99
23	Apparel	49,698	N.A.	+ 2.5	N.A.	N.A.
26	Paper products	82,635	85,680	+ 8.8	+ 8.5	96
27	Printing & publishing	79,944	N.A.	+ 7.0	N.A.	N.A.
28	Chemicals	177,920	189,198	+15.9	+ 9.5	94
29	Petroleum & coal prod.	187,954	191,043	− 6.3	− 8.0	98
30	Rubber & plastics	48,814	51,935	+15.6	+ 3.5	94
31	Leather	8,521	N.A.	−24.2	N.A.	N.A.
	All Manufacturing	**$1,967,044**	**$2,052,765**	**+ 9.6%**	**+ 7.5%**	**96%**

N.A.—Not Available.

[1] Trinet's data does not include establishments with less than 20 employees or those in Alaska and Hawaii; hence, its shipments totals should always be less than those reported by the Census Bureau. Also, boldface totals will not always reflect the sum of details due to additional "miscellaneous" category totals not shown here.

Sources: *Sales & Marketing Management's 1984 Survey of Industrial & Commercial Buying Power*; Census Bureau, *Manufacturers Shipments, Inventories, and Orders M3-1.12.*

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Survey errata

The *1983 Survey of Industrial & Commercial Buying Power* (*S&MM*, Apr. 25) contained three Highlight tables that were mistakenly generated from a defective tape. As a result, the 1982 data contained in these tables were overstated. For our readers who regularly use these figures for charting trends or annual rates of increase, we are reprinting them in this year's *Survey*, along with current data. The tables are: **Regional and State Summaries of Manufacturing Markets; Top 50 Counties in Manufacturing Activity**; and **Profile of the 50 Biggest Manufacturing Industries**. We regret any inconvenience this may have caused our readers.

SURVEY HIGHLIGHT

Regional and state summaries of manufacturing markets

Region & State	Total Plants		Large Plants		Shipments ($ Mil.)		% Of U.S.		Average Shipments Per Plant ($000)		Plant Index U.S. = 100		% In Large Plants	
	1983	1982	1983	1982	1983	1982	1983	1982	1983	1982	1983	1982	1983	1982
NEW ENGLAND	**12,683**	**11,918**	**3,488**	**3,465**	**$117,936.9**	**$112,153.9**	**6.0578%**	**6.2530%**	**$9,299**	**$9,410**	**71**	**69**	**77%**	**77%**
Connecticut	3,577	3,316	920	887	35,830.9	34,784.7	1.8404	1.9394	10,017	10,490	77	77	80	81
Maine	844	812	284	299	8,798.6	8,401.8	.4519	.4684	10,425	10,347	80	76	80	79
Massachusetts	5,290	5,030	1,521	1,533	51,273.1	48,374.7	2.6336	2.6971	9,692	9,617	74	71	78	77
New Hampshire	841	781	283	280	7,926.0	7,306.8	.4071	.4074	9,424	9,356	72	69	79	79
Rhode Island	1,697	1,575	356	344	10,549.0	10,221.6	.5418	.5699	6,216	6,490	48	48	65	65
Vermont	434	404	124	122	3,559.3	3,064.3	.1828	.1708	8,201	7,585	63	56	72	69
MIDEAST	**30,980**	**26,746**	**8,396**	**7,838**	**$344,282.1**	**$321,074.3**	**17.6839%**	**17.9011%**	**$11,113**	**$12,005**	**85**	**89**	**79%**	**81%**
Delaware	267	251	84	88	6,624.1	6,221.8	.3402	.3469	24,809	24,788	190	183	89	89
District of Columbia	143	138	30	31	1,945.6	2,030.3	.0999	.1132	13,606	14,712	104	109	82	83
Maryland	1,890	1,804	564	582	24,441.5	23,532.5	1.2554	1.3120	12,932	13,045	99	96	81	81
New Jersey	7,609	6,583	1,858	1,710	81,302.2	76,309.0	4.1760	4.2545	10,685	11,592	82	86	76	79
New York	12,036	9,776	3,034	2,661	114,826.4	100,971.9	5.8980	5.6295	9,540	10,329	73	76	76	78
Pennsylvania	9,035	8,194	2,826	2,766	115,142.3	112,008.8	5.9142	6.2449	12,744	13,670	98	101	83	84
GREAT LAKES	**34,286**	**31,500**	**9,475**	**9,297**	**$485,108.7**	**$447,056.8**	**24.9174%**	**24.9250%**	**$14,149**	**$14,192**	**108**	**105**	**84%**	**84%**
Illinois	10,081	9,020	2,838	2,769	120,555.8	118,093.1	6.1923	6.5841	11,959	13,092	92	97	81	82
Indiana	3,986	3,733	1,285	1,260	65,000.4	59,675.1	3.3387	3.3271	16,307	15,986	125	118	84	84
Michigan	7,696	7,068	1,640	1,651	128,251.9	105,876.7	6.5876	5.9030	16,665	14,980	128	111	87	85
Ohio	8,821	8,309	2,581	2,533	119,670.2	114,047.1	6.1468	6.3585	13,567	13,726	104	101	84	84
Wisconsin	3,702	3,370	1,131	1,084	51,630.4	49,364.8	2.6520	2.7523	13,947	14,648	107	108	82	83
PLAINS	**11,108**	**9,486**	**2,860**	**2,704**	**$146,684.0**	**$135,537.6**	**7.5343%**	**7.5567%**	**$13,205**	**$14,288**	**101**	**105**	**78%**	**80%**
Iowa	1,813	1,559	451	421	25,734.0	23,297.1	1.3218	1.2989	14,194	14,944	109	110	76	80
Kansas	1,583	1,491	373	368	25,898.7	25,295.8	1.3303	1.4103	16,361	16,966	125	125	82	82
Minnesota	2,838	2,364	772	742	34,912.0	31,692.9	1.7932	1.7670	12,302	13,406	94	99	77	80
Missouri	3,446	2,771	937	862	43,433.3	39,012.3	2.2309	2.1751	12,604	14,079	97	104	81	84
Nebraska	809	746	230	219	11,969.1	11,687.8	.6148	.6516	14,795	15,667	113	116	75	76
North Dakota	219	186	34	26	1,913.0	1,691.9	.0983	.0943	8,735	9,096	67	67	49	50
South Dakota	400	369	63	66	2,823.9	2,859.8	.1450	.1594	7,060	7,750	54	57	54	57
SOUTHEAST	**30,385**	**26,575**	**10,107**	**9,733**	**$414,709.4**	**$374,578.7**	**21.3013%**	**20.8841%**	**$13,648**	**$14,095**	**105**	**104**	**82%**	**83%**
Alabama	2,609	2,000	865	803	31,029.8	26,527.6	1.5938	1.4790	11,893	13,264	91	98	78	80
Arkansas	1,487	1,307	520	496	20,457.6	18,003.7	1.0508	1.0038	13,758	13,775	105	102	79	80
Florida	4,108	3,463	878	819	36,003.7	32,843.5	1.8493	1.8311	8,764	9,484	67	70	72	74
Georgia	3,510	3,291	1,161	1,158	42,797.6	39,802.2	2.1983	2.2191	12,193	12,094	93	89	79	80
Kentucky	1,786	1,546	584	568	30,145.2	26,747.9	1.5484	1.4913	16,879	17,301	129	128	85	86
Louisiana	1,731	1,612	503	504	46,309.8	45,194.4	2.3787	2.5198	26,753	28,036	205	207	85	85
Mississippi	1,736	1,352	640	542	19,982.2	16,592.8	1.0264	.9251	11,510	12,273	88	91	78	80
North Carolina	4,981	4,295	1,906	1,836	65,310.9	56,816.7	3.3547	3.1677	13,112	13,229	100	98	83	85
South Carolina	2,140	1,897	877	867	30,202.2	28,353.6	1.5513	1.5808	14,113	14,947	108	110	85	87
Tennessee	3,227	3,000	1,159	1,138	42,742.7	38,307.7	2.1955	2.1358	13,245	12,769	101	94	84	84
Virginia	2,340	2,160	795	784	37,150.6	32,561.8	1.9082	1.8154	15,876	15,075	122	111	85	84
West Virginia	730	652	219	218	12,577.1	12,826.8	.6460	.7151	17,229	19,673	132	145	86	87
SOUTHWEST	**10,514**	**9,175**	**2,770**	**2,706**	**$188,388.6**	**$175,632.8**	**9.6765%**	**9.7922%**	**$17,918**	**$19,143**	**137**	**141**	**82%**	**84%**
Arizona	964	834	201	191	14,865.7	13,299.8	.7636	.7415	15,421	15,947	118	118	83	84
New Mexico	396	314	76	77	5,417.2	4,762.3	.2783	.2655	13,680	15,167	105	112	64	69
Oklahoma	1,547	1,260	383	356	28,479.5	26,615.0	1.4628	1.4839	18,410	21,123	141	156	85	87
Texas	7,607	6,767	2,110	2,082	139,626.2	130,955.7	7.1718	7.3013	18,355	19,352	141	143	82	83
ROCKY MOUNTAIN	**3,238**	**2,689**	**708**	**639**	**$40,326.9**	**$35,794.5**	**2.0714%**	**1.9957%**	**$12,454**	**$13,311**	**95**	**98**	**72%**	**73%**
Colorado	1,551	1,278	310	279	17,018.1	14,934.3	.8741	.8326	10,972	11,686	84	86	74	75
Idaho	357	302	119	106	5,095.7	3,944.8	.2617	.2199	14,274	13,062	109	96	77	73
Montana	300	259	45	44	3,354.6	3,637.0	.1723	.2028	11,182	14,042	86	104	65	67
Utah	835	694	204	188	10,623.6	10,170.9	.5457	.5671	12,723	14,655	97	108	72	75
Wyoming	195	156	30	22	4,234.9	3,107.5	.2175	.1733	21,717	19,920	166	147	61	63
FAR WEST	**15,931**	**14,288**	**4,300**	**4,129**	**$209,434.2**	**$191,777.1**	**10.7575%**	**10.6923%**	**$13,146**	**$13,422**	**101**	**99**	**80%**	**81%**
Alaska	5	N.A.	3	N.A.	649.5	N.A.	.0334	N.A.	29,900	N.A.	229	N.A.	97	N.A.
California	11,776	10,911	3,276	3,177	154,726.4	141,773.0	7.9474	7.9044	13,139	12,994	101	96	81	81
Hawaii	297	N.A.	58	N.A.	3,302.7	N.A.	.1696	N.A.	11,120	N.A.	85	N.A.	71	N.A.
Nevada	158	130	29	31	1,428.1	1,287.9	.0734	.0718	9,039	9,907	69	73	58	61
Oregon	1,859	1,563	472	463	18,832.7	16,654.2	.9673	.9285	10,131	10,655	78	79	72	73
Washington	1,836	1,684	462	458	30,494.8	32,062.0	1.5663	1.7876	16,609	19,039	127	141	83	85
U.S.	**149,125**	**132,377**	**42,104**	**40,511**	**$1,946,870.8**	**$1,793,605.7**	**100.0000%**	**100.0000%**	**$13,055**	**$13,549**	**100**	**100**	**81%**	**82%**

Total Plants: Establishments with 20 or more employees. **Large Plants**: Establishments with 100 or more employees. **Shipments**: Gross value of all products produced. **% Of U.S.**: Share of U.S. total shipments. **Average Shipments Per Plant**: Mathematical average computed by dividing total plants into total shipments. **Plant Index**: State's average shipments per plant as a ratio of all-U.S. average, $13,055,000, which represents par, or 100; the number above or below 100 indicates degree by which state is above or below the U.S. norm. **% In Large Plants**: Share of shipments accounted for by plants with 100 or more employees.

Note: Details may not add up to totals due to rounding.

Source: *Sales & Marketing Management's 1984 Survey of Industrial & Commercial Buying Power*

Sales & Marketing Management

SURVEY HIGHLIGHT

Top 50 counties in manufacturing activity

1983 Rank	County/State		Total Shipments ($ Mil.)		Total Plants		Average Shipments Per Plant ($000)		Leading SIC Industry		Shipments Of Leading SIC ($ Mil.)		Shipments As Share Of: U.S. SIC Total		All-Mfg. County	
			1983	1982	1983	1982	1983	1982	1983	1982	1983	1982	1983	1982	1983	1982
1	Los Angeles,	CA	$69,297	$66,794	5,553	5,347	$12,479	$12,492	2911	2911	$11,457	$12,191	6.3%	6.4%	16.5%	18.3%
2	Cook,	IL	62,621	60,353	5,950	5,463	10,525	11,048	2911	2911	4,187	4,251	2.3	2.2	6.7	7.0
3	Wayne,	MI	32,086	30,590	1,725	1,615	18,601	18,941	3711	3711	12,030	10,216	11.8	13.6	37.5	33.4
4	Harris,	TX	30,229	30,167	1,576	1,439	19,181	20,964	2911	2911	11,134	11,496	6.1	6.0	36.8	38.1
5	Santa Clara,	CA	22,014	17,823	982	782	22,418	22,792	3573	3674	5,406	3,755	13.7	33.9	24.6	21.1
6	Jefferson,	TX	21,195	21,481	108	100	196,246	214,808	2911	2911	18,608	19,213	10.3	10.0	87.8	89.4
7	Cuyahoga,	OH	17,983	16,824	1,885	1,824	9,540	9,224	3714	3714	2,218	1,982	5.2	5.3	12.3	11.8
8	Oakland,	MI	17,512	11,335	1,201	1,105	14,581	10,258	3711	3711	11,377	4,941	11.2	6.6	65.0	43.6
9	Hamilton,	OH	17,425	17,368	896	860	19,448	20,195	3711	3711	2,607	2,167	2.6	2.9	15.0	12.5
10	New York,	NY	16,296	13,934	3,294	2,532	4,947	5,503	2721	2721	3,236	3,121	30.1	31.2	19.9	22.4
11	Middlesex,	MA	15,579	14,336	1,409	1,313	11,057	10,919	3573	3573	2,294	1,696	5.8	5.9	14.7	11.8
12	St. Louis Ind. City,	MO	15,188	13,636	1,161	968	13,081	14,087	3721	3721	2,401	2,472	7.5	8.4	15.8	18.1
13	Philadelphia,	PA	14,801	14,628	1,326	1,231	11,162	11,883	2911	2911	2,455	2,535	1.4	1.3	16.6	17.3
14	Genesee,	MI	14,188	11,044	137	125	103,559	88,352	3711	3711	11,748	8,872	11.6	11.8	82.8	80.3
15	Ingham,	MI	13,897	—	147	—	94,536	—	3711	—	12,909	—	12.7	—	92.9	—
16	Dallas,	TX	13,579	11,516	1,272	1,168	10,675	9,860	3721	3674	1,230	753	3.8	6.8	9.1	6.5
17	Milwaukee,	WI	13,362	12,927	871	818	15,341	15,803	2082	2082	1,715	1,464	14.4	13.9	12.8	11.3
18	Orange,	CA	12,631	10,745	997	931	12,669	11,541	3662	3662	2,158	1,664	6.6	5.6	17.1	15.3
19	Jefferson,	KY	12,117	10,513	457	409	26,514	25,705	2111	2111	1,507	1,627	11.5	14.9	12.4	15.5
20	Union,	NJ	11,933	12,563	804	713	14,842	17,619	2911	2911	2,994	4,772	1.7	2.5	25.1	38.0
21	Hennepin,	MN	11,588	10,159	1,086	924	10,670	10,994	3573	3573	1,250	813	3.2	2.8	10.8	8.0
22	King,	WA	11,542	13,591	765	715	15,088	19,008	3721	3721	3,929	4,780	12.3	16.2	34.0	35.2
23	Fairfield,	CT	11,318	10,773	1,017	935	11,129	11,521	3721	3721	1,741	1,614	5.4	5.5	15.4	15.0
24	Middlesex,	NJ	11,084	11,350	706	617	15,699	18,395	3711	2911	987	2,143	1.0	1.1	8.9	18.9
25	Monroe,	NY	10,833	10,690	416	372	26,041	28,735	3861	3861	6,424	6,228	35.4	35.7	59.3	58.3
26	Bergen,	NJ	10,641	9,064	1,264	1,083	8,418	8,369	2731	2844	471	448	6.2	5.1	4.4	4.9
27	Allegheny,	PA	10,590	10,557	773	705	13,699	14,975	3312	3312	2,888	3,065	7.7	8.0	27.3	29.0
28	Marion,	IN	10,488	9,511	605	577	17,335	16,483	3724	2834	2,022	756	13.3	4.3	19.3	7.9
29	Jackson,	MO	10,425	9,965	552	461	18,886	21,615	3711	3711	2,496	2,074	2.5	2.8	23.9	20.8
30	Hartford,	CT	10,242	10,491	932	878	10,990	11,948	3724	3724	3,406	3,641	22.4	27.6	33.3	34.7
31	East Baton Rouge,	LA	10,210	10,502	138	132	73,988	79,560	2911	2911	7,983	8,242	4.4	4.3	78.2	78.5
32	Baltimore Ind. City,	MD	9,894	9,707	607	584	16,300	16,622	3312	3312	1,807	1,498	4.8	3.9	18.3	15.4
33	Tarrant,	TX	9,710	8,115	686	615	14,155	13,196	3721	3721	2,775	1,749	8.7	5.9	28.6	21.5
34	Nassau,	NY	9,647	8,561	1,125	905	8,575	9,460	3721	3721	2,360	2,438	7.4	8.3	24.5	28.5
35	Maricopa,	AZ	9,582	8,804	695	606	13,787	14,528	3674	3674	1,832	1,467	13.6	13.2	19.1	16.7
36	Lake,	IN	8,967	7,665	207	195	43,318	39,306	3312	2911	3,335	2,376	8.9	1.2	37.2	31.0
37	Delaware,	PA	8,935	9,198	244	215	36,620	42,779	2911	2911	5,360	5,535	3.0	2.9	60.0	60.2
38	Erie,	NY	8,458	8,553	609	517	13,888	16,543	3312	3312	1,129	1,298	3.0	3.4	13.3	15.2
39	Lucas,	OH	8,375	8,150	408	378	20,528	21,059	2911	2911	3,063	3,163	1.7	1.6	36.6	38.8
40	Essex,	NJ	8,038	7,027	1,021	902	7,872	7,790	2834	2833	1,066	865	5.9	27.6	13.3	12.3
41	Kings,	NY	8,019	6,654	1,294	1,131	6,197	5,884	2911	2834	399	360	0.2	2.1	5.0	5.4
42	Ramsey,	MN	7,896	7,577	407	349	19,399	21,711	3573	3573	1,657	1,345	4.2	4.7	21.0	17.7
43	Montgomery,	PA	7,875	7,132	770	679	10,227	10,503	2834	2834	729	671	4.1	3.8	9.3	9.4
44	New Haven,	CT	7,770	7,246	981	906	7,920	7,997	2821	2821	328	290	1.9	1.8	4.2	4.0
45	Galveston,	TX	7,768	7,711	57	53	136,288	145,494	2911	2911	5,708	5,739	3.1	3.0	73.5	74.4
46	Providence,	RI	7,761	7,618	1,360	1,270	5,707	5,998	3911	3911	623	758	25.9	27.0	8.0	9.9
47	San Diego,	CA	7,609	—	545	—	13,962	—	3573	—	975	—	2.5	—	12.8	—
48	Forsythe,	NC	7,581	—	147	—	51,569	—	2111	—	4,582	—	35.0	—	60.4	—
49	Contra Costa,	CA	7,372	7,254	229	210	32,194	34,540	2911	2911	4,446	4,591	2.5	2.4	60.3	63.3
50	Hudson,	NJ	7,238	7,552	791	692	9,151	10,913	2095	3661	690	1,168	12.1	7.7	9.5	15.5
	50-county total		**$721,388**	**$671,574**	**52,188**	**46,791**	**$13,823**	**$14,353**	**N.A.**	**N.A.**	**$200,131**	**$182, 442**	**N.A.**	**N.A.**	**27.7%**	**27.2%**

N.A.—Not Applicable.

Total Shipments: Gross value of all products produced by manufacturing establishments with 20 or more employees. **Total Plants:** The number of manufacturing establishments with 20 or more employees. **Average Shipments Per Plant:** Mathematical average computed by dividing total plants into total shipments. **Leading SIC Industry:** The 4-digit manufacturing industry with the largest volume of shipments among those in the county. **Shipments:** The next three columns refer to shipments by plants located in the listed county, those shipments as a share of the SIC industry's U.S. total, and also as a share of the county's all-manufacturing total (which can be found in data **Section B**, state and county listings). All figures relate to the particular 4-digit SIC industry that appears in the preceeding column. For definitions of these SICs, see data **Section A**, page 50.

Note: Details may not add to totals due to rounding. Blanks indicate the unavailability of 1982 data.

Source: *Sales & Marketing Management's 1984 Survey of Industrial & Commercial Buying Power.*

Sales & Marketing Management.

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SURVEY HIGHLIGHT

Profile of the 50 biggest manufacturing industries

1983 Rank	SIC	Industry	Shipments ($ Mil.)		Total Plants		Average Shipments Per Plant ($ Mil.)		Index U.S.=100		% Shipments Large Plants	
			1983	1982	1983	1982	1983	1982	1983	1982	1983	1982
1	2911	Petroleum refining	$181,383	$191,772	366	352	$495,581	$544,806	3,796	4,021	90%	91%
2	3711	Motor vehicles & car bodies	101,531	75,271	188	179	540,060	420,506	4,136	3,103	99	99
3	2011	Meat-packing plants	44,155	49,264	1,007	1,002	43,848	49,166	335	362	79	80
4	3714	Motor-vehicle parts & accessories	42,500	37,370	1,278	1,249	33,255	29,920	254	220	92	93
5	3573	Electronic computing equipment	39,347	28,719	1,263	1,214	31,154	23,657	238	174	91	90
6	3312	Blast furnaces & steel mills	37,640	38,264	381	357	98,792	107,182	756	791	97	98
7	2869	Industrial organic chemicals, N.E.C.	36,770	32,112	553	525	66,491	61,166	509	451	86	87
8	3662	Radio & TV communication equipment	32,673	29,496	1,272	1,215	25,686	24,276	196	179	89	89
9	3721	Aircraft	32,030	29,419	126	123	254,204	239,176	1,947	1,765	99	99
10	3079	Miscellaneous plastics products	29,894	27,282	5,134	4,892	5,823	5,577	44	41	62	65
11	2711	Newspapers	21,331	20,027	2,577	2,458	8,277	8,148	63	60	74	75
12	2621	Paper mills, except bldg. paper	20,860	18,637	353	343	59,094	54,335	452	401	96	97
13	3861	Photographic equip. & supplies	18,122	17,436	425	397	42,641	43,920	326	324	84	86
14	2834	Pharmaceutical preparations	17,952	17,426	496	464	36,194	37,555	277	277	92	92
15	2821	Plastics materials & resins	17,495	16,487	498	484	35,130	34,063	269	251	83	85
16	2086	Bottled & canned soft drinks	17,140	15,587	1,642	1,607	10,438	9,699	79	71	54	56
17	2026	Fluid milk	17,105	18,828	975	972	17,543	19,370	134	142	67	69
18	3661	Telephone & telegraph apparatus	15,996	15,243	248	228	64,498	66,856	494	493	96	97
19	3724	Aircraft engines & engine parts	15,180	13,211	173	163	87,747	81,050	672	598	95	95
20	2752	Commercial printing, lithographic	14,771	15,190	1,990	1,904	7,422	7,978	56	58	49	52
21	3674	Semiconductors & related devices	13,443	11,092	387	315	34,735	35,212	266	259	94	94
22	2111	Cigarettes	13,094	10,886	10	10	1,309,360	1,088,580	10,029	8,034	100	100
23	2051	Bread, cake, & related products	12,501	11,394	1,423	1,376	8,785	8,281	67	61	81	82
24	3585	Refrigeration & heating equipment	12,443	12,509	565	551	22,022	22,702	168	167	90	89
25	3679	Electronic components, N.E.C.	12,366	—	1,799	—	6,874	—	52	—	79	—
26	2421	Sawmills & planing mills, general	12,302	12,463	2,024	1,957	6,078	6,368	46	46	54	57
27	3531	Construction machinery	12,051	16,201	530	516	22,738	31,397	174	231	90	91
28	2082	Malt beverages	11,935	10,507	79	83	151,077	126,586	1,157	934	98	98
29	2819	Industrial inorganic chem., N.E.C.	11,708	11,487	622	599	18,824	19,177	144	141	85	84
30	2631	Paperboard mills	11,056	10,040	205	203	53,931	49,457	413	365	93	93
31	2721	Periodicals	10,743	10,018	966	929	11,122	10,784	85	79	66	67
32	2013	Sausage & other prepared meats	10,632	11,983	803	760	13,241	15,768	101	116	69	70
33	3011	Tires and inner tubes	10,501	—	129	—	81,401	—	623	—	97	—
34	2653	Corrugated & solid fiber boxes	10,335	10,175	1,129	1,100	9,154	9,250	70	68	72	73
35	2824	Organic fibers, noncellulosic	10,214	9,433	55	58	185,713	162,641	1,422	1,200	99	99
36	3411	Metal cans	9,785	9,556	335	336	29,209	28,446	223	209	89	90
37	2022	Cheese, natural & processed	9,663	10,103	340	327	28,420	30,896	217	228	64	65
38	3443	Fabricated plate work, boiler shops	9,545	9,514	1,337	1,262	7,139	7,538	54	55	68	71
39	2647	Sanitary paper products	9,519	8,689	109	107	87,330	81,207	668	599	92	92
40	3728	Aircraft equipment, N.E.C.	9,459	10,139	635	606	14,897	16,731	114	123	86	87
41	3523	Farm machinery & equipment	9,414	10,237	893	873	10,542	11,726	80	86	77	80
42	3761	Guided missiles & space vehicles	9,264	9,079	68	72	136,231	126,099	1,043	930	98	98
43	2016	Poultry dressing plants	9,204	9,409	308	297	29,884	31,679	228	233	94	95
44	2033	Canned fruits & vegetables	9,152	—	674	—	13,579	—	104	—	86	—
45	2099	Food preparations, N.E.C.	9,144	—	793	—	11,531	—	88	—	65	—
46	2841	Soap & other detergents	8,986	9,220	284	274	31,642	33,649	242	248	77	78
47	3519	Internal combustion engines, N.E.C.	8,985	10,541	146	137	61,544	76,943	471	567	96	96
48	2851	Paints & allied products	8,928	9,227	918	886	9,725	10,414	74	76	58	61
49	2221	Weaving mills, synthetics	8,891	—	346	—	25,695	—	196	—	92	—
50	3599	Machinery, exc. electrical, N.E.C.	8,890	12,432	3,423	3,259	2,597	3,815	19	28	31	33
		50-industry total	**$1,068,025**	**$1,019,306**	**42,280**	**41,971**	**$25,261**	**$24,286**	**193**	**179**	**86%**	**85%**

N.E.C.—Not Elsewhere Classified.

Shipments: Revenue for output of all manufacturing establishments with 20 or more employees. **Total Plants:** Number of establishments with 20 or more employees. **Average Shipments Per Plant:** Mathematical average computed by dividing number of plants into total shipments. **Index:** An industry's average shipments per plant as a ratio of the all-U.S. average, $13.055 million, which represents par, or 100; number above or below 100 indicates degree of variance from the norm. **% Shipments Large Plants:** Share of industry shipments accounted for by plants with 100 or more employees.

Note: Blanks indicate the unavailability of 1982 data.

Source: *Sales & Marketing Management's 1984 Survey of Industrial & Commercial Buying Power.*

Sales & Marketing Management

Profiles and targets: SIC is my copilot

One of the most attractive aspects of the *Survey of Industrial & Commercial Buying Power's* use of the 4-digit Standard Industrial Classification (SIC) system is that sales and marketing executives can manipulate the data according to the size of their particular sales force. In other words, they can use industry data with as much or as little detail as is appropriate to their specific needs.

For example, a marketer with a sales force large enough to allow specialization by highly defined markets can use the 4-digit classifications, or **Specific Industries**, in constructing his sales strategy and deploying personnel. A marketer with a small sales force who can't afford the luxury of industry specialization can use the 2-digit **Major Groups** for the same purposes.

The Highlight table on page 10 contains summary data for all of the 2-digit **Major Groups** in the *Survey*. This same kind of summary can be developed for 3-digit **Industry Groups** by adding up data listed, where the first three digits of the industry code are the same. This information can be found in the section listing U.S. totals for all 4-digit industries, which begins on page 50.

A case in point

This kind of simple analysis can be especially helpful in the formulation of sales strategies in the major industrial or commercial counties where *Survey* data show a sizable number of 4-digit **Specific Industries**, each of which must have 1,000 or more employees in order to be listed. The Highlight table on page 23 lists the 50 biggest counties in terms of shipments/receipts, and the Highlight table on page 11, the 50 biggest in terms of total prospects (number of establishments).

Here is how a marketer who sells to SIC **Major Group** 34—fabricated metals—can make such an analysis of Cuyahoga County, OH, where Cleveland is located. The *Survey* reveals that there are, in this particular county, 14 of the 4-digit **Specific Industries** from SIC **Major Group** 34 that meet the 1,000-employees criterion. The 14 industries have 252 establishments with 20 or more employees, 76 with 100 or more employees, and shipments to-

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talling $1,885.6 million. The customer/prospect profile will look like the one in Table A.

A marketer whose sales force is too small to permit each salesperson to concentrate on a **Specific Industry** can make use of the 3-digit SIC groupings. This customer-prospect file will look like the one in Table B (Industry Groups).

Finally, a marketer whose sales force is too small for even that level of specialization can use the basic 2-digit SIC **Major Group** for planning. His customer-prospect profile is very brief indeed, like the one in Table C, with only one entry.

In each case, the marketer can compare the appropriate aggregates with the **"All Manufacturing"** totals that appear in the State & County Data section that begins on page 55. This tells him the relative importance of each classification in a particular county.

For example, the 4-digit **Specific Industry** of SIC 3465—automotive stamping, accounts for 0.26% of all manufacturing establishments in Cuyahoga County, 0.61% of large manufacturing establishments, and 2.18% of the county's total shipments in manufacturing.

Relevant shares for the 2-digit and 3-digit listings from Tables B and C can also be calculated by matching the appropriate industry aggregates of the county to the relevant U.S. SIC totals from Section A. The percent of U.S. shipments figure will indicate to the marketer the share of his total business that will come from Cuyahoga County, and the percent of total establishments and large establishments will suggest the degree of territory concentration that should be applied to each county in question.

Cuyahoga County: A series of customer/prospect profiles

TABLE A: 4-digit Specific Industries

SIC	Specific Industry	Total Establishments	Large Establishments	Total Shipments/ Receipts ($ Mil.)
3429	Hardware, N.E.C.	14	5	$ 88.9
3433	Heating equip., exc. elect. & warm air	10	3	45.7
3441	Fabricated structural metal	29	7	106.2
3444	Sheet-metal work	22	3	56.4
3451	Screw machine products	36	4	78.2
3452	Bolts, nuts, rivets, & washers	32	15	238.5
3462	Iron & steel forgings	26	7	138.6
3463	Nonferrous forgings	3	1	201.1
3465	Automotive stamping	5	3	392.7
3469	Metal stampings, N.E.C.	42	15	191.3
3471	Plating & polishing	41	—	46.6
3494	Valves & pipe fittings	18	3	97.5
3496	Misc. fabricated wire products	13	4	37.4
3499	Fabricated metal products, N.E.C.	37	6	166.5

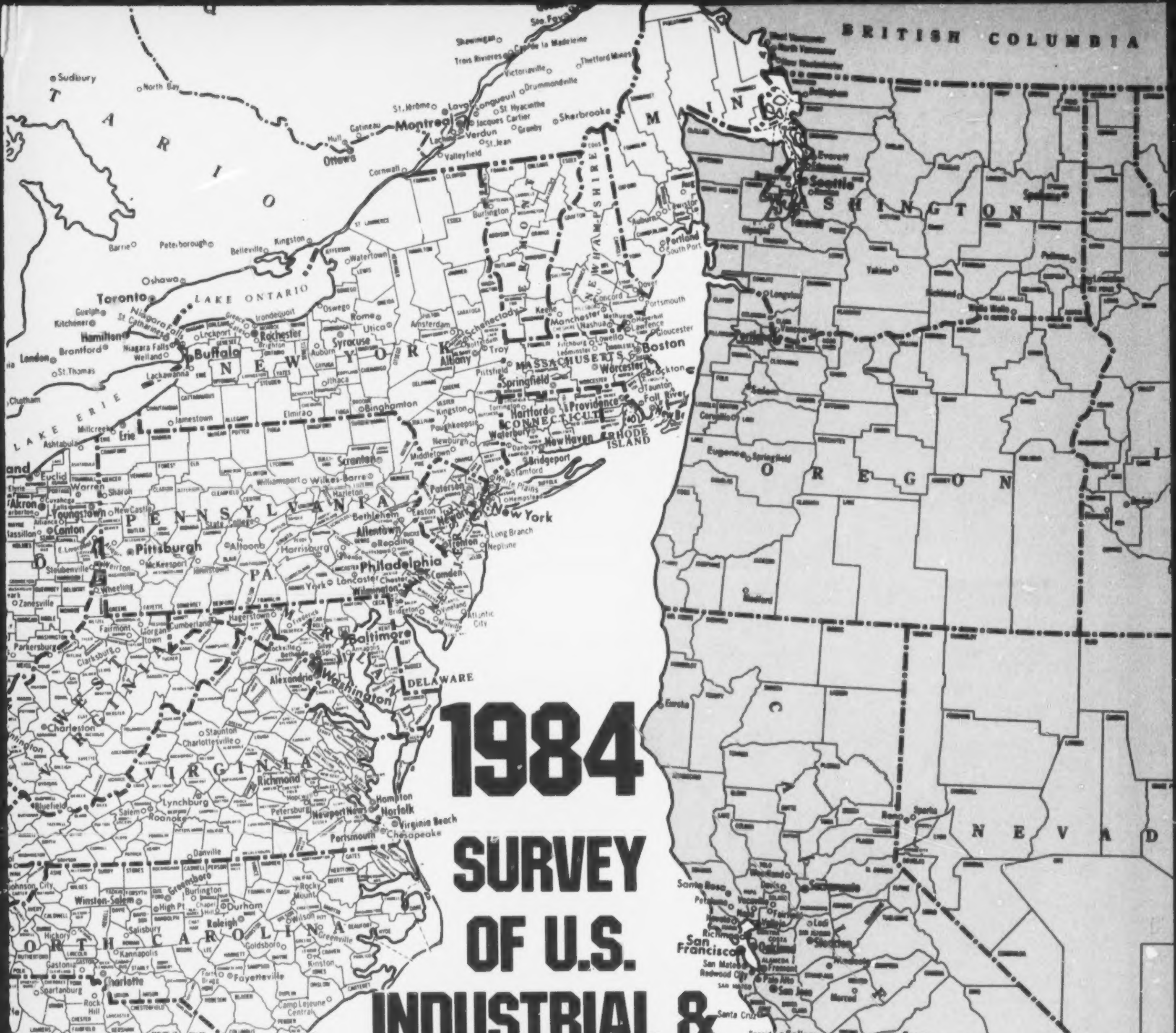
Note: **N.E.C.**—Not Elsewhere Classified.

TABLE B: 3-digit Industry Groups

SIC	Industry Group	Total Establishments	Large Establishments	Total Shipments/ Receipts ($ Mil.)
342	Cutlery, hand tools, & gen. hardware	14	5	$ 88.9
343	Heating equip., exc. elect. & warm air; plumbing fixtures	10	3	45.7
344	Fabricated structural metal products	51	10	162.6
345	Screw machinery products & bolts, nuts, screws, rivets, & washers	68	19	316.7
346	Metal forgings & stampings	76	26	923.7
347	Coatings, engravings, & allied services	41	—	46.6
349	Misc. fabricated metal products	68	13	301.4

TABLE C: 2-digit Major Groups

SIC	Major Group	Total Establishments	Large Establishments	Total Shipments/ Receipts ($ Mil.)
34	Fabricated metals	328	76	$1,885.6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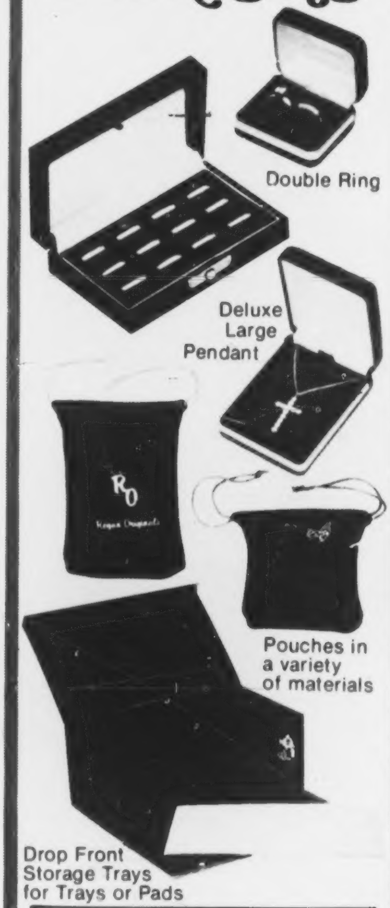
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SIC: The system explained

The **Standard Industrial Classification (SIC)** system was developed by the federal government to facilitate the collection and analysis of data pertaining to all industries involved in economic activity in the U.S.

Within the system, each major area of activity, referred to as a **Division** (A,B,C, etc.), is first assigned a range of 2-digit classification codes. For example, the manufacturing division (Division D), includes SICs 20 to 39, with each 2-digit designation denoting a **Major Group**, such as SIC 20—Food. These, in turn, are subdivided into more than 150 3-digit **Industry Groups**, such as SIC 208—beverages. At the next level of detail, 4-digit **Specific Industries** are identified (SIC 2082—malt beverages, or SIC 2086—bottled & canned soft drinks.)

The *Survey of Industrial & Commercial Buying Power* uses these 4-digit classification codes, since this is the level of detail most widely used by marketers.

The basic reporting unit in the SIC system is the *Individual Establishment*, defined as a "single physical location where business is conducted or where services or industrial operations are performed." Thus, establishments should never be confused with entire companies, which may consist of one or more separate establishments, depending on the number of actual physical locations involved. Where "distinct and separate economic activities" are performed at a single location, each activity is treated as an establishment, in accordance with the guidelines on classification in the government's *Standard Industrial Classification Manual*.

SIC data in the *Survey of Industrial & Commercial Buying Power* is presented in two different configurations. First, as U.S. totals for establishments and shipment dollars, listed by 4-digit SIC for the industries surveyed, and then by state and county for all counties that meet the following criteria: When a 4-digit industry has 1,000 or more employees in that county—otherwise, an "all-manufacturing" total will be the only entry for that particular county.

It is this geographically oriented information that tells the industrial marketer (1) where his prospects are located and (2), because *Survey* data shows a county's percentage of total U.S. shipments for each 4-digit industry listed, the county's relative importance in a given industry. The marketer can also gain valuable insights into a county's industrial mix by noting the individual SICs listed under that county name.

It should be mentioned that SIC data, despite their usefulness, have certain limitations. First, because the total output of a multiproduct establishment must be assigned to a single 4-digit industry (an unavoidable consequence of this type of system), the shipments total for that industry will be somewhat overstated. Conversely, the totals of the establishment's secondary products or services will be understated.

Nondisclosure rule

The second and more serious limitation—and at the same time the *Survey's* biggest plus—is the nondisclosure rule that bars the Census Bureau from publishing data that may disclose the operations of an individual employer. In other words, a large establishment that dominates a county's statistical listing cannot—by law—be listed, since the data for the county would constitute a virtual profile of this company's business operations. Because the largest establishments in a county are often affected by this rule, their shipments/receipts totals would be excluded from the Census Bureau's industry totals, leading to an understatement at the local level.

Trinet, the data information company from whose data bank the *Survey* statistics are drawn, does not face this same restriction and can include any such establishments in their totals.

For a more detailed listing of all industries, their codes, and their definitions, the *Standard Industrial Classification Manual* is available from the U.S. Government Printing Office (GPO), Washington, DC 20402; price: $15. The 1977 *Supplement*, which incorporates some minor revisions and additions, is also available from the GPO, at a cost of $2.

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SECTION A: 1983 U.S. TOTALS

U.S. establishment and shipments/receipts totals for 4-digit SIC industries

The U.S. establishment and shipments/receipts totals in this section cover all of the 4-digit SIC industries in the *Survey of Industrial & Commercial Buying Power* and provide insights into the total customer base (establishments) available to the sales force, as well as the potential market demand (shipments/receipts).

When used in conjunction with the state and county data in **Section B** (page 55), the totals shown here can be used to calculate the relative importance of individual counties that make up sales territories. For example, Calhoun County, MI, accounts for more than 40% of the output of SIC 2043—cereal breakfast foods. Closer investigation reveals that this county is home to not only Kellogg but also General Foods and Ralston Purina. This type of data that can identify an area of high potential for a company marketing such products as wheat, flour, rice, and sugar, as well as companies that deal with packaging and containers, can prove to be highly valuable information in the mapping and staffing of territories, allocation of funds, etc.

Employment data, on the other hand, can be used to estimate employment at the county level by (1) calculating a shipments-per-employee value for a specific 4-digit SIC and (2) dividing that value into the county's total shipments/receipts figure in the 4-digit group in question.

A more in-depth explanation of the government's SIC coding system can be found on page 48, "SIC: The system explained."

1983 (S&MM Est.)

SIC	Industry	Establishments		Employment	Shipments/ Receipts ($ Mil.)	% In Large Estab.
		Total	Large			
	MINING					
SIC 10	**Metals**					
1011	Iron-ore mining	63	42	17,853	1,974.1	94
1021	Copper-ore mining	61	43	25,633	2,269.5	97
SIC 12	**Bituminous coal & lignite**					
1211	Bituminous-coal & lignite mining	1,067	406	158,201	18,374.5	83
SIC 13	**Oil & gas**					
1311	Crude petroleum & natural gas	2,503	77	74,480	40,175.4	19
1381	Oil- & gas-well drilling services	1,031	66	45,177	5,438.1	40
1382	Oil- & gas-field exploration services	801	27	29,167	848.9	30
SIC 14	**Nonmetallic minerals, except fuels**					
1422	Crushed- & broken-limestone quarrying	705	146	55,350	3,698.8	65
	CONSTRUCTION					
SIC 16	**Heavy-construction contractors**					
1611	Highway & street construction	1,987	500	187,261	15,927.7	74
1622	Bridge & tunnel construction	411	123	57,673	5,163.2	82
1623	Pipe- & utility-line construction	1,175	192	88,048	5,748.6	63
1629	Heavy construction n.e.c.	1,317	352	282,405	23,676.0	86
	MANUFACTURING					
SIC 20	**Food**					
2011	Meat-packing plants	1,007	305	140,036	44,155.3	79
2013	Sausages & other prepared meats	803	203	79,438	10,632.2	69
2016	Poultry-dressing plants	308	209	70,486	9,204.3	94
2017	Poultry & egg processing	259	118	39,279	1,362.4	83
2021	Creamery butter	106	15	6,497	1,118.0	40
2022	Natural & processed cheese	340	78	29,217	9,662.7	64
2023	Condensed & evaporated milk	191	46	16,343	4,728.8	59
2024	Ice cream & frozen desserts	366	82	29,221	2,763.9	59
2026	Fluid milk	975	316	93,507	17,104.6	67
2032	Canned food specialties	100	44	21,200	3,945.5	89
2033	Canned fruits & vegetables	674	327	122,309	9,152.1	86
2034	Dehydrated fruits, vegetables, & soups	117	52	18,954	1,585.8	85
2035	Pickles, sauces, & salad dressings	218	72	24,023	3,843.3	75
2037	Frozen fruits & vegetables	270	139	55,712	4,902.3	89
2038	Frozen food specialties	160	71	30,664	4,655.0	86
2041	Flour & other grain-mill products	236	60	20,135	5,182.6	61
2043	Cereal breakfast foods	45	27	18,578	4,099.0	95
2044	Rice milling	52	16	5,653	2,387.5	74
2045	Blended & prepared flour	70	24	7,098	1,318.0	70
2046	Wet corn milling	56	27	13,414	3,927.8	91
2047	Pet food	157	50	16,538	3,777.9	74
2048	Prepared feeds n.e.c.	1,086	79	53,479	8,595.9	30
2051	Bread, cake, & related products	1,423	567	185,968	12,500.5	81
2052	Cookies & crackers	205	84	41,200	4,505.6	87
2061	Raw cane sugar	56	34	14,412	1,390.4	93
2062	Cane-sugar refining	30	20	10,738	3,842.9	95
2063	Beet sugar	49	40	10,412	1,907.4	96
2065	Confectionery products	485	144	62,092	6,345.2	75
2066	Chocolate & cocoa products	68	27	14,007	2,203.2	85
2067	Chewing gum	17	12	7,125	831.6	96
2074	Cottonseed-oil mills	76	11	5,851	961.4	41
2075	Soybean-oil mills	83	26	6,845	8,487.2	53
2076	Vegetable-oil mills n.e.c.	29	9	2,212	504.0	61
2077	Animal & marine fats & oils	211	26	11,708	1,502.7	33
2079	Shortening & cooking oils n.e.c.	85	40	12,076	4,782.5	82
2082	Malt beverages	79	61	41,749	11,935.1	98
2083	Malt	28	9	2,137	806.0	60
2084	Wines, brandy, & brandy spirits	155	34	13,671	2,599.7	64
2085	Distilled liquor, except brandy	108	45	21,344	4,199.3	87
2086	Bottled & canned soft drinks	1,642	323	122,857	17,139.6	54
2087	Flavoring extracts & syrups n.e.c.	194	33	13,328	4,000.1	51
2091	Canned & cured seafoods	155	53	18,803	2,558.4	73

DEFINITIONS: **SIC**: 4-digit classification used by the federal government (see page 48). **Industry**: Classification by an establishment's primary product or service. **Total Establishments**: Those with 20 or more employees. **Large Establishments**: Those with 100 or more employees. **Employment**: Number of persons employed in establishments with 20 or more employees. **Shipments/Receipts**: Total dollar value of goods produced or distributed, or services rendered. **% In Large Establishments**: Share of shipments/Receipts accounted for by establishments with 100 or more employees. **N.E.C.**: Not Elsewhere Classified.

1983 (S&MM Est.)

SIC	Industry	Establishments		Employ-ment	Shipments/ Receipts ($ Mil.)	% In Large Estab.
		Total	Large			
2092	Fresh or frozen packaged seafoods	371	69	29,537	3,140.3	55
2095	Roasted coffee	108	40	15,698	5,698.1	83
2097	Manufactured ice	155	5	6,380	77.9	15
2098	Macaroni & spaghetti	70	26	7,401	894.9	73
2099	Food preparations n.e.c.	793	209	71,875	9,144.0	65

SIC 21 Tobacco

2111	Cigarettes	10	10	45,722	13,093.6	100
2121	Cigars	50	26	9,353	365.4	89
2131	Chewing & smoking tobacco & snuff	23	17	4,823	822.0	92
2141	Tobacco stemming & redrying	75	42	13,507	3,457.0	89

SIC 22 Textile-mill products

2211	Cotton-weaving mills	371	265	147,090	5,377.1	97
2221	Synthetics- & silk-weaving mills	346	199	88,836	8,890.5	92
2231	Wool-fabric weaving & finishing mills	178	89	33,911	845.1	87
2241	Narrow-fabric mills	299	88	26,700	906.3	65
2251	Women's full- & knee-length hosiery	168	81	33,944	1,375.1	88
2252	Hosiery n.e.c.	264	101	32,557	1,399.4	77
2253	Knit-outerwear mills	487	186	64,297	2,936.5	78
2254	Knit-underwear mills	87	58	28,880	939.5	94
2257	Circular-knit fabric mills	157	53	19,618	3,119.9	76
2258	Warp-knit fabric mills	92	42	13,846	1,915.4	82
2259	Knitting mills n.e.c.	45	9	4,348	84.7	62
2261	Cotton-finishing plants	217	86	43,906	1,092.5	86
2262	Synthetics- & silk-finishing plants	104	49	23,117	3,019.8	88
2269	Textile-finishing plants n.e.c	140	56	16,830	724.4	78
2271	Woven carpets & rugs	37	10	4,489	214.4	75
2272	Tufted carpets & rugs	187	103	41,293	5,908.4	90
2279	Carpets & rugs n.e.c.	39	8	2,841	82.2	60
2281	Yarn-spinning mills, except wool	371	263	83,866	4,735.3	93
2282	Throwing & winding mills, except wool	91	60	17,113	1,957.8	91
2283	Wool-yarn mills	82	46	15,539	358.7	88
2284	Thread mills	55	31	11,309	748.7	91
2291	Felt goods, except woven felts & hats	65	27	8,241	218.6	79
2292	Lace goods	54	16	6,004	67.3	73
2293	Paddings & upholstery filling	80	15	5,610	286.9	49
2294	Processed textile waste	124	18	7,375	254.8	39
2295	Coated fabrics, not rubberized	130	35	13,279	1,033.6	71
2296	Tire cord & fabric	26	20	10,641	1,084.4	97
2297	Nonwoven fabrics	40	15	6,158	1,308.6	83
2298	Cordage & twine	116	37	11,717	339.5	74
2299	Textile goods n.e.c.	124	29	11,928	320.5	66

SIC 23 Apparel

2311	Men's & boys' suits & coats	427	238	84,301	3,204.2	89
2321	Men's & boys' shirts & nightwear	583	368	112,486	3,870.5	90
2322	Men's & boys' underwear	71	51	18,495	412.3	94
2323	Men's & boys' neckwear	114	23	7,830	294.8	51
2327	Men's & boys' separate trousers	364	264	79,368	2,264.2	93
2328	Men's & boys' work clothing	423	280	88,151	4,844.9	91
2329	Men's & boys' clothing n.e.c.	478	202	57,696	1,468.3	76
2331	Women's & misses' blouses	549	174	54,221	2,979.1	64
2335	Women's & misses' dresses	1,169	296	106,758	4,168.4	59
2337	Women's & misses' suits & coats	508	130	44,416	3,895.3	58
2339	Women's & misses' outerwear n.e.c.	917	307	97,347	4,677.2	68
2341	Women's & children's underwear	492	267	82,101	2,644.7	86
2342	Brassieres, girdles, & allied garments	118	66	22,396	659.0	88
2351	Millinery	46	4	2,265	65.3	29
2352	Hats & caps, except millinery	163	51	14,639	554.3	65
2361	Girls' & children's dresses & blouses	261	95	27,178	1,129.6	70
2363	Girls' & children's coats & suits	61	21	5,793	154.2	65
2369	Girls' & children's outerwear n.e.c.	252	96	31,202	869.8	75
2371	Fur goods	111	5	4,652	232.8	16
2381	Fabric dress & work gloves	126	49	16,093	283.9	76
2384	Robes & dressing gowns	83	30	8,461	365.0	69
2385	Waterproof outer garments	104	36	11,730	392.3	72
2386	Leather- & sheep-lined clothing	60	18	5,199	183.2	61
2387	Apparel belts	110	27	8,603	512.1	57
2389	Apparel & accessories n.e.c.	117	15	7,441	325.7	42
2391	Curtains & draperies	339	69	27,248	966.9	59
2392	House furnishings n.e.c.	352	96	31,551	2,937.6	64
2393	Textile bags	146	35	11,187	386.6	55
2394	Canvas & related products	281	30	14,396	513.3	36
2395	Pleating, stitching, & tucking	158	22	9,112	714.2	40
2396	Automotive & apparel trimmings	182	35	19,226	2,344.4	67
2397	Schiffli-machine embroideries	50	3	2,501	173.8	33
2399	Fabricated textile products n.e.c.	345	74	28,249	1,210.0	60

SIC 24 Lumber & wood products

2411	Logging camps & contractors	444	37	23,879	5,882.6	38
2421	General sawmills & planing mills	2,024	359	151,261	12,302.2	54
2426	Hardwood dimension & flooring	401	75	29,744	993.6	50

1983 (S&MM Est.)

SIC	Industry	Establishments		Employ-ment	Shipments/ Receipts ($ Mil.)	% In Large Estab
		Total	Large			
2429	Special-product sawmills n.e.c.	82	6	4,767	193.2	36
2431	Millwork	1,268	190	85,566	4,955.8	50
2434	Wood kitchen cabinets	466	76	33,441	1,977.0	54
2435	Hardwood veneer & plywood	281	100	31,539	1,731.2	73
2436	Softwood veneer & plywood	215	132	37,128	4,264.3	89
2439	Structural wood members n.e.c.	387	47	24,492	807.2	41
2441	Nailed & lock-corner wood boxes	192	31	12,052	207.6	45
2448	Wood pallets & skids	372	21	16,575	753.1	20
2449	Wood containers n.e.c.	125	41	11,402	361.4	68
2451	Mobile homes	416	181	48,114	5,045.7	72
2452	Prefabricated wood buildings	335	74	25,438	1,953.0	54
2491	Wood preserving	249	25	13,410	1,402.1	29
2492	Particleboard	74	46	18,515	611.8	92
2499	Wood products n.e.c.	1,011	185	75,870	3,389.8	56

SIC 25 Furniture

2511	Wood household furniture	920	331	123,342	5,923.0	80
2512	Upholstered wood household furniture	843	249	87,023	4,391.1	68
2514	Metal household furniture	253	99	30,851	1,759.0	79
2515	Mattresses & bedsprings	442	75	31,995	2,236.1	52
2517	Wood TV & radio cabinets	31	17	10,180	340.2	94
2519	Household furniture n.e.c.	85	19	6,700	511.5	57
2521	Wood office furniture	139	40	17,407	1,265.9	75
2522	Metal office furniture	163	70	29,159	3,264.9	85
2531	Public-building & related furniture	257	75	26,622	1,380.7	71
2541	Wood partitions & fixtures	414	59	25,447	1,622.5	44
2542	Metal partitions & fixtures	309	73	26,342	2,199.5	61
2591	Drapery hardware & blinds & shades	152	28	14,660	1,258.9	67
2599	Furniture & fixtures n.e.c.	193	30	11,497	1,105.8	46

SIC 26 Paper

2611	Pulp mills	65	38	21,758	3,185.7	94
2621	Paper mills, except building paper	353	243	136,235	20,860.3	96
2631	Paperboard mills	205	132	60,132	11,055.9	93
2641	Paper coating & glazing	351	106	45,490	5,656.0	76
2642	Envelopes	230	96	27,631	1,806.6	77
2643	Bags, except textile bags	401	148	51,125	6,229.6	77
2645	Die-cut paper & board	212	37	15,599	1,251.8	52
2646	Pressed & molded pulp goods	30	11	4,793	271.5	81
2647	Sanitary paper products	109	58	29,821	9,519.0	92
2648	Stationery products	80	38	10,878	981.2	81
2649	Converted paper products n.e.c.	432	101	42,144	2,694.6	66
2651	Folding paperboard boxes	488	171	48,996	3,419.8	70
2652	Set-up paperboard boxes	198	48	14,699	468.9	54
2653	Corrugated & solid fiber boxes	1,129	453	107,199	10,335.3	72
2654	Sanitary food containers	123	69	26,235	2,617.9	90
2655	Fiber cans, drums, & similar products	225	46	16,837	1,397.7	52
2661	Building-paper & building-board mills	94	44	14,180	883.6	84

SIC 27 Printing & publishing

2711	Newspapers	2,577	626	301,724	21,330.7	74
2721	Periodicals	966	167	83,364	10,743.4	66
2731	Book publishing	568	182	78,282	7,593.2	79
2732	Book printing	168	60	32,417	2,829.2	85
2741	Miscellaneous publishing	463	109	41,830	2,502.5	64
2751	Letterpress commercial printing	2,886	361	189,602	4,769.8	48
2752	Lithographic commercial printing	1,990	304	128,582	14,770.5	49
2753	Engraving & plate printing	194	30	13,587	347.6	53
2754	Gravure commercial printing	47	21	6,389	2,208.0	85
2761	Manifold business forms	442	131	45,345	5,444.2	70
2771	Greeting-card publishing	79	29	20,503	2,220.0	89
2782	Blankbooks & looseleaf binders	257	88	26,305	2,122.5	72
2789	Bookbinding & related work	291	51	20,005	821.5	52
2791	Typesetting	343	33	17,906	882.7	32
2793	Photoengraving	174	23	9,419	246.9	36
2795	Printers' platemaking services n.e.c	74	4	3,140	1,111.8	22

SIC 28 Chemicals

2812	Alkalies & chlorine	69	38	19,505	1,441.1	92
2813	Industrial gases	356	30	17,042	1,088.6	31
2816	Inorganic pigments	100	36	12,406	1,635.6	78
2819	Industrial inorganic chemicals n.e.c.	622	213	115,847	11,708.3	85
2821	Plastics materials & synthetic resins	498	187	83,915	17,494.5	83
2822	Synthetic rubber	52	36	21,621	3,093.6	96
2823	Cellulosic man-made fibers	13	12	26,146	1,515.9	100
2824	Noncellulosic synthetic organic fibers	55	41	62,483	10,214.2	99
2831	Biological products	96	33	11,633	1,502.8	78
2833	Medicinals & botanicals	116	37	16,771	3,190.7	79
2834	Pharmaceutical preparations	496	227	[illegible]931	17,952.2	92
2841	Soap & other detergents	284	70	35,222	8,986.4	77
2842	Polishes & sanitation goods	535	92	39,132	4,343.9	55
2843	Surface-active agents	77	15	5,591	1,959.3	48
2844	Toilet preparations	287	123	57,690	8,764.3	89

1983 (S&MM Est.)

SIC	Industry	Establishments		Employment	Shipments/Receipts ($ Mil.)	% In Large Estab
		Total	Large			
2851	Paints & allied products	918	193	70,925	8,927.7	58
2861	Gum & wood chemicals	79	20	7,225	562.4	68
2865	Cyclic crudes & intermediates	198	78	29,426	7,647.8	81
2869	Industrial organic chemicals n.e.c.	553	208	108,654	36,769.6	86
2873	Nitrogenous fertilizers	207	56	20,237	4,286.8	68
2874	Phosphatic fertilizers	92	36	16,813	5,141.5	86
2875	Fertilizers - mixing only	320	17	13,959	2,386.4	17
2879	Agricultural chemicals n.e.c.	179	18	9,385	6,396.8	32
2891	Adhesives & sealants	329	73	27,370	2,338.5	63
2892	Explosives	[illegible]	25	12,311	1,020.6	84
2893	Printing ink	228	31	13,115	1,145.2	45
2895	Carbon black	28	8	2,685	768.4	58
2899	Chemical preparations n.e.c.	783	145	55,602	5,636.6	54

SIC 29 Petroleum refining & coal products

SIC	Industry	Total	Large	Employment	Shipments/Receipts ($ Mil.)	% In Large Estab
2911	Petroleum refining	366	176	90,889	181,382.7	90
2951	Paving mixtures & blocks	663	107	43,126	944.2	44
2952	Asphalt felts & coatings	210	64	20,250	2,826.4	67
2992	Lubricating oils & greases	292	37	17,334	2,100.2	42
2999	Petroleum & coal products n.e.c.	44	8	2,537	700.7	44

SIC 30 Rubber & miscellaneous plastics

SIC	Industry	Total	Large	Employment	Shipments/Receipts ($ Mil.)	% In Large Estab
3011	Tires & inner tubes	129	76	81,770	10,500.7	97
3021	Rubber & plastic footwear	36	27	13,120	664.0	97
3031	Reclaimed rubber	18	4	1,216	39.5	50
3041	Rubber & plastic hose & belting	174	79	30,202	2,012.2	87
3069	Fabricated rubber products n.e.c.	898	302	114,342	5,702.8	77
3079	Miscellaneous plastics products	5,134	1,247	438,191	29,894.4	62

SIC 31 Leather

SIC	Industry	Total	Large	Employment	Shipments/Receipts ($ Mil.)	% In Large Estab
3111	Leather tanning & finishing	249	72	23,816	1,516.2	66
3131	Boot & shoe cut stock & findings	147	38	12,131	391.0	58
3142	House slippers	52	26	8,467	218.4	84
3143	Men's nonathletic footwear	178	142	56,200	2,063.8	97
3144	Women's nonathletic footwear	173	132	43,242	1,604.6	95
3149	Nonrubber footwear n.e.c.	189	126	42,697	711.5	92
3151	Leather gloves & mittens	67	17	5,900	158.8	61
3161	Luggage	126	36	15,143	742.7	73
3171	Women's handbags & purses	140	42	14,817	481.1	71
3172	Personal leather goods n.e.c.	123	35	13,244	341.7	70
3199	Leather goods n.e.c.	157	29	9,794	290.8	48

SIC 32 Stone, clay, glass & concrete

SIC	Industry	Total	Large	Employment	Shipments/Receipts ($ Mil.)	% In Large Estab
3211	Flat glass	92	39	26,315	1,680.1	92
3221	Glass containers	129	109	63,588	4,919.7	99
3229	Pressed & blown glass n.e.c.	209	99	60,751	3,273.7	92
3231	Products of purchased glass	412	95	31,782	2,571.1	61
3241	Hydraulic cement	188	128	29,730	3,729.5	88
3251	Brick & structural clay tile	298	73	24,161	728.7	52
3253	Ceramic wall & floor tile	62	33	8,805	438.6	87
3255	Clay refractories	116	32	11,006	841.1	63
3259	Structural clay products n.e.c.	71	25	7,062	138.3	71
3261	Vitreous plumbing fixtures	43	31	9,775	546.3	95
3262	Vitreous china food utensils	22	15	8,382	278.7	96
3263	Fine-earthenware food utensils	11	8	3,504	105.0	95
3264	Porcelain electrical supplies	74	34	12,135	549.6	86
3269	Pottery products n.e.c.	141	29	11,534	298.5	58
3271	Concrete block & brick	716	41	30,625	883.1	18
3272	Concrete products n.e.c.	1,203	161	72,491	2,946.4	43
3273	Ready-mixed concrete	1,677	133	82,797	6,064.6	30
3274	Lime	224	34	16,043	648.4	49
3275	Gypsum products	95	56	11,602	1,307.3	83
3281	Cut stone & stone products	370	38	18,409	334.9	32
3291	Abrasive products	219	47	22,666	3,029.5	68
3292	Asbestos products	116	52	17,245	885.1	84
3293	Gaskets, packing, & sealing devices	256	74	32,820	1,712.5	78
3295	Ground or treated minerals & earths	611	67	33,243	1,043.7	38
3296	Mineral wool	116	48	22,102	2,333.9	88
3297	Nonclay refractories	92	38	13,041	999.4	80
3299	Nonmetallic mineral products n.e.c.	86	16	6,110	392.2	55

DEFINITIONS: **SIC:** 4-digit classification used by the federal government (see page 48). **Industry:** Classification by an establishment's primary product or service. **Total Establishments:** Those with 20 or more employees. **Large Establishments:** Those with 100 or more employees. **Employment:** Number of persons employed in establishments with 20 or more employees. **Shipments/Receipts:** Total dollar value of goods produced or distributed, or services rendered. **% In Large Establishments:** Share of shipments/Receipts accounted for by establishments with 100 or more employees. **N.E.C.:** Not Elsewhere Classified.

1983 (S&MM Est.)

SIC 33 Primary metal

SIC	Industry	Establishments		Employment	Shipments/Receipts ($ Mil.)	% In Large Estab
		Total	Large			
3312	Blast furnaces & steel mills	381	211	283,058	37,639.8	97
3313	Electrometallurgical products	42	15	6,473	756.4	80
3315	Steel wire & related products	171	62	24,136	1,955.2	79
3316	Cold-rolled steel sheet, strip, & bars	241	92	51,283	2,193.9	87
3317	Steel pipe & tubes	243	116	64,464	3,280.4	91
3321	Gray-iron foundries	762	304	124,691	7,807.8	83
3322	Malleable-iron foundries	68	36	15,986	440.8	91
3324	Steel-investment foundries	67	21	8,929	835.5	81
3325	Steel foundries n.e.c.	315	156	58,381	2,836.1	88
3331	Primary copper	44	23	21,059	5,229.1	95
3332	Primary lead	25	11	3,425	924.5	83
3333	Primary zinc	22	11	3,934	456.1	87
3334	Primary aluminum	53	32	35,648	6,406.0	97
3339	Primary nonferrous metals n.e.c.	109	30	11,033	1,759.5	69
3341	Secondary nonferrous metals	271	65	23,375	4,320.3	63
3351	Copper rolling & drawing	117	69	28,356	4,627.3	92
3353	Aluminum sheet, plate, & foil	66	39	29,954	8,598.6	96
3354	Aluminum extruded products	158	79	25,465	2,840.6	85
3355	Aluminum rolling & drawing n.e.c.	68	27	9,910	1,167.5	81
3356	Nonferrous rolling & drawing n.e.c.	165	50	23,193	3,684.7	80
3357	Nonferrous-wire drawing & insulating	298	160	59,821	8,586.1	89
3361	Aluminum foundries	528	144	47,988	3,139.1	67
3362	Brass, bronze, & copper foundries	293	55	20,819	671.8	56
3369	Nonferrous foundries n.e.c.	301	82	31,192	917.8	69
3398	Metal heat treating	291	27	14,310	1,057.3	31
3399	Primary metal products n.e.c.	229	43	16,414	1,349.0	53

SIC 34 Fabricated metal

SIC	Industry	Total	Large	Employment	Shipments/Receipts ($ Mil.)	% In Large Estab
3411	Metal cans	335	187	60,628	9,785.1	89
3412	Metal shipping barrels, drums, & pails	180	42	14,809	1,187.3	55
3421	Cutlery	77	31	12,787	776.3	84
3423	Hand & edge tools n.e.c.	408	125	47,892	2,892.6	76
3425	Hand saws & saw blades	81	28	8,428	509.7	77
3429	Hardware n.e.c.	664	189	85,090	5,590.4	76
3431	Metal sanitary ware	86	27	11,674	518.7	75
3432	Plumbing fittings & brass goods	159	81	26,502	1,378.2	88
3433	Heating equipment, except electric	442	126	47,169	1,750.3	73
3441	Fabricated structural metal	1,805	329	131,380	8,213.2	53
3442	Metal doors, sash, & trim	1,035	243	86,652	4,312.1	61
3443	Fabricated plate work (boiler shops)	1,337	328	132,910	9,545.1	68
3444	Sheet-metal work	2,061	270	121,009	5,741.6	42
3446	Architectural & ornamental metal work	336	42	20,506	1,084.3	42
3448	Prefabricated metal buildings	278	85	31,992	2,287.9	74
3449	Miscellaneous metal work	435	68	27,701	2,090.4	46
3451	Screw-machine products	981	97	49,252	2,031.8	33
3452	Bolts, nuts, rivets, & washers	576	179	65,808	4,142.7	75
3462	Iron & steel forgings	421	137	58,157	3,666.0	79
3463	Nonferrous forgings	46	25	10,267	1,117.8	92
3465	Automotive stampings	203	97	75,586	8,570.0	94
3466	Crowns & closures	47	27	8,978	730.1	88
3469	Metal stampings n.e.c.	1,378	299	110,511	6,372.0	59
3471	Plating & polishing	1,175	104	57,897	1,939.4	29
3479	Metal coating & allied services n.e.c	609	79	36,762	2,119.1	44
3482	Small-arms ammunition	41	12	12,839	817.7	91
3483	Ammunition, except small-arms, n.e.c.	82	35	28,027	1,261.3	92
3484	Small arms	55	21	16,968	1,178.7	91
3489	Ordnance & accessories n.e.c.	96	26	12,972	1,488.2	77
3493	Steel springs, except wire	121	32	11,201	434.2	67
3494	Valves & pipe fittings	775	290	109,956	8,685.5	81
3495	Wire springs	202	47	17,221	955.3	65
3496	Miscellaneous fabricated wire products	783	185	66,847	1,675.5	63
3497	Metal foil & leaf	29	9	3,249	1,204.9	72
3498	Fabricated pipe & fittings	391	80	31,270	2,668.8	58
3499	Fabricated metal products n.e.c.	1,055	198	79,853	4,210.2	57

SIC 35 Nonelectrical machinery

SIC	Industry	Total	Large	Employment	Shipments/Receipts ($ Mil.)	% In Large Estab
3511	Turbines & turbine-generator set units	90	33	49,530	2,989.4	96
3519	Internal-combustion engines n.e.c.	146	65	82,188	8,985.4	96
3523	Farm machinery & equipment	893	218	126,950	9,414.4	77
3524	Lawn & garden equipment	119	51	29,504	1,386.4	90
3531	Construction machinery	530	216	136,720	12,051.3	90
3532	Mining machinery	286	92	44,196	1,793.4	79
3533	Oil-field machinery	456	154	63,410	8,373.1	80
3534	Elevators & moving stairways	154	38	16,555	583.0	71
3535	Conveyors & conveying equipment	434	108	39,208	2,005.9	65
3536	Hoists, industrial cranes, & monorails	195	53	23,303	991.8	76
3537	Industrial trucks & tractors	321	93	45,729	1,618.8	78
3541	Metal-cutting machine tools	716	167	74,592	3,705.0	71
3542	Metal-forming machine tools	268	69	27,350	1,000.0	71
3544	Special dies, tools, jigs, & fixtures	2,382	205	117,120	2,976.6	33
3545	Machine-tool accessories	741	137	61,225	2,441.1	62

1983 (S&MM Est)

SIC	Industry	Establishments Total	Establishments Large	Employment	Shipments/ Receipts ($ Mil.)	% In Large Estab
3546	Power-driven hand tools	99	47	26,677	1,409.6	92
3547	Rolling-mill machinery	54	23	8,961	477.6	86
3549	Metalworking machinery n.e.c.	230	66	20,511	990.3	66
3551	Food-products machinery	512	138	47,123	2,110.0	67
3552	Textile machinery	353	82	36,602	1,061.0	70
3553	Woodworking machinery	176	33	11,858	723.5	50
3554	Paper-industries machinery	157	50	20,310	1,249.2	77
3555	Printing-trades machinery	291	77	30,461	1,870.9	72
3559	Special-industry machinery n.e.c.	976	224	91,184	4,325.7	67
3561	Pumps & pumping equipment	509	165	71,664	5,287.9	80
3562	Ball & roller bearings	165	89	53,893	3,260.0	94
3563	Air & gas compressors	159	63	32,945	2,625.2	88
3564	Blowers & exhaust & ventilation fans	361	101	38,111	1,590.6	73
3565	Industrial patterns	171	9	6,962	191.8	16
3566	Speed changers, drives, & gears	172	65	26,725	1,432.4	83
3567	Industrial-process furnaces & ovens	253	64	23,032	855.9	65
3568	Power-transmission equipment n.e.c.	299	113	40,991	1,830.5	80
3569	General industrial machinery n.e.c.	768	183	75,436	3,269.6	67
3573	Electronic computing equipment	1,263	571	326,908	39,347.1	91
3574	Calculating & accounting machines	62	27	14,930	1,714.9	89
3576	Scales & balances, except laboratory	85	27	8,402	543.4	73
3579	Office machines n.e.c.	209	84	51,361	4,866.9	89
3581	Automatic merchandising machines	53	19	7,690	532.2	79
3582	Commercial laundry equipment	68	18	7,167	278.0	69
3585	Refrigeration & heating equipment	565	236	135,735	12,442.5	90
3586	Measuring & dispensing pumps	31	13	4,209	518.4	85
3589	Service-industry machinery n.e.c.	403	110	38,100	2,181.3	68
3592	Carburetors, pistons, rings, & valves	103	46	28,537	2,368.8	91
3599	Machinery, except electrical, n.e.c.	3,423	253	166,271	8,889.5	31

SIC 36 Electric & electronic equipment

SIC	Industry	Establishments Total	Establishments Large	Employment	Shipments/ Receipts ($ Mil.)	% In Large Estab
3612	Transformers	292	115	58,370	2,780.2	86
3613	Switchgear & switchboard apparatus	408	153	73,086	4,414.1	85
3621	Motors & generators	438	230	114,375	6,124.9	92
3622	Industrial controls	499	162	73,994	4,139.8	81
3623	Electric welding apparatus	155	47	20,880	1,663.9	79
3624	Carbon & graphite products	65	33	16,658	1,315.7	91
3629	Electrical industrial apparatus n.e.c.	185	44	18,730	1,097.4	68
3631	Household cooking equipment	76	47	27,139	2,861.0	96
3632	Household refrigerators & freezers	38	21	27,139	3,086.0	97
3633	Household laundry equipment	23	14	19,610	2,580.6	98
3634	Electric housewares & fans	193	111	45,824	3,481.4	92
3635	Household vacuum cleaners	26	14	10,831	876.5	95
3636	Sewing machines	48	13	6,020	339.1	77
3639	Household appliances n.e.c.	54	27	12,934	1,646.1	91
3641	Electric lamps	111	62	29,037	2,147.7	93
3643	Current-carrying wiring devices	392	178	63,180	2,907.9	84
3644	Non-current-carrying wiring devices	125	46	18,484	2,552.9	80
3645	Residential electric lighting fixtures	239	67	21,707	1,185.1	66
3646	Commercial electric lighting fixtures	125	45	15,422	1,719.3	77
3647	Vehicular lighting equipment	40	21	12,498	1,029.5	93
3648	Lighting equipment n.e.c.	178	54	18,015	1,173.1	67
3651	Radio & TV receiving sets	309	140	73,147	6,803.7	90
3652	Phonograph records & pre-recorded tape	140	35	18,279	1,556.5	77
3661	Telephone & telegraph apparatus	248	130	143,574	15,995.6	96
3662	Radio & TV communication equipment	1,272	505	308,923	32,672.6	89
3671	Electron tubes	48	22	18,983	2,488.4	95
3674	Semiconductors & related devices	387	175	126,774	13,442.5	94
3675	Electronic capacitors	90	49	20,937	1,332.9	92
3676	Electronic resistors	66	34	15,726	919.2	90
3677	Electronic coils & transformers	202	80	21,034	891.1	74
3678	Electronic connectors	121	57	25,098	2,675.5	89
3679	Electronic components n.e.c.	1,799	625	252,016	12,365.7	79
3691	Storage batteries	147	86	30,192	2,833.5	91
3692	Dry & wet primary batteries	45	28	11,502	1,133.1	94
3693	X-ray apparatus & tubes	139	58	23,961	3,474.4	86
3694	Engine electrical equipment	209	85	74,331	4,438.9	93
3699	Electrical equipment & supplies n.e.c.	221	48	19,650	1,143.0	61

SIC 37 Transportation equipment

SIC	Industry	Establishments Total	Establishments Large	Employment	Shipments/ Receipts ($ Mil.)	% In Large Estab
3711	Motor vehicles & passenger-car bodies	188	112	323,382	101,531.3	99
3713	Truck & bus bodies	434	115	80,729	2,483.9	84
3714	Motor-vehicle parts & accessories	1,278	590	372,832	42,499.5	92
3715	Truck trailers	233	79	30,081	2,473.1	79
3721	Aircraft	126	75	267,777	32,029.7	97
3724	Aircraft engines & engine parts	173	77	96,926	15,180.2	95
3728	Aircraft equipment n.e.c.	635	236	125,406	9,459.3	86
3731	Ship building & repairing	372	187	165,378	8,874.8	95
3732	Boat building & repairing	476	97	37,558	1,949.9	59
3743	Railroad equipment	213	87	54,163	2,947.1	89
3751	Motorcycles, bicycles, & parts	70	27	15,542	1,281.7	89
3761	Guided missiles & space vehicles	68	38	67,967	9,263.7	98

1983 (S&MM Est)

SIC	Industry	Establishments Total	Establishments Large	Employment	Shipments/ Receipts ($ Mil.)	% In Large Estab
3764	Space-propulsion units & parts	22	17	9,301	2,047.2	98
3769	Space-vehicle equipment n.e.c.	65	27	16,004	1,569.6	91
3792	Travel trailers & campers	239	83	25,767	1,088.7	70
3795	Tanks & tank components	38	5	5,989	1,347.0	77
3799	Transportation equipment n.e.c.	123	27	9,980	560.1	61

SIC 38 Instruments

SIC	Industry	Establishments Total	Establishments Large	Employment	Shipments/ Receipts ($ Mil.)	% In Large Estab
3811	Engineering & scientific instruments	549	172	66,055	2,684.6	76
3822	Environmental controls	203	72	41,798	1,573.6	87
3823	Industrial process-control instruments	378	99	60,010	3,409.6	80
3824	Fluid meters & counting devices	99	41	16,910	890.7	86
3825	Electricity-measuring instruments	425	180	75,968	5,613.6	86
3829	Measuring & controlling devices n.e.c.	354	104	35,754	1,637.2	70
3832	Optical instruments & lenses	290	76	35,604	2,972.3	76
3841	Surgical & medical instruments	343	140	54,695	3,034.3	83
3842	Surgical appliances & supplies	476	154	63,944	4,455.5	78
3843	Dental equipment & supplies	175	43	16,479	1,183.2	69
3851	Ophthalmic goods	300	86	32,135	1,071.3	73
3861	Photographic equipment & supplies	425	125	86,594	18,122.3	84
3873	Watches, clocks, & watchcases	124	54	27,830	1,262.8	89

SIC 39 Miscellaneous manufacturing

SIC	Industry	Establishments Total	Establishments Large	Employment	Shipments/ Receipts ($ Mil.)	% In Large Estab
3911	Precious-metal jewelry	521	93	37,987	2,403.8	55
3914	Silverware & plated & stainless ware	84	27	11,582	573.0	83
3915	Jewelers' materials & lapidary work	128	18	9,082	593.9	51
3931	Musical instruments & parts	179	69	25,714	1,067.3	84
3942	Dolls & stuffed toy animals	90	28	8,260	384.0	66
3944	Games, toys, & children's vehicles	297	124	49,792	4,387.1	85
3949	Sporting & athletic goods n.e.c.	585	159	61,692	2,921.7	71
3951	Pens & mechanical pencils	98	37	15,168	1,069.5	81
3952	Lead pencils & art goods	77	28	8,680	358.9	77
3953	Marking devices	174	13	8,853	206.8	35
3955	Carbon paper & inked ribbons	69	22	5,997	588.6	68
3961	Costume jewelry	304	64	24,051	858.7	59
3962	Artificial flowers	95	12	5,865	191.3	39
3963	Buttons	64	14	3,740	97.8	53
3964	Needles, pins, & fasteners	136	44	15,890	712.8	74
3991	Brooms & brushes	205	50	18,105	654.2	62
3993	Signs & advertising displays	963	104	52,761	1,676.3	37
3995	Burial caskets	166	21	11,002	484.5	47
3996	Hard-surface floor coverings n.e.c.	15	8	7,930	578.6	96
3999	Manufactures n.e.c.	809	150	63,883	2,698.2	58

TRANSPORTATION AND PUBLIC UTILITIES

SIC 40 Railroads

SIC	Industry	Establishments Total	Establishments Large	Employment	Shipments/ Receipts ($ Mil.)	% In Large Estab
4011	Line-haul-operating railroads	392	172	311,507	14,244.2	97

SIC 49 Electric, gas, & sanitary services

SIC	Industry	Establishments Total	Establishments Large	Employment	Shipments/ Receipts ($ Mil.)	% In Large Estab
4911	Electric services	1,982	307	349,426	60,629.0	83
4912	Nuclear power	88	78	72,034	13,617.1	99
4922	Natural-gas transmission	821	52	48,704	13,547.4	56
4923	Gas transmission & distribution	347	44	36,404	11,189.3	74
4924	Natural-gas distribution	592	86	57,277	12,534.2	71
4931	Electric & other services combined	346	99	176,323	33,498.6	94

WHOLESALE TRADE

SIC 50 Wholesale trade in durable goods

SIC	Industry	Establishments Total	Establishments Large	Employment	Shipments/ Receipts ($ Mil.)	% In Large Estab
5051	Metals service centers & sales offices	1,739	138	82,438	54,808.8	40
5063	Electrical-power-equipment wholesalers	2,373	130	90,599	35,827.6	30
5065	Electronic-parts wholesalers	1,024	90	44,805	17,913.5	39
5081	Commercial-equipment wholesalers	1,484	113	81,733	12,481.0	46
5084	Industrial-machinery distributors	4,036	103	135,037	37,854.0	17
5085	Industrial-supply distributors	4,273	64	122,549	33,505.5	12

FINANCE, INSURANCE, AND REAL ESTATE

SIC 60 Banking

SIC	Industry	Establishments Total	Establishments Large	Employment	Shipments/ Receipts ($ Mil.)	% In Large Estab
6025	National banks, federal reserve system	4,519	716	683,064	107,035.7	85

SERVICES

SIC 70 Hotels & other lodging places

SIC	Industry	Establishments Total	Establishments Large	Employment	Shipments/ Receipts ($ Mil.)	% In Large Estab
7011	Hotels, motels, & tourist courts	5,201	625	476,296	17,434.9	66

SIC 73 Business services

SIC	Industry	Establishments Total	Establishments Large	Employment	Shipments/ Receipts ($ Mil.)	% In Large Estab
7372	Computer programming & software	968	257	138,665	9,426.4	80
7374	Data-processing services	1,318	218	94,721	6,461.0	64

SIC 80 Health

SIC	Industry	Establishments Total	Establishments Large	Employment	Shipments/ Receipts ($ Mil.)	% In Large Estab
8062	General medical & surgical hospitals	6,392	4,713	2,907,535	144,511.1	97

SIC 82 Education

SIC	Industry	Establishments Total	Establishments Large	Employment	Shipments/ Receipts ($ Mil.)	% In Large Estab
8221	Colleges & universities n.e.c.	1,602	683	416,862	20,569.3	91

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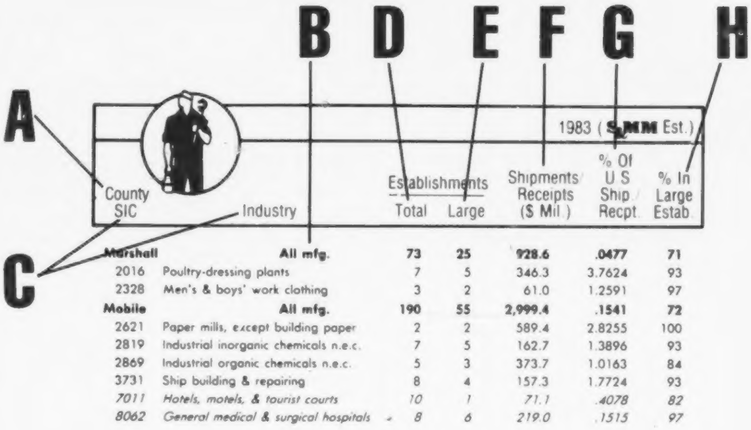

County SIC	Industry	Establishments Total	Establishments Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
Marshall	**All mfg.**	**73**	**25**	**928.6**	**.0477**	**71**
2016	Poultry-dressing plants	7	5	346.3	3.7624	93
2328	Men's & boys' work clothing	3	2	61.0	1.2591	97
Mobile	**All mfg.**	**190**	**55**	**2,999.4**	**.1541**	**72**
2621	Paper mills, except building paper	2	2	589.4	2.8255	100
2819	Industrial inorganic chemicals n.e.c.	7	5	162.7	1.3896	93
2869	Industrial organic chemicals n.e.c.	5	3	373.7	1.0163	84
3731	Ship building & repairing	8	4	157.3	1.7724	93
7011	*Hotels, motels, & tourist courts*	*10*	*1*	*71.1*	*.4078*	*82*
8062	*General medical & surgical hospitals*	*8*	*6*	*219.0*	*.1515*	*97*

A. ■ Counties with at least one establishment of 20 or more employees in any 4-digit manufacturing SIC or any of the *SICBP's* selected 4-digit nonmanufacturing SICs are listed alphabetically, by state. In each county, individual 4-digit SIC industries with an aggregate employment of 1,000 or more are listed below the corresponding county name. Industries are identified at the 4-digit level of the **Standard Industrial Classification (SIC)** system used by the federal government, since this is the level of detail most often used by marketers. For a more in-depth discussion of the SIC system, see the article that begins on page 48. CAUTION: The county "All mfg." totals *will* add up to the U.S. total, although the individual 4-digit SIC industry totals for counties *will not* add up to the U.S. totals shown in **Section A** (page 50), since an industry will not appear under a county if it has less than 1,000 employees.

B. ■ The "All mfg." line that appears for each county listed refers to the overall total for all of the manufacturing establishments in that county with more than 20 employees. If there are no 4-digit industries employing 1,000 or more people in a particular county, the "All mfg." line will be the only data listed for that country.

C. ■ The 4-digit SIC codes listed under a county name indicate that this industry has an aggregate employment of 1,000 or more in that county. The industry definitions for each 4-digit code are found to the right of the number. Nonmanufacturing entries are printed in italics. A more complete listing of all SIC coded industries and their titles is in the ***Standard Industrial Classification Manual*** (U.S. Government Printing Office, Washington, DC 20402; price: $15). It should be noted, however, that the *Survey* lists a few more 4-digit industries than the SIC manual, since we have retained certain industries that have been merged by the federal government into catchall groups.

D. ■ The total number of establishments with 20 or more employees. For a detailed definition of what constitutes an establishment, see the SIC article on page 48. The *Survey* lists establishments with 20 or more employees because these locations typically account for 90%–95% of an industry's activity.

E. ■ Large establishments are locations with 100 or more employees. Since they generally account for a greater share of a county's total activity, a separate total of such establishments is provided. They can most often be considered the key selling prospects in a county.

F. ■ The total shipments/receipts figure is the dollar value of the goods produced or distributed, or the services provided. Shipments is the term commonly used in mining and manufacturing industries; receipts in all other industries. Figures are shown in millions of dollars.

G. ■ The figure showing the percentage of U.S. shipments/receipts indicates a county's importance relative to others, either in the "All mfg." area or in separate SIC industries. The two ratios make it easier for marketers to pinpoint those counties that are most important to their product or service. It should be noted, however, that the "All mfg." percentage figures pertain to a county's share of total U.S. shipments/receipts, whereas the percentage figures for 4-digit SICs refer to the county's share of the U.S. total *in that particular industry only*. Thus, within a county, percentages for 4-digit manufacturing industries will not add up to the percentage total for "All mfg.".

H. ■ The portion of a county's business volume accounted for by large establishments (100 or more employees), suggests the necessary level of sales coverage. Normally, the higher the percentage, the fewer salespeople required.

SECTION B: 1983 STATE & COUNTY TOTALS

State and county totals for manufacturing and nonmanufacturing industries surveyed

		1983 (S&MM Est.)				
County SIC	Industry	Establishments Total	Establishments Large	Shipments/Receipts ($ Mil.)	% Of U.S. Ship./Recpt.	% In Large Estab.
ALABAMA						
Autauga	**All mfg.**	8	4	134.6	.0069	95
Baldwin	**All mfg.**	39	12	316.8	.0163	69
Barbour	**All mfg.**	33	10	170.5	.0088	61
Bibb	**All mfg.**	15	3	75.8	.0039	46
Blount	**All mfg.**	11	5	93.8	.0048	87
Bullock	**All mfg.**	5	5	105.6	.0054	100
Butler	**All mfg.**	21	7	185.0	.0095	67
Calhoun	**All mfg.**	72	32	688.2	.0353	80
2281	Yarn-spinning mills, except wool	3	3	59.4	1.2544	100
3494	Valves & pipe fittings	3	3	83.8	.9648	100
Chambers	**All mfg.**	20	12	404.5	.0208	95
2211	Cotton-weaving mills	7	7	212.0	3.9426	100
Cherokee	**All mfg.**	6	5	42.3	.0022	94
Chilton	**All mfg.**	18	5	80.7	.0041	68
Choctaw	**All mfg.**	9	6	466.2	.0239	98
Clarke	**All mfg.**	21	9	277.1	.0142	62
Clay	**All mfg.**	14	6	142.7	.0073	72
Cleburne	**All mfg.**	8	5	76.0	.0039	94
Coffee	**All mfg.**	28	10	225.0	.0116	73
Colbert	**All mfg.**	56	15	1,441.1	.0740	92
3334	Primary aluminum	1	1	242.6	3.7871	100
3353	Aluminum sheet, plate, & foil	1	1	717.6	8.3455	100
4911	*Electric services*	*2*	*2*	*185.1*	*.3053*	*100*
Conecuh	**All mfg.**	7	3	50.1	.0026	59
Coosa	**All mfg.**	10	3	52.3	.0027	61
Covington	**All mfg.**	32	16	393.7	.0202	84
2321	Men's & boys' shirts & nightwear	3	3	68.1	1.7595	100
Crenshaw	**All mfg.**	9	2	83.1	.0043	68
Cullman	**All mfg.**	32	15	395.9	.0203	85
Dale	**All mfg.**	20	5	364.0	.0187	78
3011	Tires & inner tubes	1	1	192.7	1.8351	100
Dallas	**All mfg.**	40	17	463.7	.0238	79
De Kalb	**All mfg.**	53	22	279.5	.0144	77
2252	Hosiery n.e.c.	19	4	56.1	4.0089	46
Elmore	**All mfg.**	12	5	134.5	.0069	79
2211	Cotton-weaving mills	1	1	63.9	1.1884	100
Escambia	**All mfg.**	25	9	382.5	.0196	85
Etowah	**All mfg.**	67	19	812.9	.0418	78
3312	Blast furnaces & steel mills	1	1	345.8	.9187	100
8062	*General medical & surgical hospitals*	*3*	*2*	*57.2*	*.0396*	*93*
Fayette	**All mfg.**	17	5	178.3	.0092	76
Franklin	**All mfg.**	29	12	180.2	.0093	67
Geneva	**All mfg.**	17	9	110.2	.0057	75
2321	Men's & boys' shirts & nightwear	6	6	48.2	1.2453	100
Greene	**All mfg.**	2	1	11.5	.0006	76
Hale	**All mfg.**	14	2	108.8	.0056	40
Henry	**All mfg.**	17	3	118.3	.0061	38
Houston	**All mfg.**	52	23	605.1	.0311	81
3069	Fabricated rubber products n.e.c.	1	1	49.9	.8750	100
4912	*Nuclear power*	*1*	*1*	*196.4*	*1.4423*	*100*
8062	*General medical & surgical hospitals*	*2*	*2*	*49.9*	*.0345*	*100*
Jackson	**All mfg.**	30	15	647.7	.0333	93
4911	*Electric services*	*2*	*1*	*178.4*	*.2942*	*96*
Jefferson	**All mfg.**	492	134	4,131.1	.2122	70
1211	*Bituminous-coal & lignite mining*	*27*	*13*	*529.8*	*2.8833*	*88*
1611	*Highway & street construction*	*11*	*3*	*93.1*	*.5845*	*76*
1622	*Bridge & tunnel construction*	*7*	*2*	*165.6*	*3.2073*	*87*
1629	*Heavy construction n.e.c.*	*14*	*4*	*420.1*	*1.7744*	*89*
2752	Lithographic commercial printing	23	3	169.7	1.1489	46
3241	Hydraulic cement	4	4	167.6	4.4939	100
3312	Blast furnaces & steel mills	13	9	355.0	.9432	96
3321	Gray-iron foundries	11	6	284.3	3.6412	94
3441	Fabricated structural metal	17	4	125.3	1.5256	70
3443	Fabricated plate work (boiler shops)	21	7	157.3	1.6480	71
3494	Valves & pipe fittings	4	3	109.3	1.2584	94
3721	Aircraft	1	1	119.6	.3734	100
4011	*Line-haul-operating railroads*	*1*	*1*	*47.5*	*.3335*	*100*
4911	*Electric services*	*4*	*3*	*1,247.2*	*2.0571*	*99*
4924	*Natural-gas distribution*	*3*	*3*	*290.6*	*2.3185*	*100*
6025	*National banks, federal reserve system*	*3*	*2*	*276.0*	*.2579*	*99*
8062	*General medical & surgical hospitals*	*18*	*17*	*667.7*	*.4620*	*99*
Lamar	**All mfg.**	14	9	80.1	.0041	79
2327	Men's & boys' separate trousers	6	6	30.8	1.3603	100
Lauderdale	**All mfg.**	36	13	684.7	.0352	91
3011	Tires & inner tubes	1	1	449.5	4.2807	100
Lawrence	**All mfg.**	14	5	183.3	.0094	89
Lee	**All mfg.**	42	12	648.2	.0333	82
2211	Cotton-weaving mills	2	2	56.3	1.0470	100
3011	Tires & inner tubes	1	1	173.4	1.6513	100
3652	Phonograph records & pre-recorded tape	1	1	106.3	6.8294	100
3949	Sporting & athletic goods n.e.c.	2	1	72.4	2.4780	98
Limestone	**All mfg.**	19	12	311.4	.0160	94
4912	*Nuclear power*	*1*	*1*	*239.9*	*1.7618*	*100*
Lowndes	**All mfg.**	10	1	55.1	.0028	18
Macon	**All mfg.**	4	3	465.0	.0239	100
8062	*General medical & surgical hospitals*	*3*	*2*	*77.4*	*.0536*	*96*
Madison	**All mfg.**	147	49	2,160.0	.1109	85
2211	Cotton-weaving mills	1	1	43.9	.8164	100
3661	Telephone & telegraph apparatus	3	1	346.1	2.1637	97
3662	Radio & TV communication equipment	8	6	210.5	.6443	98
3679	Electronic components n.e.c.	6	2	107.9	.8726	90
7372	*Computer programming & software*	*6*	*4*	*88.3*	*.9367*	*96*
8062	*General medical & surgical hospitals*	*4*	*4*	*109.8*	*.0760*	*100*
Marengo	**All mfg.**	18	3	183.6	.0094	65
Marion	**All mfg.**	22	14	287.8	.0148	90
Marshall	**All mfg.**	73	25	928.6	.0477	71
2016	Poultry-dressing plants	7	5	346.3	3.7624	93
2328	Men's & boys' work clothing	3	2	61.0	1.2591	97
Mobile	**All mfg.**	190	55	2,999.4	.1541	72
2621	Paper mills, except building paper	2	2	589.4	2.8255	100
2819	Industrial inorganic chemicals n.e.c.	7	5	162.7	1.3896	93
2869	Industrial organic chemicals n.e.c.	5	3	373.7	1.0163	84
3731	Ship building & repairing	8	4	157.3	1.7724	93
7011	*Hotels, motels, & tourist courts*	*10*	*1*	*71.1*	*.4078*	*82*
8062	*General medical & surgical hospitals*	*8*	*6*	*219.0*	*.1515*	*97*
Monroe	**All mfg.**	14	7	267.1	.0137	86
Montgomery	**All mfg.**	135	46	1,302.0	.0669	75
8062	*General medical & surgical hospitals*	*6*	*6*	*149.8*	*.1037*	*100*
Morgan	**All mfg.**	77	19	1,670.1	.0858	85
2821	Plastics materials & synthetic resins	1	1	260.7	1.4902	100
2824	Noncellulosic synthetic organic fibers	1	1	349.6	3.4227	100
4911	*Electric services*	*2*	*1*	*290.9*	*.4798*	*95*

DEFINITIONS: **SIC Industry:** Classification by primary product or service. **Total Establishments:** Those with 20 or more employees. **Large Establishments:** Those with 100 or more employees. **Shipments/Receipts:** Total dollar value of goods produced or distributed, or services rendered. **% Of U.S. Ship. Recpt.:** Boldface refers to county's share of total U.S. manufacturing shipments; lightface to the SIC industry in the county and its share of that industry's total U.S. shipments/receipts. **% In Large Establishments:** Share of shipments/receipts accounted for by establishments with 100 or more employees. **All Mfg.:** Total for all manufacturing establishments with 20 or more employees. Nonmanufacturing totals do not appear due to nonavailability. **N.E.C.:** Not Elsewhere Classified.

1983 (S&MM Est.)

ALABAMA (Morgan, cont.)

County SIC	Industry	Establishments Total	 Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
4912	*Nuclear power*	*2*	*2*	*479.8*	*3.5235*	*100*
Perry	All mfg.	8	2	41.2	.0021	27
Pickens	All mfg.	16	5	115.0	.0059	65
Pike	All mfg.	29	6	208.4	.0107	37
Randolph	All mfg.	17	7	165.9	.0085	88
Russell	All mfg.	20	7	226.5	.0116	75
2211	Cotton-weaving mills	3	3	54.8	1.0191	100
St. Clair	All mfg.	25	5	132.1	.0068	53
Shelby	All mfg.	56	9	257.2	.0132	48
Sumter	All mfg.	18	6	134.2	.0069	68
Talladega	All mfg.	56	19	640.5	.0329	78
2281	Yarn-spinning mills, except wool	6	5	68.9	1.4550	98
2611	Pulp mills	1	1	194.6	6.1085	100
Tallapoosa	All mfg.	28	14	292.5	.0150	78
2211	Cotton-weaving mills	4	4	67.5	1.2553	100
Tuscaloosa	All mfg.	68	18	1,030.3	.0529	82
3011	Tires & inner tubes	1	1	256.8	2.4456	100
3321	Gray-iron foundries	1	1	78.2	1.0016	100
8062	*General medical & surgical hospitals*	*5*	*4*	*287.7*	*.1991*	*99*
8221	*Colleges & universities n.e.c.*	*2*	*1*	*50.7*	*.2465*	*97*
Walker	All mfg.	34	5	152.3	.0078	50
1211	*Bituminous-coal & lignite mining*	*23*	*6*	*322.8*	*1.7568*	*71*
Washington	All mfg.	8	4	490.3	.0252	97
2869	Industrial organic chemicals n.e.c.	1	1	423.0	1.1504	100
Wilcox	All mfg.	14	3	287.8	.0148	84
2621	Paper mills, except building paper	1	1	229.6	1.1007	100
Winston	All mfg.	36	11	199.9	.0103	55
STATE TOTAL	All mfg.	2,609	865	31,029.8	1.5938	78

ALASKA

County SIC	Industry	Establishments Total	 Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
Anchorage	All mfg.	1		7.2	.0004	0
6025	*National banks, federal reserve system*	*2*	*2*	*215.0*	*.2009*	*100*
8062	*General medical & surgical hospitals*	*2*	*2*	*69.4*	*.0480*	*100*
Fairbanks North Star	All mfg.	1	1	257.5	.0132	100
Juneau	All mfg.	1	1	172.6	.0089	100
Kenai Peninsula	All mfg.	2	1	212.2	.0109	94
STATE TOTAL	All mfg.	5	3	649.5	.0334	97

ARIZONA

County SIC	Industry	Establishments Total	 Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
Apache	All mfg.	7	3	97.7	.0050	81
Cochise	All mfg.	16	6	189.8	.0097	87
8062	*General medical & surgical hospitals*	*6*	*2*	*53.9*	*.0373*	*75*
Coconino	All mfg.	18	4	322.6	.0166	82
Gila	All mfg.	7	3	912.3	.0469	98
1021	*Copper-ore mining*	*4*	*3*	*137.7*	*6.0674*	*96*
3331	Primary copper	4	3	906.2	17.3299	99
Graham	All mfg.	2		7.0	.0004	0
Greenlee	All mfg.	1	1	496.6	.0255	100
3331	Primary copper	1	1	496.6	9.4969	100
La Paz	All mfg.	2		1.2	.0001	0
Maricopa	All mfg.	695	143	9,582.0	.4922	82
1611	*Highway & street construction*	*15*	*3*	*188.5*	*1.1835*	*79*
2711	Newspapers	10	4	144.8	.6788	90
3069	Fabricated rubber products n.e.c.	4	1	67.4	1.1619	89
3079	Miscellaneous plastics products	26	3	93.5	.3128	37
3357	Nonferrous-wire drawing & insulating	2	2	157.9	1.8390	100
3441	Fabricated structural metal	19	4	114.3	1.3917	75
3444	Sheet-metal work	18	2	51.8	.9022	46
3573	Electronic computing equipment	18	6	1,078.9	2.7420	93
3585	Refrigeration & heating equipment	5	3	120.9	.9717	93
3661	Telephone & telegraph apparatus	6	2	253.4	1.5842	88
3662	Radio & TV communication equipment	12	3	638.3	1.9536	94
3674	Semiconductors & related devices	13	8	1,832.0	13.6284	99
3679	Electronic components n.e.c.	21	4	68.6	.5548	44
3713	Truck & bus bodies	3	1	47.8	1.9244	96
3724	Aircraft engines & engine parts	2	1	953.8	6.2832	99
3728	Aircraft equipment n.e.c.	20	8	607.0	6.4170	95
4911	*Electric services*	*2*	*1*	*528.2*	*.8712*	*99*
4931	*Electric & other services combined*	*1*	*1*	*615.7*	*1.8380*	*100*
6025	*National banks, federal reserve system*	*4*	*3*	*1,462.5*	*1.3664*	*100*
7011	*Hotels, motels, & tourist courts*	*54*	*12*	*240.8*	*1.3811*	*75*
8062	*General medical & surgical hospitals*	*26*	*22*	*683.3*	*.4728*	*98*
8221	*Colleges & universities n.e.c.*	*3*	*1*	*76.9*	*.3739*	*96*
Mohave	All mfg.	15	3	159.8	.0082	71
3546	Power-driven hand tools	1	1	84.6	6.0017	100
Navajo	All mfg.	13	2	153.0	.0079	63
1211	*Bituminous-coal & lignite mining*	*2*	*2*	*156.7*	*.8528*	*100*
Pima	All mfg.	131	22	1,809.5	.0929	83
1021	*Copper-ore mining*	*11*	*11*	*727.5*	*32.0555*	*100*
3331	Primary copper	1	1	255.7	4.8899	100
3573	Electronic computing equipment	3	2	404.4	1.0278	99
3674	Semiconductors & related devices	2	1	112.0	.8332	98
3761	Guided missiles & space vehicles	1	1	477.1	5.1502	100
4911	*Electric services*	*2*	*1*	*209.0*	*.3447*	*95*
7011	*Hotels, motels, & tourist courts*	*20*	*2*	*39.0*	*.2237*	*35*
8062	*General medical & surgical hospitals*	*10*	*8*	*284.9*	*.1971*	*98*
8221	*Colleges & universities n.e.c.*	*1*	*1*	*74.0*	*.3598*	*100*
Pinal	All mfg.	24	7	944.2	.0485	92
1021	*Copper-ore mining*	*4*	*3*	*220.9*	*9.7334*	*97*
3331	Primary copper	1	1	831.9	15.9090	100
Santa Cruz	All mfg.	9	4	46.0	.0024	71
Yavapai	All mfg.	11	2	60.8	.0031	55
Yuma	All mfg.	13	1	83.2	.0043	16
STATE TOTAL	All mfg.	964	201	14,865.7	.7636	83

DEFINITIONS **SIC Industry**: Classification by primary product or service **Total Establishments**: Those with 20 or more employees **Large Establishments**: Those with 100 or more employees **Shipments/Receipts**: Total dollar value of goods produced or distributed, or services rendered **% Of U.S. Ship. Recpt.**: Boldface refers to county's share of total U.S. manufacturing shipments, lightface to the SIC industry in the county and its share of that industry's total U.S. shipments/receipts **% In Large Establishments**: Share of shipments/receipts accounted for by establishments with 100 or more employees **All Mfg.**: Total for all manufacturing establishments with 20 or more employees. Nonmanufacturing totals do not appear due to nonavailability **N.E.C.**: Not Elsewhere Classified

ARKANSAS

County SIC	Industry	Establishments Total	 Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
Arkansas	All mfg.	27	5	575.2	.0295	80
2044	Rice milling	6	3	491.5	20.5864	88
Ashley	All mfg.	22	8	402.5	.0207	81
2621	Paper mills, except building paper	1	1	229.6	1.1007	100
Baxter	All mfg.	10	5	430.1	.0221	96
2834	Pharmaceutical preparations	1	1	376.8	2.0989	100
Benton	All mfg.	61	27	771.1	.0396	83
2016	Poultry-dressing plants	4	3	170.5	1.8524	98
3041	Rubber & plastic hose & belting	2	2	66.5	3.3048	100
3621	Motors & generators	2	2	75.0	1.2245	100
Boone	All mfg.	26	6	125.3	.0064	58
Bradley	All mfg.	7	5	112.8	.0058	94
Calhoun	All mfg.	2		3.1	.0002	0
Carroll	All mfg.	10	4	146.2	.0075	88
Chicot	All mfg.	7	4	47.9	.0025	72
Clark	All mfg.	13	4	146.7	.0075	82
Clay	All mfg.	15	6	79.3	.0041	54
Cleburne	All mfg.	10	1	33.8	.0017	37
Cleveland	All mfg.	4		33.2	.0017	0
Columbia	All mfg.	23	7	281.1	.0144	66
Conway	All mfg.	13	5	185.6	.0095	73
Craighead	All mfg.	39	20	543.1	.0279	88
3144	Women's nonathletic footwear	3	3	38.0	2.3682	100
Crawford	All mfg.	21	3	150.2	.0077	30
Crittenden	All mfg.	31	5	161.1	.0083	46
Cross	All mfg.	6	3	81.4	.0042	89
Dallas	All mfg.	17	5	117.6	.0060	74
Desha	All mfg.	12	8	187.0	.0096	92
Drew	All mfg.	10	4	343.3	.0176	92
2272	Tufted carpets & rugs	1	1	250.4	4.2380	100
Faulkner	All mfg.	29	9	321.6	.0165	81
Franklin	All mfg.	12	3	106.7	.0055	78
Fulton	All mfg.	1	1	13.7	.0007	100
Garland	All mfg.	43	10	588.1	.0302	76
2421	General sawmills & planing mills	3	1	214.2	1.7412	95
3143	Men's nonathletic footwear	1	1	64.3	3.1156	100
Grant	All mfg.	9	4	69.7	.0036	86
Greene	All mfg.	14	7	268.7	.0138	94
3621	Motors & generators	1	1	64.3	1.0498	100
Hempstead	All mfg.	18	4	139.7	.0072	69
Hot Spring	All mfg.	22	8	244.6	.0126	87
3624	Carbon & graphite products	1	1	138.2	10.5039	100
Howard	All mfg.	12	7	276.8	.0142	93
2421	General sawmills & planing mills	1	1	121.7	.9893	100
Independence	All mfg.	25	11	44[illegible].8	.0229	90
Izard	All mfg.	7	1	20.7	.0011	25
Jackson	All mfg.	17	6	194.3	.0100	80
Jefferson	All mfg.	44	21	782.0	.0402	85
2631	Paperboard mills	2	2	368.0	3.3285	100
Johnson	All mfg.	17	6	159.8	.0082	81
Lafayette	All mfg.	6	3	52.9	.0027	80
Lawrence	All mfg.	14	4	69.1	.0035	74
Lee	All mfg.	3	2	27.9	.0014	75
Lincoln	All mfg.	4	1	15.9	.0008	67

1983 (S&MM Est.)

ARKANSAS (cont.)

County SIC	Industry	Establishments Total	Establishments Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
Little River	**All mfg.**	**6**	**5**	**234.1**	**.0120**	**97**
2611	Pulp mills	1	1	146.4	4.5955	100
Logan	**All mfg.**	**15**	**6**	**105.7**	**.0054**	**63**
Lonoke	**All mfg.**	**15**	**8**	**235.7**	**.0121**	**82**
3482	Small-arms ammunition	1	1	111.5	13.6358	100
Madison	**All mfg.**	**4**	**3**	**45.5**	**.0023**	**94**
Marion	**All mfg.**	**3**	**2**	**31.4**	**.0016**	**83**
Miller	**All mfg.**	**11**	**5**	**265.3**	**.0136**	**94**
3011	Tires & inner tubes	1	1	192.7	1.8351	100
Mississippi	**All mfg.**	**41**	**14**	**673.5**	**.0346**	**60**
2771	Greeting-card publishing	1	1	160.1	7.2117	100
Monroe	**All mfg.**	**4**	**2**	**9.6**	**.0005**	**53**
Montgomery	**All mfg.**	**5**	**1**	**31.2**	**.0016**	**47**
Nevada	**All mfg.**	**6**	**2**	**49.7**	**.0026**	**77**
Ouachita	**All mfg.**	**35**	**11**	**627.2**	**.0322**	**66**
Perry	**All mfg.**	**3**		**22.6**	**.0012**	**0**
Phillips	**All mfg.**	**17**	**6**	**445.4**	**.0229**	**61**
Pike	**All mfg.**	**6**	**2**	**23.0**	**.0012**	**54**
Poinsett	**All mfg.**	**15**	**6**	**156.4**	**.0080**	**77**
Polk	**All mfg.**	**16**	**3**	**151.8**	**.0078**	**78**
Pope	**All mfg.**	**22**	**9**	**494.3**	**.0254**	**86**
2038	Frozen food specialties	1	1	265.7	5.7078	100
Prairie	**All mfg.**	**4**		**5.9**	**.0003**	**0**
Pulaski	**All mfg.**	**229**	**68**	**2,285.0**	**.1174**	**76**
2335	Women's & misses' dresses	1	1	40.4	.9692	100
3621	Motors & generators	2	2	53.6	.8751	100
3661	Telephone & telegraph apparatus	2	1	244.3	1.5273	97
3873	Watches, clocks, & watchcases	2	2	124.6	9.8670	100
4911	*Electric services*	*2*	*1*	*430.4*	*.7099*	*98*
8062	*General medical & surgical hospitals*	*12*	*12*	*395.0*	*.2733*	*100*
Randolph	**All mfg.**	**14**	**6**	**113.4**	**.0058**	**81**
St. Francis	**All mfg.**	**14**	**6**	**335.8**	**.0172**	**57**
3651	Radio & TV receiving sets	1	1	121.0	1.7784	100
Saline	**All mfg.**	**20**	**4**	**340.2**	**.0175**	**87**
2819	Industrial inorganic chemicals n.e.c.	3	2	280.5	2.3957	99
Scott	**All mfg.**	**5**	**2**	**24.5**	**.0013**	**67**
Searcy	**All mfg.**	**5**	**1**	**20.7**	**.0011**	**58**
Sebastian	**All mfg.**	**139**	**47**	**1,796.7**	**.0923**	**81**
2511	Wood household furniture	8	8	87.3	1.4739	100
2512	Upholstered wood household furniture	8	3	130.4	2.9696	87
3585	Refrigeration & heating equipment	4	3	177.7	1.4282	97
3621	Motors & generators	2	1	55.2	.9012	97
3632	Household refrigerators & freezers	1	1	341.1	11.0531	100
8062	*General medical & surgical hospitals*	*1*	*1*	*114.5*	*.0792*	*100*
Sevier	**All mfg.**	**4**	**3**	**89.0**	**.0046**	**92**
Sharp	**All mfg.**	**1**		**.9**	**.0000**	**0**
Stone	**All mfg.**	**4**	**1**	**23.2**	**.0012**	**59**
Union	**All mfg.**	**40**	**10**	**1,762.0**	**.0905**	**84**
Van Buren	**All mfg.**	**6**	**3**	**45.1**	**.0023**	**85**
Washington	**All mfg.**	**54**	**22**	**775.9**	**.0399**	**85**
2016	Poultry-dressing plants	4	2	164.6	1.7883	91
2038	Frozen food specialties	1	1	227.8	4.8937	100
8062	*General medical & surgical hospitals*	*4*	*4*	*77.1*	*.0534*	*100*
White	**All mfg.**	**26**	**13**	**312.9**	**.0161**	**81**
Woodruff	**All mfg.**	**6**	**3**	**70.5**	**.0036**	**82**
Yell	**All mfg.**	**9**	**3**	**96.9**	**.0050**	**65**
2017	Poultry & egg processing	2	2	36.5	2.6791	100
STATE TOTAL	**All mfg.**	**1,487**	**520**	**20,457.6**	**1.0508**	**79**

CALIFORNIA

County SIC	Industry	Establishments Total	Establishments Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
Alameda	**All mfg.**	**640**	**164**	**6,387.6**	**.3281**	**75**
1611	*Highway & street construction*	*7*	*3*	*104.4*	*.6555*	*93*
2051	Bread, cake, & related products	8	5	71.3	.5704	88
2052	Cookies & crackers	5	2	138.6	3.0762	88
2653	Corrugated & solid fiber boxes	11	5	117.6	1.1378	82
2711	Newspapers	5	3	96.3	.4515	95
2842	Polishes & sanitation goods	6	3	124.2	2.8592	92
3221	Glass containers	4	4	216.6	4.4027	100
3312	Blast furnaces & steel mills	3	2	262.7	.6979	96
3411	Metal cans	7	6	342.5	3.5002	98
3519	Internal-combustion engines n.e.c.	2	2	275.3	3.0639	100
3561	Pumps & pumping equipment	8	2	76.5	1.4467	80
3573	Electronic computing equipment	10	5	336.9	.8562	94
5085	*Industrial-supply distributors*	*34*	*2*	*353.5*	*1.0551*	*31*
8062	*General medical & surgical hospitals*	*21*	*20*	*729.6*	*.5049*	*99*
8221	*Colleges & universities n.e.c.*	*6*	*4*	*293.1*	*1.4249*	*98*
Amador	**All mfg.**	**4**	**1**	**30.3**	**.0016**	**55**
Butte	**All mfg.**	**30**	**8**	**354.5**	**.0182**	**71**
8062	*General medical & surgical hospitals*	*5*	*4*	*59.6*	*.0412*	*95*
Calaveras	**All mfg.**	**7**	**2**	**46.8**	**.0024**	**65**
Colusa	**All mfg.**	**6**		**23.8**	**.0012**	**0**
Contra Costa	**All mfg.**	**229**	**81**	**7,372.4**	**.3787**	**93**
1629	*Heavy construction n.e.c.*	*9*	*4*	*90.5*	*.3822*	*82*
2062	Cane-sugar refining	1	1	572.7	14.9028	100
2819	Industrial inorganic chemicals n.e.c.	12	3	144.0	1.2299	79
2911	Petroleum refining	5	5	4,446.4	2.4514	100
3312	Blast furnaces & steel mills	1	1	138.2	.3672	100
3829	Measuring & controlling devices n.e.c.	2	2	63.2	3.8602	100
4912	*Nuclear power*	*2*	*2*	*515.8*	*3.7879*	*100*
8062	*General medical & surgical hospitals*	*13*	*10*	*272.8*	*.1888*	*97*
Del Norte	**All mfg.**	**9**	**5**	**104.0**	**.0053**	**84**
El Dorado	**All mfg.**	**7**	**1**	**32.0**	**.0016**	**51**
Fresno	**All mfg.**	**169**	**47**	**1,785.6**	**.0917**	**72**
2034	Dehydrated fruits, vegetables, & soups	10	8	180.7	11.3949	98
8062	*General medical & surgical hospitals*	*14*	*9*	*255.7*	*.1769*	*94*
Glenn	**All mfg.**	**15**	**5**	**117.9**	**.0061**	**77**
Humboldt	**All mfg.**	**34**	**13**	**350.5**	**.0180**	**78**
2421	General sawmills & planing mills	13	6	209.4	1.7021	87
4912	*Nuclear power*	*1*	*1*	*196.4*	*1.4423*	*100*
8062	*General medical & surgical hospitals*	*4*	*4*	*50.9*	*.0352*	*100*
Imperial	**All mfg.**	**14**	**3**	**134.6**	**.0069**	**62**
Inyo	**All mfg.**	**3**	**1**	**8.2**	**.0004**	**54**
Kern	**All mfg.**	**96**	**14**	**1,806.4**	**.0928**	**53**
1311	*Crude petroleum & natural gas*	*29*	*1*	*848.6*	*2.1122*	*51*
6025	*National banks, federal reserve system*	*3*	*2*	*925.5*	*.8647*	*99*
8062	*General medical & surgical hospitals*	*10*	*7*	*165.4*	*.1145*	*94*
Kings	**All mfg.**	**18**	**3**	**679.2**	**.0349**	**89**
Lassen	**All mfg.**	**7**		**20.9**	**.0011**	**0**
Los Angeles	**All mfg.**	**5,553**	**1,483**	**69,296.7**	**3.5594**	**81**
1311	*Crude petroleum & natural gas*	*64*	*7*	*1,389.3*	*3.4581*	*39*
1382	*Oil- & gas-field exploration services*	*27*	*3*	*29.9*	*- 3.5222*	*32*
1611	*Highway & street construction*	*25*	*7*	*238.5*	*1.4974*	*78*
1622	*Bridge & tunnel construction*	*12*	*3*	*164.2*	*3.1802*	*81*
1623	*Pipe- & utility-line construction*	*27*	*3*	*137.8*	*2.3971*	*47*
1629	*Heavy construction n.e.c.*	*49*	*18*	*1,3[illegible].9*	*5.5368*	*91*
2011	Meat-packing plants	29	13	1,150.9	2.6065	80
2013	Sausages & other prepared meats	16	8	238.4	2.2422	80
2026	Fluid milk	11	7	472.7	2.7636	92
2033	Canned fruits & vegetables	9	3	133.2	1.4554	87
2047	Pet food	4	3	253.3	6.7048	98
2051	Bread, cake, & related products	29	17	440.4	3.5231	91
2065	Confectionery products	15	3	132.5	2.0882	59
2082	Malt beverages	4	4	597.1	5.0029	100
2086	Bottled & canned soft drinks	13	5	288.9	1.6856	83
2087	Flavoring extracts & syrups n.e.c.	7	3	328.5	8.2123	88
2091	Canned & cured seafoods	4	3	495.7	19.3754	99
2095	Roasted coffee	4	2	380.5	6.6777	90
2099	Food preparations n.e.c.	27	13	525.0	5.7415	82
2253	Knit-outerwear mills	19	2	58.0	1.9751	47
2258	Warp-knit fabric mills	1	1	166.0	8.6666	100
2272	Tufted carpets & rugs	6	4	152.1	2.5743	93
2321	Men's & boys' shirts & nightwear	23	10	89.4	2.3098	76
2327	Men's & boys' separate trousers	6	3	65.0	2.8708	94
2329	Men's & boys' clothing n.e.c.	13	4	44.8	3.0511	82
2331	Women's & misses' blouses	27	11	133.7	4.4879	72
2335	Women's & misses' dresses	55	6	150.2	3.6033	44
2337	Women's & misses' suits & coats	23	7	253.4	6.5053	69
2339	Women's & misses' outerwear n.e.c.	53	19	272.7	5.8304	70
2341	Women's & children's underwear	12	7	61.4	2.3216	85
2342	Brassieres, girdles, & allied garments	8	5	75.0	11.3809	93
2391	Curtains & draperies	18	3	40.0	4.1369	44
2392	House furnishings n.e.c.	19	5	134.4	4.5752	66
2399	Fabricated textile products n.e.c.	17	4	43.9	3.6281	60
2431	Millwork	26	2	70.8	1.4286	22
2499	Wood products n.e.c.	31	5	121.3	3.5784	64
2511	Wood household furniture	51	16	219.4	3.7042	69
2512	Upholstered wood household furniture	54	13	219.5	4.9987	53
2514	Metal household furniture	21	14	192.8	10.9608	92
2515	Mattresses & bedsprings	24	9	166.4	7.4415	73
2519	Household furniture n.e.c.	12	3	76.8	15.0147	61
2521	Wood office furniture	14	4	88.0	6.9516	66
2522	Metal office furniture	1[illegible]	4	118.5	3.6295	63
2531	Public-building & related furniture	8	2	90.0	6.5184	86
2541	Wood partitions & fixtures	24	2	80.3	4.9492	32
2621	Paper mills, except building paper	9	6	287.3	1.3773	96
2642	Envelopes	14	4	81.0	4.4836	58
2643	Bags, except textile bags	21	9	291.2	4.6745	78

DEFINITIONS: **SIC Industry:** Classification by primary product or service. **Total Establishments:** Those with 20 or more employees. **Large Establishments:** Those with 100 or more employees. **Shipments/Receipts:** Total dollar value of goods produced or distributed, or services rendered. **% Of U.S. Ship./Recpt.:** Boldface refers to county's share of total U.S. manufacturing shipments; lightface to the SIC industry in the county and its share of that industry's total U.S. shipments/receipts. **% In Large Establishments:** Share of shipments/receipts accounted for by establishments with 100 or more employees. **All Mfg.:** Total for all manufacturing establishments with 20 or more employees. Nonmanufacturing totals do not appear due to nonavailability. **N.E.C.:** Not Elsewhere Classified.

1983 (S&MM Est.)

County SIC	Industry	Establishments Total	Establishments Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
2651	Folding paperboard boxes	13	6	91.6	2.6785	76
2653	Corrugated & solid fiber boxes	38	13	308.0	2.9801	67
2711	Newspapers	53	20	705.4	3.3070	88
2721	Periodicals	48	7	350.0	3.2578	51
2741	Miscellaneous publishing	12	3	92.2	3.6843	77
2751	Letterpress commercial printing	77	8	100.5	2.1070	30
2752	Lithographic commercial printing	69	10	455.2	3.0818	44
2753	Engraving & plate printing	17	3	29.9	8.6018	52
2782	Blankbooks & looseleaf binders	13	8	152.2	7.1708	84
2819	Industrial inorganic chemicals n.e.c.	19	5	176.6	1.5083	64
2821	Plastics materials & synthetic resins	17	8	296.0	1.6920	72
2833	Medicinals & botanicals	6	1	192.2	6.0238	79
2834	Pharmaceutical preparations	26	12	559.6	3.1172	87
2841	Soap & other detergents	15	6	385.3	4.2876	81
2842	Polishes & sanitation goods	31	7	245.8	5.6585	60
2844	Toilet preparations	21	6	431.3	4.9211	73
2851	Paints & allied products	55	9	515.8	5.7775	55
2869	Industrial organic chemicals n.e.c.	14	5	418.5	1.1382	60
2891	Adhesives & sealants	18	5	126.2	5.3966	62
2899	Chemical preparations n.e.c.	47	6	284.6	5.0491	40
2911	Petroleum refining	19	12	11,457.1	6.3165	93
2951	Paving mixtures & blocks	9	1	24.1	2.5524	73
3069	Fabricated rubber products n.e.c.	51	15	193.5	3.3931	61
3079	Miscellaneous plastics products	220	56	1,262.4	4.2229	61
3144	Women's nonathletic footwear	11	7	84.9	5.2910	89
3171	Women's handbags & purses	11	2	36.3	7.5452	63
3221	Glass containers	8	6	236.3	4.8031	97
3231	Products of purchased glass	21	4	107.5	4.1811	45
3269	Pottery products n.e.c.	20	6	37.4	12.5293	64
3272	Concrete products n.e.c.	9	3	70.6	2.3961	87
3273	Ready-mixed concrete	25	3	136.7	2.2541	59
3293	Gaskets, packing, & sealing devices	20	4	82.3	4.8058	63
3312	Blast furnaces & steel mills	17	6	226.8	.6026	77
3317	Steel pipe & tubes	10	2	75.3	2.2955	73
3321	Gray-iron foundries	22	11	133.5	1.7098	73
3351	Copper rolling & drawing	5	4	223.7	4.8344	99
3354	Aluminum extruded products	9	7	219.2	7.7167	96
3355	Aluminum rolling & drawing n.e.c.	7	3	127.1	10.8865	83
3361	Aluminum foundries	34	3	143.6	4.5746	37
3369	Nonferrous foundries n.e.c.	28	7	64.8	7.0604	59
3398	Metal heat treating	22	1	75.1	7.1030	15
3411	Metal cans	11	8	498.5	5.0945	96
3423	Hand & edge tools n.e.c.	20	4	67.3	2.3266	50
3429	Hardware n.e.c.	70	17	516.0	9.2301	73
3432	Plumbing fittings & brass goods	12	6	149.5	10.8475	92
3433	Heating equipment, except electric	13	4	58.7	3.3537	81
3441	Fabricated structural metal	34	6	149.4	1.8190	53
3442	Metal doors, sash, & trim	37	7	137.3	3.1841	46
3443	Fabricated plate work (boiler shops)	36	8	188.0	1.9696	61
3444	Sheet-metal work	74	10	191.0	3.3266	38
3449	Miscellaneous metal work	22		76.8	3.6739	0
3451	Screw-machine products	25	3	46.6	2.2935	31
3452	Bolts, nuts, rivets, & washers	51	15	435.8	10.5197	82
3462	Iron & steel forgings	10	4	107.0	2.9187	86
3463	Nonferrous forgings	6	2	144.7	12.9451	85
3469	Metal stampings n.e.c.	45	3	111.2	1.7451	15
3471	Plating & polishing	117	15	215.8	11.1272	43
3479	Metal coating & allied services n.e.c.	53	7	150.1	7.0832	38
3483	Ammunition, except small-arms, n.e.c.	5	3	124.8	9.8946	95
3494	Valves & pipe fittings	35	10	256.5	2.9532	73
3496	Miscellaneous fabricated wire products	29	3	33.3	1.9875	26
3498	Fabricated pipe & fittings	18	5	106.8	4.0018	54
3499	Fabricated metal products n.e.c.	39	8	150.2	3.5675	57
3531	Construction machinery	20	5	169.3	1.4048	72
3533	Oil-field machinery	23	10	523.2	6.2486	86
3541	Metal-cutting machine tools	14	4	62.8	1.6950	64
3544	Special dies, tools, jigs, & fixtures	62	8	82.1	2.7582	42
3545	Machine-tool accessories	32	2	55.4	2.2695	23
3546	Power-driven hand tools	4	2	66.9	4.7460	93
3551	Food-products machinery	25	5	67.5	3.1991	42
3559	Special-industry machinery n.e.c.	28	4	104.0	2.4042	64
3561	Pumps & pumping equipment	34	12	454.2	8.5894	85
3564	Blowers & exhaust & ventilation fans	18	4	56.8	3.5710	71
3569	General industrial machinery n.e.c.	41	14	247.9	7.5820	81
3573	Electronic computing equipment	107	51	2,837.8	7.2122	89
3585	Refrigeration & heating equipment	40	9	302.4	2.4304	67
3589	Service-industry machinery n.e.c.	14	3	77.4	3.5483	66
3599	Machinery, except electrical, n.e.c.	226	13	516.1	5.8057	22
3613	Switchgear & switchboard apparatus	22	8	109.9	2.4897	72
3621	Motors & generators	14	8	95.8	1.5641	87
3622	Industrial controls	19	4	151.5	3.6596	76
3623	Electric welding apparatus	13	3	145.8	8.7625	72
3634	Electric housewares & fans	5	2	77.1	2.2146	86
3639	Household appliances n.e.c.	9	4	189.8	11.5303	89
3643	Current-carrying wiring devices	26	9	116.3	3.9994	72
3644	Non-current-carrying wiring devices	7	5	146.3	5.7307	93
3645	Residential electric lighting fixtures	21	6	97.5	8.2272	61
3646	Commercial electric lighting fixtures	14	5	136.5	7.9393	68
3648	Lighting equipment n.e.c.	15	7	96.1	8.1920	74
3651	Radio & TV receiving sets	28	18	425.8	6.2584	90
3652	Phonograph records & pre-recorded tape	17	7	149.5	9.6049	71
3661	Telephone & telegraph apparatus	11	9	240.2	1.5017	96
3662	Radio & TV communication equipment	78	34	2,630.5	8.0511	93
3674	Semiconductors & related devices	20	9	452.4	3.3654	92
3675	Electronic capacitors	7	5	78.3	5.8744	93
3677	Electronic coils & transformers	16	6	53.2	5.9701	60
3678	Electronic connectors	15	8	306.9	11.4708	93
3679	Electronic components n.e.c.	108	29	525.9	4.2529	67
3693	X-ray apparatus & tubes	7	4	146.7	4.2223	88
3711	Motor vehicles & passenger-car bodies	6	3	1,368.5	1.3479	98
3713	Truck & bus bodies	18	3	44.3	1.7835	62
3714	Motor-vehicle parts & accessories	65	20	814.8	1.9172	75
3715	Truck trailers	6	2	85.3	3.4491	87
3721	Aircraft	11	9	6,838.0	21.3489	100
3724	Aircraft engines & engine parts	8	4	299.2	1.9710	92
3728	Aircraft equipment n.e.c.	129	46	1,324.5	14.0021	79
3731	Ship building & repairing	7	5	139.8	1.5752	97
3761	Guided missiles & space vehicles	7	5	2,647.1	28.5750	100
3769	Space-vehicle equipment n.e.c.	8	5	204.7	13.0415	95
3792	Travel trailers & campers	12	7	52.4	4.8131	83
3811	Engineering & scientific instruments	28	7	88.0	3.2780	58
3822	Environmental controls	11	5	129.9	8.2550	92
3823	Industrial process-control instruments	20	6	128.3	3.7629	74
3824	Fluid meters & counting devices	7	4	81.1	9.1052	93
3825	Electricity-measuring instruments	15	4	156.5	2.7879	78
3829	Measuring & controlling devices n.e.c.	21	9	98.6	6.0225	75
3832	Optical instruments & lenses	18	4	173.7	5.8440	72
3841	Surgical & medical instruments	8	2	72.7	2.3959	76
3842	Surgical appliances & supplies	17	5	150.7	3.3823	74
3843	Dental equipment & supplies	7	3	130.6	11.0379	93
3861	Photographic equipment & supplies	29	8	465.0	2.5659	57
3944	Games, toys, & children's vehicles	14	7	497.1	11.3309	95
3949	Sporting & athletic goods n.e.c.	22	6	85.6	2.9298	62
3951	Pens & mechanical pencils	5	3	127.0	11.8747	97
3993	Signs & advertising displays	36	5	81.8	4.8798	52
3999	Manufactures n.e.c.	47	2	89.3	3.3096	12
4011	*Line-haul-operating railroads*	*2*	*1*	*441.7*	*3.1009*	*100*
4911	*Electric services*	*14*	*5*	*4,059.3*	*6.6953*	*97*
4923	*Gas transmission & distribution*	*4*	*4*	*2,020.3*	*18.0556*	*100*
5051	*Metals service centers & sales offices*	*94*	*12*	*4,114.5*	*7.5070*	*58*
5063	*Electrical-power-equipment wholesalers*	*107*	*7*	*1,944.3*	*5.4268*	*45*
5065	*Electronic-parts wholesalers*	*62*	*11*	*1,789.6*	*9.9902*	*65*
5081	*Commercial-equipment wholesalers*	*64*	*5*	*1,660.1*	*13.3010*	*83*
5084	*Industrial-machinery distributors*	*152*	*8*	*1,940.9*	*5.1273*	*37*
5085	*Industrial-supply distributors*	*172*	*2*	*1,289.6*	*3.8489*	*4*
6025	*National banks, federal reserve system*	*17*	*8*	*3,667.3*	*3.4262*	*99*
7011	*Hotels, motels, & tourist courts*	*102*	*33*	*585.9*	*3.3605*	*84*
7372	*Computer programming & software*	*64*	*18*	*842.6*	*8.9387*	*86*
7374	*Data-processing services*	*57*	*21*	*435.4*	*6.7389*	*82*
8062	*General medical & surgical hospitals*	*176*	*149*	*5,160.6*	*3.5711*	*98*
8221	*Colleges & universities n.e.c.*	*40*	*19*	*726.0*	*3.5295*	*95*
Madera	**All mfg.**	**17**	**6**	**257.5**	**.0132**	**78**
Marin	**All mfg.**	**39**	**6**	**268.1**	**.0138**	**63**
8062	*General medical & surgical hospitals*	*6*	*3*	*60.3*	*.0417*	*82*
Mariposa						
7011	*Hotels, motels, & tourist courts*	*2*	*1*	*37.4*	*.2145*	*97*
Mendocino	**All mfg.**	**28**	**5**	**145.7**	**.0075**	**40**
Merced	**All mfg.**	**31**	**10**	**442.8**	**.0227**	**78**
8062	*General medical & surgical hospitals*	*6*	*4*	*71.9*	*.0498*	*94*
Modoc	**All mfg.**	**2**		**8.2**	**.0004**	**0**
Mono	**All mfg.**	**1**		**4.0**	**.0002**	**0**
Monterey	**All mfg.**	**59**	**19**	**712.1**	**.0366**	**72**
2037	Frozen fruits & vegetables	5	3	146.9	2.9966	96
8062	*General medical & surgical hospitals*	*7*	*5*	*120.2*	*.0832*	*94*
Napa	**All mfg.**	**37**	**7**	**398.7**	**.0205**	**60**
2084	Wines, brandy, & brandy spirits	15	3	221.2	8.5087	49
3317	Steel pipe & tubes	1	1	68.7	2.0943	100
8062	*General medical & surgical hospitals*	*3*	*3*	*142.7*	*.0987*	*100*
Nevada	**All mfg.**	**7**	**2**	**61.7**	**.0032**	**63**
Orange	**All mfg.**	**997**	**303**	**12,631.2**	**.6488**	**83**
1629	*Heavy construction n.e.c.*	*5*	*3*	*1,027.3*	*4.3390*	*99*
2013	Sausages & other prepared meats	2	2	152.7	1.4362	100
2451	Mobile homes	3	3	156.1	3.0937	100
2711	Newspapers	8	3	91.3	.4280	88
2834	Pharmaceutical preparations	10	4	235.6	1.3124	91
2851	Paints & allied products	11	2	139.0	1.5570	54
3069	Fabricated rubber products n.e.c.	10	3	81.9	1.4361	86
3079	Miscellaneous plastics products	79	21	421.6	1.4103	58
3429	Hardware n.e.c.	14	4	140.1	2.5061	79
3452	Bolts, nuts, rivets, & washers	8	4	111.1	2.6818	92
3469	Metal stampings n.e.c.	14	3	73.4	1.1519	63
3494	Valves & pipe fittings	7	3	91.3	1.0512	87
3533	Oil-field machinery	6	5	266.6	3.1840	99
3573	Electronic computing equipment	66	38	1,934.7	4.9170	93

CALIFORNIA (Orange, cont.)

County SIC	Industry	Establishments Total	Establishments Large	1983 (S&MM Est.) Shipments Receipts ($ Mil.)	1983 (S&MM Est.) % Of U.S. Ship/Recpt	1983 (S&MM Est.) % In Large Estab.
3599	Machinery, except electrical, n.e.c.	31	2	65.6	.7379	17
3622	Industrial controls	7	1	58.5	1.4131	72
3662	Radio & TV communication equipment	30	11	2,158.3	6.6058	96
3678	Electronic connectors	4	2	326.3	12.1959	98
3679	Electronic components n.e.c.	39	21	289.7	2.3428	88
3728	Aircraft equipment n.e.c.	22	13	522.6	5.5247	95
3792	Travel trailers & campers	6	3	59.1	5.4285	89
3823	Industrial process-control instruments	11	5	91.6	2.6865	89
3841	Surgical & medical instruments	3	2	62.1	2.0466	98
3842	Surgical appliances & supplies	9	4	143.1	3.2118	90
3949	Sporting & athletic goods n.e.c.	8	3	92.5	3.1660	90
4912	*Nuclear power*	*1*	*1*	*353.3*	*2.5945*	*100*
4923	*Gas transmission & distribution*	*14*	*5*	*309.6*	*2.7669*	*58*
5063	*Electrical-power-equipment wholesalers*	*12*	*6*	*771.1*	*2.1523*	*92*
7011	*Hotels, motels, & tourist courts*	*38*	*4*	*100.4*	*.5759*	*41*
7372	*Computer programming & software*	*27*	*3*	*162.3*	*1.7218*	*61*
8062	*General medical & surgical hospitals*	*39*	*35*	*867.8*	*.6005*	*98*
8221	*Colleges & universities n.e.c.*	*6*	*3*	*69.5*	*.3379*	*96*
Placer	**All mfg.**	**18**	**4**	**130.2**	**.0067**	**58**
Plumas	**All mfg.**	**4**	**2**	**30.5**	**.0016**	**74**
Riverside	**All mfg.**	**157**	**57**	**1,426.6**	**.0733**	**78**
2451	Mobile homes	5	4	118.1	2.3406	94
3823	Industrial process-control instruments	2	1	59.5	1.7451	95
7011	*Hotels, motels, & tourist courts*	*25*	*4*	*54.6*	*.3132*	*46*
8062	*General medical & surgical hospitals*	*12*	*12*	*251.3*	*.1739*	*100*
Sacramento	**All mfg.**	**121**	**33**	**1,641.2**	**.0843**	**82**
2032	Canned food specialties	1	1	216.1	5.4771	100
2711	Newspapers	3	3	188.0	.8814	100
3764	Space-propulsion units & parts	1	1	256.6	12.5342	100
8062	*General medical & surgical hospitals*	*11*	*9*	*386.6*	*.2675*	*98*
San Benito	**All mfg.**	**11**	**2**	**116.1**	**.0060**	**53**
San Bernardino	**All mfg.**	**205**	**57**	**1,873.4**	**.0962**	**77**
2711	Newspapers	12	2	73.0	.3422	64
3241	Hydraulic cement	5	4	136.5	3.6600	96
3312	Blast furnaces & steel mills	3	3	361.8	.9612	100
3589	Service-industry machinery n.e.c.	1	1	68.7	3.1495	100
3721	Aircraft	1	1	122.6	.3828	100
8062	*General medical & surgical hospitals*	*19*	*14*	*465.5*	*.3221*	*96*
San Diego	**All mfg.**	**545**	**164**	**7,609.2**	**.3908**	**85**
2051	Bread, cake, & related products	10	6	74.2	.5936	86
2091	Canned & cured seafoods	2	2	286.1	11.1828	100
2711	Newspapers	15	6	247.9	1.1622	88
3511	Turbines & turbine-generator set units	1	1	150.9	5.0478	100
3534	Elevators & moving stairways	5	1	41.5	7.1184	85
3573	Electronic computing equipment	27	15	975.3	2.4787	94
3651	Radio & TV receiving sets	1	1	115.2	1.6932	100
3662	Radio & TV communication equipment	33	12	751.1	2.2989	87
3679	Electronic components n.e.c.	18	6	147.7	1.1944	82
3721	Aircraft	3	1	613.5	1.9154	97
3724	Aircraft engines & engine parts	3	2	207.3	1.3656	99
3728	Aircraft equipment n.e.c.	11	10	602.3	6.3673	100
3731	Ship building & repairing	10	8	205.0	2.3099	96
3732	Boat building & repairing	12	5	82.5	4.2310	82
3761	Guided missiles & space vehicles	1	1	749.6	8.0918	100
3825	Electricity-measuring instruments	12	3	81.5	1.4518	51
3851	Ophthalmic goods	2	2	50.7	4.7326	100
4931	*Electric & other services combined*	*2*	*1*	*847.7*	*2.5305*	*99*
5065	*Electronic-parts wholesalers*	*11*	*2*	*414.8*	*2.3156*	*77*
7011	*Hotels, motels, & tourist courts*	*50*	*11*	*329.0*	*1.8870*	*80*
8062	*General medical & surgical hospitals*	*31*	*26*	*845.1*	*.5848*	*97*
San Francisco	**All mfg.**	**563**	**77**	**3,622.5**	**.1861**	**56**
1629	*Heavy construction n.e.c.*	*12*	*8*	*692.6*	*2.9253*	*98*
2051	Bread, cake, & related products	15	3	119.1	.9528	78
2086	Bottled & canned soft drinks	4	3	145.7	.8501	98
2711	Newspapers	24	8	390.1	1.8288	88
2752	Lithographic commercial printing	35	5	243.7	1.6499	46
3429	Hardware n.e.c.	4	1	104.8	1.8746	94
3731	Ship building & repairing	9	4	120.9	1.3623	90
4923	*Gas transmission & distribution*	*1*	*1*	*369.2*	*3.2996*	*100*
4931	*Electric & other services combined*	*3*	*2*	*3,226.2*	*9.6309*	*100*
5081	*Commercial-equipment wholesalers*	*29*	*5*	*228.1*	*1.8276*	*44*
5084	*Industrial-machinery distributors*	*26*	*2*	*339.8*	*.8977*	*38*
5085	*Industrial-supply distributors*	*29*	*2*	*348.5*	*1.0401*	*43*
6025	*National banks, federal reserve system*	*9*	*7*	*13,332.9*	*12.9236*	*100*
7011	*Hotels, motels, & tourist courts*	*61*	*21*	*318.0*	*1.8239*	*79*
7374	*Data-processing services*	*21*	*4*	*77.1*	*1.1933*	*53*
8062	*General medical & surgical hospitals*	*25*	*21*	*917.8*	*.6351*	*99*
8221	*Colleges & universities n.e.c.*	*10*	*3*	*56.6*	*.2752*	*66*
San Joaquin	**All mfg.**	**142**	**55**	**2,133.8**	**.1096**	**80**
2033	Canned fruits & vegetables	14	12	565.5	6.1789	98
3231	Products of purchased glass	1	1	93.0	3.6171	100
8062	*General medical & surgical hospitals*	*9*	*7*	*184.4*	*.1276*	*96*
San Luis Obispo	**All mfg.**	**20**	**4**	**262.1**	**.0135**	**15**
8062	*General medical & surgical hospitals*	*7*	*5*	*94.6*	*.0655*	*92*
San Mateo	**All mfg.**	**288**	**67**	**2,311.2**	**.1187**	**67**
2711	Newspapers	12	3	98.7	.4627	68
2851	Paints & allied products	6	3	157.7	1.7664	91
3662	Radio & TV communication equipment	8	5	220.8	.6758	95
8062	*General medical & surgical hospitals*	*9*	*7*	*225.0*	*.1557*	*97*
Santa Barbara	**All mfg.**	**99**	**24**	**895.9**	**.0460**	**64**
3662	Radio & TV communication equipment	6	3	265.4	.8123	94
3679	Electronic components n.e.c.	7	5	53.1	.4294	93
8062	*General medical & surgical hospitals*	*10*	*9*	*150.2*	*.1039*	*98*
Santa Clara	**All mfg.**	**982**	**373**	**22,014.1**	**1.1307**	**88**
2033	Canned fruits & vegetables	17	14	489.5	5.3485	97
2034	Dehydrated fruits, vegetables, & soups	9	7	220.5	13.9047	98
2084	Wines, brandy, & brandy spirits	12	3	251.8	9.6857	73
2711	Newspapers	11	6	159.0	.7454	92
2752	Lithographic commercial printing	16	4	162.1	1.0975	56
2834	Pharmaceutical preparations	3	3	181.1	1.0088	100
3079	Miscellaneous plastics products	17	3	77.1	.2579	47
3489	Ordnance & accessories n.e.c.	1	1	229.5	15.4213	100
3559	Special-industry machinery n.e.c.	8	3	58.9	1.3616	73
3573	Electronic computing equipment	135	69	5,406.1	13.7395	93
3599	Machinery, except electrical, n.e.c.	26	1	66.5	.7481	11
3661	Telephone & telegraph apparatus	8	6	355.1	2.2200	97
3662	Radio & TV communication equipment	54	22	1,331.9	4.0765	85
3674	Semiconductors & related devices	64	38	4,001.6	29.7683	97
3679	Electronic components n.e.c.	117	53	1,298.5	10.5008	85
3693	X-ray apparatus & tubes	6	4	159.3	4.5850	89
3711	Motor vehicles & passenger-car bodies	1	1	376.7	.3710	100
3724	Aircraft engines & engine parts	1	1	156.6	1.0316	100
3728	Aircraft equipment n.e.c.	2	1	106.4	1.1248	96
3761	Guided missiles & space vehicles	1	1	2,521.4	27.2181	100
3811	Engineering & scientific instruments	24	10	175.5	6.5373	87
3823	Industrial process-control instruments	11	3	57.0	1.6718	65
3825	Electricity-measuring instruments	33	14	688.5	12.2649	88
3832	Optical instruments & lenses	14	6	120.2	4.0440	70
3861	Photographic equipment & supplies	12	5	273.0	1.5064	68
5065	*Electronic-parts wholesalers*	*36*	*5*	*868.6*	*4.8489*	*44*
7011	*Hotels, motels, & tourist courts*	*17*	*1*	*40.8*	*.2340*	*31*
7372	*Computer programming & software*	*52*	*23*	*485.3*	*5.1483*	*85*
7374	*Data-processing services*	*17*	*8*	*168.0*	*2.6002*	*87*
8062	*General medical & surgical hospitals*	*13*	*13*	*687.2*	*.4755*	*100*
8221	*Colleges & universities n.e.c.*	*5*	*3*	*96.7*	*.4701*	*97*
Santa Cruz	**All mfg.**	**56**	**20**	**909.5**	**.0467**	**84**
1611	*Highway & street construction*	*1*	*1*	*129.0*	*.8099*	*100*
2033	Canned fruits & vegetables	4	2	85.6	.9353	91
2037	Frozen fruits & vegetables	4	3	184.0	3.7533	98
3662	Radio & TV communication equipment	2	1	114.4	.3501	92
8062	*General medical & surgical hospitals*	*3*	*3*	*59.1*	*.0409*	*100*
Shasta	**All mfg.**	**21**	**5**	**251.1**	**.0129**	**76**
2492	Particleboard	1	1	33.0	5.3939	100
8062	*General medical & surgical hospitals*	*4*	*3*	*53.2*	*.0368*	*96*
Sierra	**All mfg.**	**3**	**1**	**52.1**	**.0027**	**72**
Siskiyou	**All mfg.**	**10**		**43.0**	**.0022**	**0**
Solano	**All mfg.**	**31**	**13**	**625.7**	**.0321**	**64**
2034	Dehydrated fruits, vegetables, & soups	1	1	83.6	5.2718	100
8062	*General medical & surgical hospitals*	*7*	*6*	*126.6*	*.0876*	*98*
Sonoma	**All mfg.**	**87**	**28**	**739.6**	**.0380**	**66**
2084	Wines, brandy, & brandy spirits	15	3	244.5	9.4049	53
8062	*General medical & surgical hospitals*	*10*	*7*	*183.4*	*.1269*	*94*
Stanislaus	**All mfg.**	**85**	**29**	**1,377.5**	**.0708**	**83**
2033	Canned fruits & vegetables	8	7	220.2	2.4060	98
2038	Frozen food specialties	2	2	167.0	3.5875	100
2084	Wines, brandy, & brandy spirits	2	1	277.1	10.6589	96
8062	*General medical & surgical hospitals*	*9*	*5*	*117.8*	*.0815*	*91*
Sutter	**All mfg.**	**9**	**2**	**57.5**	**.0030**	**71**
Tehama	**All mfg.**	**7**	**2**	**110.4**	**.0057**	**78**
2421	General sawmills & planing mills	3	2	88.9	.7226	96
Trinity	**All mfg.**	**5**		**18.3**	**.0009**	**0**
Tulare	**All mfg.**	**74**	**21**	**647.2**	**.0332**	**66**
8062	*General medical & surgical hospitals*	*7*	*7*	*62.5*	*.0432*	*100*
Tuolumne	**All mfg.**	**7**	**1**	**62.8**	**.0032**	**64**
Ventura	**All mfg.**	**124**	**34**	**1,633.4**	**.0839**	**77**
3079	Miscellaneous plastics products	6	3	74.6	.2495	88
3573	Electronic computing equipment	9	4	197.9	.5030	80
3679	Electronic components n.e.c.	10	3	78.8	.6372	76
3724	Aircraft engines & engine parts	1	1	250.6	1.6508	100
8062	*General medical & surgical hospitals*	*14*	*10*	*265.8*	*.1839*	*93*

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County SIC	Industry	Establishments Total	Establishments Large	1983 (S&MM Est.) Shipments/Receipts ($ Mil.)	1983 (S&MM Est.) % Of U.S. Ship./Recpt.	1983 (S&MM Est.) % In Large Estab.
CALIFORNIA (cont.)						
Yolo	**All mfg.**	**34**	**10**	**605.6**	**.0311**	**84**
2033	Canned fruits & vegetables	2	2	127.2	1.3898	100
Yuba	**All mfg.**	**9**	**2**	**44.5**	**.0023**	**59**
STATE TOTAL	**All mfg.**	**11,776**	**3,276**	**154,726.4**	**7.9474**	**81**
COLORADO						
Adams	**All mfg.**	**95**	**21**	**1,528.6**	**.0785**	**79**
3613	Switchgear & switchboard apparatus	2	1	159.0	3.6021	99
8062	*General medical & surgical hospitals*	*3*	*3*	*135.2*	*.0936*	*100*
Alamosa	**All mfg.**	**2**		**5.0**	**.0003**	**0**
Arapahoe	**All mfg.**	**131**	**26**	**766.2**	**.0394**	**59**
2741	Miscellaneous publishing	3	2	62.0	2.4775	97
8062	*General medical & surgical hospitals*	*2*	*2*	*58.6*	*.0406*	*100*
Archuleta	**All mfg.**	**2**		**5.6**	**.0003**	**0**
Baca	**All mfg.**	**1**		**13.2**	**.0007**	**0**
Bent	**All mfg.**	**1**		**5.7**	**.0003**	**0**
Boulder	**All mfg.**	**175**	**40**	**2,420.2**	**.1243**	**83**
3573	Electronic computing equipment	8	4	347.1	.8821	93
3861	Photographic equipment & supplies	1	1	941.6	5.1958	100
8062	*General medical & surgical hospitals*	*4*	*3*	*53.1*	*.0367*	*93*
8221	*Colleges & universities n.e.c.*	*1*	*1*	*103.7*	*.5041*	*100*
Chaffee	**All mfg.**	**3**		**9.6**	**.0005**	**0**
Conejos	**All mfg.**	**6**		**8.8**	**.0005**	**0**
Costilla	**All mfg.**	**1**		**1.1**	**.0001**	**0**
Crowley	**All mfg.**	**1**		**5.7**	**.0003**	**0**
Custer	**All mfg.**	**1**		**7.1**	**.0004**	**0**
Delta	**All mfg.**	**10**		**48.3**	**.0025**	**0**
Denver	**All mfg.**	**558**	**105**	**4,564.7**	**.2345**	**64**
1311	*Crude petroleum & natural gas*	*127*	*2*	*1,908.9*	*4.7514*	*11*
1381	*Oil- & gas-well drilling services*	*25*	*5*	*208.7*	*3.8377*	*57*
1382	*Oil- & gas-field exploration services*	*90*	*2*	*70.7*	*8.3284*	*11*
1629	*heavy construction n.e.c.*	*3*	*1*	*362.6*	*1.5315*	*98*
2051	Bread, cake, & related products	13	6	100.9	.8072	78
2329	Men's & boys' clothing n.e.c.	10	4	25.6	1.7435	75
2711	Newspapers	8	2	180.3	.8453	90
2752	Lithographic commercial printing	24	3	169.6	1.1482	46
3041	Rubber & plastic hose & belting	1	1	69.2	3.4390	100
3079	Miscellaneous plastics products	24	2	98.0	.3278	31
3161	Luggage	1	1	146.8	19.7657	100
3532	Mining machinery	11	3	71.7	3.9980	75
3573	Electronic computing equipment	9	3	153.4	.3899	79
3661	Telephone & telegraph apparatus	2	1	282.4	1.7655	99
3728	Aircraft equipment n.e.c.	2	2	132.0	1.3955	100
3761	Guided missiles & space vehicles	1	1	204.5	2.2075	100
3825	Electricity-measuring instruments	3	3	110.7	1.9720	100
4011	*Line-haul-operating railroads*	*3*	*3*	*181.4*	*1.2735*	*100*
4931	*Electric & other services combined*	*1*	*1*	*805.4*	*2.4043*	*100*
5084	*Industrial-machinery distributors*	*38*		*303.4*	*.8015*	*0*
6025	*National banks, federal reserve system*	*18*	*5*	*682.1*	*.6373*	*92*
7011	*Hotels, motels, & tourist courts*	*28*	*11*	*143.5*	*.8231*	*79*
8062	*General medical & surgical hospitals*	*20*	*19*	*904.6*	*.6260*	*100*
8221	*Colleges & universities n.e.c.*	*5*	*3*	*72.2*	*.3510*	*92*
Douglas	**All mfg.**	**6**	**1**	**26.8**	**.0014**	**47**
Eagle	**All mfg.**	**4**	**1**	**22.2**	**.0011**	**57**
El Paso	**All mfg.**	**113**	**29**	**1,488.5**	**.0765**	**80**
3573	Electronic computing equipment	3	2	254.4	.6466	96
3662	Radio & TV communication equipment	5	4	262.1	.8022	97
3674	Semiconductors & related devices	5	4	138.7	1.0318	94
3825	Electricity-measuring instruments	1	1	184.8	3.2920	100
8062	*General medical & surgical hospitals*	*6*	*6*	*140.2*	*.0970*	*100*
8221	*Colleges & universities n.e.c.*	*3*	*2*	*60.5*	*.2941*	*93*
Fremont	**All mfg.**	**15**	**3**	**111.6**	**.0057**	**44**

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WHEELS

Compact cars or full-size? Two doors or four? Four, six or eight cylinders? Gasoline or Diesel?

1983 (S&MM Est.)

County SIC	Industry	Establishments Total	 Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
Garfield	**All mfg.**	**6**		**24.1**	**.0012**	**0**
Gilpin	**All mfg.**	**1**		**4.8**	**.0002**	**0**
Grand	**All mfg.**	**3**		**15.7**	**.0008**	**0**
Gunnison	**All mfg.**	**3**		**8.0**	**.0004**	**0**
Jackson	**All mfg.**	**1**	**1**	**20.2**	**.0010**	**100**
Jefferson	**All mfg.**	**96**	**17**	**2,063.8**	**.1060**	**89**
2082	Malt beverages	1	1	1,029.2	8.6233	100
3264	Porcelain electrical supplies	1	1	45.4	8.2606	100
3411	Metal cans	1	1	161.4	1.6494	100
3483	Ammunition, except small-arms, n.e.c.	2	1	127.0	10.0690	99
3842	Surgical appliances & supplies	3	2	73.4	1.6474	93
8062	*General medical & surgical hospitals*	*2*	*2*	*51.3*	*.0355*	*100*
Kiowa	**All mfg.**	**1**		**1.2**	**.0001**	**0**
Lake	**All mfg.**	**1**		**12.0**	**.0006**	**0**
La Plata	**All mfg.**	**13**	**3**	**68.4**	**.0035**	**59**
Larimer	**All mfg.**	**78**	**15**	**735.1**	**.0378**	**70**
3574	Calculating & accounting machines	1	1	114.8	6.6943	100
3811	Engineering & scientific instruments	1	1	61.0	2.2722	100
Las Animas	**All mfg.**	**5**		**28.9**	**.0015**	**0**
Lincoln	**All mfg.**	**2**		**8.9**	**.0005**	**0**
Logan	**All mfg.**	**16**	**2**	**179.7**	**.0092**	**71**
Mesa	**All mfg.**	**41**	**12**	**599.2**	**.0308**	**82**
8062	*General medical & surgical hospitals*	*6*	*4*	*58.4*	*.0404*	*93*
Mineral	**All mfg.**	**1**		**5.6**	**.0003**	**0**
Moffat	**All mfg.**	**2**		**6.3**	**.0003**	**0**
Montezuma	**All mfg.**	**9**	**1**	**37.3**	**.0019**	**38**
Montrose	**All mfg.**	**7**	**2**	**103.4**	**.0053**	**88**
Morgan	**All mfg.**	**8**	**3**	**225.1**	**.0116**	**88**
Otero	**All mfg.**	**10**	**1**	**59.6**	**.0031**	**47**
Phillips	**All mfg.**	**2**		**9.3**	**.0005**	**0**
Pitkin	**All mfg.**	**2**		**3.6**	**.0002**	**0**
Prowers	**All mfg.**	**8**	**2**	**43.0**	**.0022**	**33**
Pueblo	**All mfg.**	**42**	**8**	**753.5**	**.0387**	**83**
3312	Blast furnaces & steel mills	1	1	292.5	.7771	100
8062	*General medical & surgical hospitals*	*3*	*3*	*160.6*	*.1111*	*100*
Rio Grande	**All mfg.**	**8**		**38.7**	**.0020**	**0**
Routt	**All mfg.**	**3**		**8.6**	**.0004**	**0**
San Miguel	**All mfg.**	**1**		**1.4**	**.0001**	**0**
Sedgwick	**All mfg.**	**1**	**1**	**27.4**	**.0014**	**100**
Summit	**All mfg.**	**1**		**2.8**	**.0001**	**0**
Teller	**All mfg.**	**1**		**1.4**	**.0001**	**0**
Washington	**All mfg.**	**2**		**16.0**	**.0008**	**0**
Weld	**All mfg.**	**51**	**16**	**866.2**	**.0445**	**75**
3861	Photographic equipment & supplies	1	1	209.2	1.1544	100
4912	*Nuclear power*	*2*	*2*	*294.4*	*2.1620*	*100*
STATE TOTAL	**All mfg.**	**1,551**	**310**	**17,018.1**	**.8741**	**74**
CONNECTICUT						
Fairfield	**All mfg.**	**1,017**	**277**	**11,318.1**	**.5813**	**80**
1629	*Heavy construction n.e.c.*	*8*	*2*	*278.9*	*1.1780*	*93*
2051	Bread, cake, & related products	12	4	357.4	2.8591	94
2342	Brassieres, girdles, & allied garments	4	1	60.3	9.1502	96
2711	Newspapers	19	4	132.3	.6202	61
2721	Periodicals	26	5	225.1	2.0952	59
2731	Book publishing	8	2	144.5	1.9030	88
2751	Letterpress commercial printing	27	2	31.5	.6604	78
2844	Toilet preparations	5	1	245.4	2.8000	93
3069	Fabricated rubber products n.e.c.	12	6	56.3	.9872	85
3079	Miscellaneous plastics products	41	8	146.0	.4884	49
3292	Asbestos products	2	1	78.7	8.8917	98
3357	Nonferrous-wire drawing & insulating	8	2	233.8	2.7230	86
3429	Hardware n.e.c.	9	3	100.2	1.7924	80
3469	Metal stampings n.e.c.	11	4	66.8	1.0483	81
3471	Plating & polishing	18	3	34.3	1.7686	36
3482	Small-arms ammunition	1	1	66.2	8.0959	100
3541	Metal-cutting machine tools	11	5	148.6	4.0108	92
3562	Ball & roller bearings	5	3	117.4	3.6012	96
3573	Electronic computing equipment	27	8	435.4	1.1066	75
3579	Office machines n.e.c.	3	2	416.4	8.5558	99
3634	Electric housewares & fans	5	3	109.9	3.1568	96
3643	Current-carrying wiring devices	10	8	223.0	7.6688	99
3662	Radio & TV communication equipment	24	5	371.5	1.1370	82
3679	Electronic components n.e.c.	26	11	133.4	1.0788	80

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CONNECTICUT (Fairfield, cont.)

County SIC	Industry	1983 (S&MM Est.)				
		Establishments		Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
		Total	Large			
3721	Aircraft	2	2	1,741.0	5.4356	100
3724	Aircraft engines & engine parts	3	2	634.7	4.1811	99
3811	Engineering & scientific instruments	12	4	49.2	1.8327	73
3825	Electricity-measuring instruments	7	4	79.4	1.4144	88
3829	Measuring & controlling devices n.e.c.	9	6	66.8	4.0801	90
3832	Optical instruments & lenses	8	4	348.7	11.7317	96
3841	Surgical & medical instruments	11	5	149.8	4.9369	91
3861	Photographic equipment & supplies	8	3	253.5	1.3988	88
6025	*National banks, federal reserve system*	*6*	*4*	*402.9*	*.3764*	*98*
7372	*Computer programming & software*	*13*	*4*	*205.1*	*2.1758*	*90*
8062	*General medical & surgical hospitals*	*14*	*12*	*484.6*	*.3353*	*99*
Hartford	**All mfg.**	**932**	**216**	**10,242.3**	**.5261**	**82**
1629	*Heavy construction n.e.c.*	*3*	*1*	*569.5*	*2.4054*	*99*
2621	Paper mills, except building paper	4	2	163.5	.7838	89
2711	Newspapers	14	4	117.1	.5490	75
2751	Letterpress commercial printing	27	5	40.6	.8512	59
2752	Lithographic commercial printing	14	5	173.1	1.1719	73
3079	Miscellaneous plastics products	32	5	121.7	.4071	43
3316	Cold-rolled steel sheet, strip, & bars	3	3	70.0	3.1907	100
3423	Hand & edge tools n.e.c.	8	3	99.4	3.4364	87
3429	Hardware n.e.c.	10	3	266.5	4.7671	92
3451	Screw-machine products	35	4	100.7	4.9562	52
3452	Bolts, nuts, rivets, & washers	11	4	73.2	1.7670	76
3484	Small arms	2	2	156.5	13.2773	100
3494	Valves & pipe fittings	7	3	83.5	.9614	80
3495	Wire springs	28	7	160.0	16.7487	72
3541	Metal-cutting machine tools	20	2	65.0	1.7544	46
3544	Special dies, tools, jigs, & fixtures	40		34.6	1.1624	0
3545	Machine-tool accessories	27	8	106.5	4.3628	72
3559	Special-industry machinery n.e.c.	12	2	58.6	1.3547	73
3562	Ball & roller bearings	9	7	454.3	13.9356	99
3599	Machinery, except electrical, n.e.c.	48	6	147.3	1.6570	46
3613	Switchgear & switchboard apparatus	8	4	170.5	3.8626	96
3622	Industrial controls	7	3	114.0	2.7538	90
3662	Radio & TV communication equipment	6	2	146.3	.4478	88
3714	Motor-vehicle parts & accessories	1	1	114.0	.2682	100
3724	Aircraft engines & engine parts	18	9	3,406.3	22.4391	98
3728	Aircraft equipment n.e.c.	13	7	645.4	6.8229	96
3824	Fluid meters & counting devices	3	1	60.8	6.8261	87
4931	*Electric & other services combined*	*3*	*2*	*601.3*	*1.7950*	*99*
6025	*National banks, federal reserve system*	*7*	*3*	*833.7*	*.7789*	*97*
8062	*General medical & surgical hospitals*	*14*	*14*	*727.4*	*.5034*	*100*
8221	*Colleges & universities n.e.c.*	*7*	*4*	*83.4*	*.4055*	*95*
Litchfield	**All mfg.**	**191**	**53**	**1,461.7**	**.0751**	**77**
3562	Ball & roller bearings	3	3	141.3	4.3344	100
3964	Needles, pins, & fasteners	4	2	47.0	6.5937	96
8062	*General medical & surgical hospitals*	*5*	*4*	*56.1*	*.0388*	*97*
Middlesex	**All mfg.**	**176**	**44**	**1,122.0**	**.0576**	**73**
3079	Miscellaneous plastics products	9	4	87.4	.2924	88
3728	Aircraft equipment n.e.c.	3	2	77.3	.8172	92
4912	*Nuclear power*	*1*	*1*	*212.3*	*1.5591*	*100*
8062	*General medical & surgical hospitals*	*2*	*2*	*107.5*	*.0744*	*100*
New Haven	**All mfg.**	**981**	**240**	**7,770.0**	**.3991**	**74**
1611	*Highway & street construction*	*10*	*2*	*146.3*	*.9185*	*88*
2335	Women's & misses' dresses	17	7	49.9	1.1971	66
2711	Newspapers	13	6	157.2	.7370	88
2751	Letterpress commercial printing	26	2	30.8	.6457	23
2821	Plastics materials & synthetic resins	5	3	327.6	1.8726	96
2899	Chemical preparations n.e.c.	8	4	106.8	1.8948	87
3079	Miscellaneous plastics products	35	4	152.4	.5098	44
3316	Cold-rolled steel sheet, strip, & bars	5	4	55.1	2.5115	96
3351	Copper rolling & drawing	7	6	314.6	6.7988	99
3357	Nonferrous-wire drawing & insulating	9	6	300.0	3.4940	95
3421	Cutlery	4	2	69.9	9.0043	88
3429	Hardware n.e.c.	12	7	136.8	2.4471	91
3451	Screw-machine products	43	7	99.1	4.8774	48
3452	Bolts, nuts, rivets, & washers	10	4	85.1	2.0542	83
3469	Metal stampings n.e.c.	30	7	145.7	2.2866	64
3484	Small arms	3	3	91.6	7.7713	100
3559	Special-industry machinery n.e.c.	5	4	93.0	2.1499	91
3599	Machinery, except electrical, n.e.c.	35		60.2	.6772	0
3621	Motors & generators	3	3	217.3	3.5478	100
3634	Electric housewares & fans	1	1	79.1	2.2721	100
3643	Current-carrying wiring devices	11	6	53.7	1.8467	84
3661	Telephone & telegraph apparatus	4	3	116.1	.7258	98
3662	Radio & TV communication equipment	13	4	153.9	.4710	69
3679	Electronic components n.e.c.	20	7	114.4	.9251	79
3714	Motor-vehicle parts & accessories	5	2	152.2	.3581	90
3811	Engineering & scientific instruments	5	1	47.8	1.7805	85
3829	Measuring & controlling devices n.e.c.	9	3	47.4	2.8952	77
3841	Surgical & medical instruments	9	4	87.5	2.8837	88
3873	Watches, clocks, & watchcases	1	1	176.7	13.9927	100
3914	Silverware & plated & stainless ware	6	3	84.6	14.7644	94
3951	Pens & mechanical pencils	1	1	105.8	9.8925	100
4911	*Electric services*	*8*	*1*	*214.6*	*.3540*	*70*
8062	*General medical & surgical hospitals*	*13*	*13*	*678.6*	*.4696*	*100*
8221	*Colleges & universities n.e.c.*	*7*	*4*	*127.3*	*.6189*	*97*
New London	**All mfg.**	**130**	**41**	**2,597.3**	**.1334**	**92**
2819	Industrial inorganic chemicals n.e.c.	1	1	123.2	1.0522	100
2834	Pharmaceutical preparations	2	2	263.7	1.4689	100
3429	Hardware n.e.c.	1	1	65.7	1.1752	100
3731	Ship building & repairing	4	3	1,114.1	12.5535	100
4912	*Nuclear power*	*2*	*2*	*430.4*	*3.1607*	*100*
8062	*General medical & surgical hospitals*	*6*	*5*	*175.5*	*.1214*	*98*
Tolland	**All mfg.**	**50**	**9**	**252.4**	**.0130**	**63**
8221	*Colleges & universities n.e.c.*	*1*	*1*	*69.1*	*.3359*	*100*
Windham	**All mfg.**	**100**	**40**	**1,067.1**	**.0548**	**84**
2284	Thread mills	2	2	106.0	14.1579	100
3069	Fabricated rubber products n.e.c.	6	5	68.5	1.2012	97
3079	Miscellaneous plastics products	8	6	73.7	.2465	91
STATE TOTAL	**All mfg.**	**3,577**	**920**	**35,830.9**	**1.8434**	**80**

DELAWARE

County SIC	Industry	Establishments Total	Establishments Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
Kent	**All mfg.**	**35**	**15**	**499.9**	**.0257**	**82**
2099	Food preparations n.e.c.	1	1	152.8	1.6710	100
8062	*General medical & surgical hospitals*	*3*	*3*	*63.6*	*.0440*	*100*
New Castle	**All mfg.**	**179**	**54**	**4,916.6**	**.2525**	**90**
1611	*Highway & street construction*	*16*	*4*	*130.4*	*.8187*	*64*
2819	Industrial inorganic chemicals n.e.c.	3	2	124.8	1.0659	97
2821	Plastics materials & synthetic resins	9	4	304.7	1.7417	83
3079	Miscellaneous plastics products	14	6	135.5	.4533	81
3711	Motor vehicles & passenger-car bodies	2	2	2,090.9	2.0594	100
4923	*Gas transmission & distribution*	*1*	*1*	*1,196.7*	*10.6950*	*100*
4931	*Electric & other services combined*	*2*	*1*	*435.3*	*1.2995*	*98*
6025	*National banks, federal reserve system*	*4*	*2*	*347.3*	*.3245*	*98*
8062	*General medical & surgical hospitals*	*9*	*8*	*327.1*	*.2263*	*99*
Sussex	**All mfg.**	**53**	**15**	**1,207.6**	**.0620**	**87**
2016	Poultry-dressing plants	4	3	210.5	2.2870	98
2824	Noncellulosic synthetic organic fibers	1	1	572.2	5.6020	100
8062	*General medical & surgical hospitals*	*4*	*4*	*80.0*	*.0554*	*100*
STATE TOTAL	**All mfg.**	**267**	**84**	**6,624.1**	**.3402**	**89**

DISTRICT OF COLUMBIA

County SIC	Industry	Establishments Total	Establishments Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
District of Columbia	**All mfg.**	**143**	**30**	**1,945.6**	**.0999**	**82**
2711	Newspapers	6	2	305.3	1.4313	96
2721	Periodicals	32	7	577.0	5.3707	81
2741	Miscellaneous publishing	5	1	99.7	3.9840	90
2751	Letterpress commercial printing	8	1	156.3	3.2769	95
2752	Lithographic commercial printing	22	6	393.3	2.6627	84
4011	*Line-haul-operating railroads*	*3*	*3*	*171.4*	*1.2033*	*100*
4911	*Electric services*	*2*	*1*	*905.8*	*1.4940*	*98*
4924	*Natural-gas distribution*	*2*	*1*	*358.6*	*2.8610*	*96*
6025	*National banks, federal reserve system*	*14*	*7*	*800.8*	*.7482*	*94*
7011	*Hotels, motels, & tourist courts*	*32*	*9*	*286.5*	*1.6433*	*86*
7374	*Data-processing services*	*15*	*5*	*92.3*	*1.4286*	*75*
8062	*General medical & surgical hospitals*	*18*	*17*	*1,311.9*	*.9078*	*100*
8221	*Colleges & universities n.e.c.*	*10*	*6*	*151.1*	*.7346*	*94*
STATE TOTAL	**All mfg.**	**143**	**30**	**1,945.6**	**.0999**	**82**

FLORIDA

County SIC	Industry	Establishments Total	Establishments Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
Alachua	**All mfg.**	**39**	**8**	**342.8**	**.0176**	**66**
3691	Storage batteries	1	1	140.8	4.9691	100
8062	*General medical & surgical hospitals*	*5*	*5*	*175.9*	*.1217*	*100*
8221	*Colleges & universities n.e.c.*	*1*	*1*	*160.4*	*.7798*	*100*
Baker	**All mfg.**	**4**		**13.3**	**.0007**	**0**
8062	*General medical & surgical hospitals*	*2*	*1*	*51.0*	*.0353*	*95*
Bay	**All mfg.**	**41**	**14**	**448.7**	**.0230**	**79**
Bradford	**All mfg.**	**9**	**1**	**35.3**	**.0018**	**43**
Brevard	**All mfg.**	**134**	**38**	**1,883.5**	**.0967**	**83**
3573	Electronic computing equipment	8	1	175.1	.4450	69
3661	Telephone & telegraph apparatus	5	5	136.5	.8534	100
3662	Radio & TV communication equipment	11	10	547.9	1.6769	100
3674	Semiconductors & related devices	1	1	130.3	.9693	100
3761	Guided missiles & space vehicles	11	8	453.6	4.8965	96
7011	*Hotels, motels, & tourist courts*	*14*	*2*	*240.3*	*1.3783*	*96*
7372	*Computer programming & software*	*8*	*5*	*98.9*	*1.0492*	*89*
8062	*General medical & surgical hospitals*	*6*	*6*	*132.9*	*.0920*	*100*

DEFINITIONS: **SIC Industry**: Classification by primary product or service. **Total Establishments**: Those with 20 or more employees. **Large Establishments**: Those with 100 or more employees. **Shipments/Receipts**: Total dollar value of goods produced or distributed, or services rendered. **% Of U.S. Ship./Recpt.**: Boldface refers to county's share of total U.S. manufacturing shipments; lightface to the SIC industry in the county and its share of that industry's total U.S. shipments/receipts. **% In Large Establishments**: Share of shipments/receipts accounted for by establishments with 100 or more employees. **All Mfg.**: Total for all manufacturing establishments with 20 or more employees. Nonmanufacturing totals do not appear due to nonavailability. **N.E.C.**: Not Elsewhere Classified.

County SIC	Industry	Establishments Total	Establishments Large	1983 (S&MM Est.) Shipments/ Receipts ($ Mil.)	1983 (S&MM Est.) % Of U.S. Ship./ Recpt.	1983 (S&MM Est.) % In Large Estab.
Broward	**All mfg.**	**397**	**71**	**2,697.3**	**.1385**	**61**
1422	*Crushed- & broken-limestone quarrying*	*11*	*5*	*119.8*	*3.2389*	*86*
1611	*Highway & street construction*	*4*	*2*	*102.3*	*.6423*	*95*
2711	Newspapers	9	3	148.2	.6748	89
3079	Miscellaneous plastics products	18	3	99.7	.3335	56
3573	Electronic computing equipment	11	4	373.5	.9492	91
3662	Radio & TV communication equipment	8	7	444.2	1.3595	99
3679	Electronic components n.e.c.	13	6	64.9	.5248	83
7011	*Hotels, motels, & tourist courts*	*35*	*3*	*92.6*	*.5311*	*42*
8062	*General medical & surgical hospitals*	*21*	*19*	*592.4*	*.4099*	*99*
Calhoun	**All mfg.**	**6**	**2**	**38.2**	**.0020**	**64**
Charlotte	**All mfg.**	**6**		**12.5**	**.0006**	**0**
Citrus	**All mfg.**	**7**	**1**	**21.8**	**.0011**	**14**
4912	*Nuclear power*	*1*	*1*	*196.4*	*1.4423*	*100*
Clay	**All mfg.**	**18**	**2**	**86.9**	**.0045**	**38**
Collier	**All mfg.**	**13**	**1**	**34.3**	**.0018**	**21**
Columbia	**All mfg.**	**18**	**5**	**156.4**	**.0080**	**78**
Dade	**All mfg.**	**912**	**180**	**5,325.7**	**.2736**	**62**
1623	*Pipe- & utility-line construction*	*8*	*2*	*65.9*	*1.1464*	*75*
2051	Bread, cake, & related products	14	5	111.3	.8904	70
2321	Men's & boys' shirts & nightwear	16	2	35.5	.9172	32
2335	Women's & misses' dresses	42	4	90.7	2.1759	32
2339	Women's & misses' outerwear n.e.c.	33	2	73.4	1.5693	25
2369	Girls' & children's outerwear n.e.c.	18	4	32.0	3.6790	46
2711	Newspapers	11	2	148.0	.6938	81
2834	Pharmaceutical preparations	3	1	127.8	.7119	88
3021	Rubber & plastic footwear	4	4	91.0	13.7048	100
3079	Miscellaneous plastics products	29	2	97.2	.3251	28
3171	Women's handbags & purses	8	5	43.1	8.9586	87
3272	Concrete products n.e.c.	17	2	46.4	1.5748	39
3442	Metal doors, sash, & trim	29	12	168.7	3.9122	75
3661	Telephone & telegraph apparatus	2	1	208.9	1.3060	96
3693	X-ray apparatus & tubes	1	1	174.0	5.0081	100
3732	Boat building & repairing	20	5	100.8	5.1695	69
3841	Surgical & medical instruments	7	3	105.3	3.4703	95
4911	*Electric services*	*3*	*3*	*976.4*	*1.6105*	*100*
4912	*Nuclear power*	*2*	*2*	*291.0*	*2.1370*	*100*
6025	*National banks, federal reserve system*	*42*	*8*	*512.5*	*.4788*	*61*
7011	*Hotels, motels, & tourist courts*	*67*	*16*	*264.9*	*1.5194*	*68*
8062	*General medical & surgical hospitals*	*34*	*31*	*1,162.1*	*.8042*	*99*
8221	*Colleges & universities n.e.c.*	*4*	*2*	*69.6*	*.3384*	*92*
De Soto	**All mfg.**	**2**	**1**	**14.9**	**.0008**	**80**
8062	*General medical & surgical hospitals*	*2*	*2*	*52.1*	*.0361*	*100*
Dixie	**All mfg.**	**4**	**2**	**26.4**	**.0014**	**57**
Duval	**All mfg.**	**270**	**60**	**2,659.0**	**.1366**	**73**
2121	Cigars	1	1	58.7	16.0646	100
2631	Paperboard mills	2	2	193.1	1.7466	100
3731	Ship building & repairing	5	3	228.3	2.5725	98
4011	*Line-haul-operating railroads*	*2*	*1*	*703.0*	*4.9353*	*100*
6025	*National banks, federal reserve system*	*11*	*4*	*546.5*	*.5106*	*93*
8062	*General medical & surgical hospitals*	*13*	*12*	*667.1*	*.4616*	*100*
Escambia	**All mfg.**	**51**	**12**	**1,470.5**	**.0755**	**90**
2621	Paper mills, except building paper	1	1	166.9	.8001	100
2824	Noncellulosic synthetic organic fibers	1	1	899.1	8.8025	100
8062	*General medical & surgical hospitals*	*4*	*4*	*123.0*	*.0851*	*100*
Flagler	**All mfg.**	**2**	**1**	**16.0**	**.0008**	**55**
Franklin	**All mfg.**	**7**		**29.6**	**.0015**	**0**
Gadsden	**All mfg.**	**23**	**6**	**107.5**	**.0055**	**61**
8062	*General medical & surgical hospitals*	*2*	*2*	*132.8*	*.0919*	*100*
Gilchrist	**All mfg.**	**1**		**.6**	**.0000**	**0**
Gulf	**All mfg.**	**6**	**3**	**201.5**	**.0103**	**93**
Hamilton	**All mfg.**	**5**	**1**	**39.3**	**.0020**	**16**
Hardee	**All mfg.**	**8**	**2**	**43.2**	**.0022**	**41**
Hendry	**All mfg.**	**6**	**1**	**59.6**	**.0031**	**52**
Hernando	**All mfg.**	**16**	**3**	**103.6**	**.0053**	**76**
8062	*General medical & surgical hospitals*	*2*	*2*	*65.2*	*.0451*	*100*
Highlands	**All mfg.**	**18**	**3**	**71.2**	**.0037**	**32**
Hillsborough	**All mfg.**	**345**	**85**	**3,746.4**	**.1924**	**74**
2092	Fresh or frozen packaged seafoods	9	6	271.1	8.6329	95
2121	Cigars	8	3	41.9	11.4669	80
2874	Phosphatic fertilizers	4	3	659.3	12.8231	99
3411	Metal cans	4	3	167.3	1.7097	93
3443	Fabricated plate work (boiler shops)	4	2	91.4	.9576	96
3662	Radio & TV communication equipment	5	3	220.0	.6733	98
3691	Storage batteries	2	2	144.0	5.0821	100
3731	Ship building & repairing	6	3	68.9	.7764	86
4911	*Electric services*	*3*	*2*	*474.1*	*.7820*	*98*
7011	*Hotels, motels, & tourist courts*	*23*		*43.6*	*.2501*	*0*
8062	*General medical & surgical hospitals*	*14*	*12*	*387.1*	*.2679*	*98*
8221	*Colleges & universities n.e.c.*	*4*	*2*	*100.5*	*.4886*	*97*
Holmes	**All mfg.**	**5**	**3**	**25.0**	**.0013**	**86**
Indian River	**All mfg.**	**17**	**2**	**389.0**	**.0200**	**90**
3721	Aircraft	1	1	345.3	1.0781	100
Jackson	**All mfg.**	**20**	**6**	**119.5**	**.0061**	**50**
Jefferson	**All mfg.**	**4**		**32.9**	**.0017**	**0**
Lafayette	**All mfg.**	**1**		**5.7**	**.0003**	**0**
Lake	**All mfg.**	**44**	**9**	**309.5**	**.0159**	**65**
2037	Frozen fruits & vegetables	3	3	88.0	1.7951	100
Lee	**All mfg.**	**77**	**7**	**277.7**	**.0143**	**34**
8062	*General medical & surgical hospitals*	*2*	*2*	*60.3*	*.0417*	*100*
Leon	**All mfg.**	**44**	**5**	**166.9**	**.0086**	**33**
8062	*General medical & surgical hospitals*	*2*	*2*	*108.6*	*.0751*	*100*
8221	*Colleges & universities n.e.c.*	*2*	*2*	*111.2*	*.5406*	*100*
Levy	**All mfg.**	**5**	**2**	**38.5**	**.0020**	**70**
Liberty	**All mfg.**	**2**	**1**	**10.0**	**.0005**	**78**
Madison	**All mfg.**	**8**	**4**	**133.0**	**.0068**	**91**
Manatee	**All mfg.**	**46**	**13**	**486.5**	**.0250**	**79**
2033	Canned fruits & vegetables	1	1	232.0	2.5349	100
8062	*General medical & surgical hospitals*	*2*	*2*	*79.8*	*.0552*	*100*
Marion	**All mfg.**	**71**	**15**	**552.3**	**.0284**	**58**
2451	Mobile homes	6	3	106.9	2.1186	76
Martin	**All mfg.**	**20**	**5**	**192.9**	**.0099**	**79**
8062	*General medical & surgical hospitals*	*1*	*1*	*53.1*	*.0367*	*100*
Monroe	**All mfg.**	**6**		**21.8**	**.0011**	**0**
Nassau	**All mfg.**	**11**	**5**	**346.5**	**.0178**	**95**
Okaloosa	**All mfg.**	**29**	**8**	**276.5**	**.0142**	**79**
3662	Radio & TV communication equipment	3	3	154.8	.4738	100
8062	*General medical & surgical hospitals*	*5*	*5*	*70.9*	*.0491*	*100*
Okeechobee	**All mfg.**	**10**		**44.3**	**.0023**	**0**
Orange	**All mfg.**	**224**	**48**	**1,732.8**	**.0890**	**69**
2033	Canned fruits & vegetables	6	6	94.9	1.0369	100
2711	Newspapers	4	1	98.1	.4599	94
3679	Electronic components n.e.c.	5	3	54.0	.4367	95
3769	Space-vehicle equipment n.e.c.	1	1	245.0	15.6091	100
5081	*Commercial-equipment wholesalers*	*11*	*3*	*178.1*	*1.4270*	*70*
7011	*Hotels, motels, & tourist courts*	*34*	*9*	*178.2*	*1.0221*	*72*
8062	*General medical & surgical hospitals*	*9*	*9*	*335.1*	*.2319*	*100*
Osceola	**All mfg.**	**14**	**3**	**129.6**	**.0067**	**30**
7011	*Hotels, motels, & tourist courts*	*10*	*2*	*43.9*	*.2518*	*66*
Palm Beach	**All mfg.**	**173**	**27**	**2,141.9**	**.1100**	**80**
1623	*Pipe- & utility-line construction*	*7*	*3*	*124.6*	*2.1675*	*94*
2061	Raw cane sugar	6	6	346.0	25.0288	100
3573	Electronic computing equipment	2	1	286.4	.7279	97
3679	Electronic components n.e.c.	6	4	78.1	.6316	93
3724	Aircraft engines & engine parts	2	1	715.6	4.7140	99
7011	*Hotels, motels, & tourist courts*	*14*	*2*	*47.9*	*.2747*	*67*
8062	*General medical & surgical hospitals*	*13*	*12*	*280.1*	*.1938*	*99*
8221	*Colleges & universities n.e.c.*	*1*	*1*	*49.4*	*.2402*	*100*
Pasco	**All mfg.**	**24**	**3**	**223.1**	**.0115**	**76**
2037	Frozen fruits & vegetables	3	2	161.3	3.2903	99
Pinellas	**All mfg.**	**344**	**68**	**2,288.1**	**.1175**	**68**
3079	Miscellaneous plastics products	19	4	76.5	.2559	49
3662	Radio & TV communication equipment	11	3	590.1	1.8061	95
3699	Electrical equipment & supplies n.e.c.	1	1	84.3	7.3753	100
3732	Boat building & repairing	9	4	58.3	2.9899	84
3825	Electricity-measuring instruments	6	4	219.3	3.9066	98
4911	*Electric services*	*1*	*1*	*383.5*	*.6325*	*100*
7011	*Hotels, motels, & tourist courts*	*37*	*2*	*77.2*	*.4428*	*39*
8062	*General medical & surgical hospitals*	*19*	*19*	*570.2*	*.3946*	*100*
Polk	**All mfg.**	**196**	**58**	**3,547.6**	**.1822**	**85**
2033	Canned fruits & vegetables	11	9	263.1	2.8748	97
2037	Frozen fruits & vegetables	12	9	493.4	10.0647	98
2819	Industrial inorganic chemicals n.e.c.	5	4	106.9	.9130	96
2874	Phosphatic fertilizers	9	9	1,640.7	31.9109	100
3721	Aircraft	1	1	149.6	.4671	100
7011	*Hotels, motels, & tourist courts*	*11*	*1*	*39.0*	*.2237*	*62*
8062	*General medical & surgical hospitals*	*7*	*5*	*251.9*	*.1743*	*97*
Putnam	**All mfg.**	**19**	**7**	**449.5**	**.0231**	**90**
2621	Paper mills, except building paper	1	1	153.1	.7339	100
St. Johns	**All mfg.**	**16**	**6**	**117.6**	**.0060**	**72**
4011	*Line-haul-operating railroads*	*1*	*1*	*49.0*	*.3440*	*100*
St. Lucie	**All mfg.**	**25**	**4**	**135.0**	**.0069**	**57**
Santa Rosa	**All mfg.**	**7**	**4**	**247.7**	**.0127**	**92**
Sarasota	**All mfg.**	**92**	**20**	**441.9**	**.0227**	**66**
3662	Radio & TV communication equipment	5	3	115.9	.3547	94
8062	*General medical & surgical hospitals*	*3*	*3*	*109.4*	*.0757*	*100*
Seminole	**All mfg.**	**76**	**13**	**480.0**	**.0247**	**53**
3661	Telephone & telegraph apparatus	2	1	113.2	.7077	91
3679	Electronic components n.e.c.	8	4	76.7	.6203	90
Sumter	**All mfg.**	**7**	**2**	**76.5**	**.0039**	**69**
Suwannee	**All mfg.**	**9**	**2**	**125.3**	**.0064**	**75**
Taylor	**All mfg.**	**14**	**3**	**211.5**	**.0109**	**80**
2611	Pulp mills	1	1	146.4	4.5955	100
Union	**All mfg.**	**3**	**1**	**12.6**	**.0006**	**29**
Volusia	**All mfg.**	**60**	**18**	**374.8**	**.0193**	**72**
7011	*Hotels, motels, & tourist courts*	*54*	*5*	*127.1*	*.7290*	*54*
8062	*General medical & surgical hospitals*	*8*	*8*	*119.5*	*.0827*	*100*
Wakulla	**All mfg.**	**5**	**1**	**37.1**	**.0019**	**60**
Walton	**All mfg.**	**9**	**2**	**106.5**	**.0055**	**63**
Washington	**All mfg.**	**3**		**10.1**	**.0005**	**0**
STATE TOTAL	**All mfg.**	**4,108**	**878**	**36,003.7**	**1.8493**	**72**

GEORGIA

County SIC	Industry	Establishments		1983 (S&MM Est.)		
		Total	Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
Appling	**All mfg.**	**12**	**4**	**49.0**	**.0025**	**47**
4912	*Nuclear power*	*2*	*2*	*508.9*	*3.7372*	*100*
Atkinson	**All mfg.**	**8**	**2**	**36.2**	**.0019**	**64**
Bacon	**All mfg.**	**7**	**2**	**95.5**	**.0049**	**65**
Baker	**All mfg.**	**1**	**1**	**5.3**	**.0003**	**100**
Baldwin	**All mfg.**	**15**	**9**	**290.1**	**.0149**	**93**
8062	*General medical & surgical hospitals*	*2*	*2*	*165.3*	*.1144*	*100*
Banks	**All mfg.**	**8**	**2**	**239.6**	**.0123**	**94**
2016	Poultry-dressing plants	1	1	202.4	2.1990	100
Barrow	**All mfg.**	**23**	**14**	**268.6**	**.0138**	**91**
Bartow	**All mfg.**	**41**	**17**	**641.7**	**.0330**	**83**
2272	Tufted carpets & rugs	13	6	298.8	5.0572	82
Ben Hill	**All mfg.**	**22**	**7**	**172.2**	**.0088**	**73**
Berrien	**All mfg.**	**6**	**2**	**63.2**	**.0032**	**83**
2211	Cotton-weaving mills	1	1	37.7	.7011	100
Bibb	**All mfg.**	**110**	**40**	**1,314.6**	**.0675**	**75**
8062	*General medical & surgical hospitals*	*5*	*4*	*133.7*	*.0925*	*98*
Bleckley	**All mfg.**	**6**	**2**	**68.8**	**.0035**	**81**
Brantley	**All mfg.**	**2**	**1**	**6.2**	**.0003**	**79**
Brooks	**All mfg.**	**4**	**3**	**42.4**	**.0022**	**98**
Bryan	**All mfg.**	**6**	**2**	**21.6**	**.0011**	**54**
Bulloch	**All mfg.**	**22**	**6**	**148.8**	**.0076**	**60**
Burke	**All mfg.**	**14**	**6**	**106.9**	**.0055**	**70**
Butts	**All mfg.**	**7**	**4**	**39.5**	**.0020**	**89**
Calhoun	**All mfg.**	**5**	**1**	**34.1**	**.0018**	**16**
Camden	**All mfg.**	**8**	**3**	**194.3**	**.0100**	**92**
Candler	**All mfg.**	**5**	**1**	**17.3**	**.0009**	**30**
Carroll	**All mfg.**	**45**	**21**	**872.6**	**.0448**	**93**
2311	Men's & boys' suits & coats	3	3	85.2	2.6590	100
3357	Nonferrous-wire drawing & insulating	1	1	440.2	5.1269	100
Catoosa	**All mfg.**	**4**	**2**	**249.3**	**.0128**	**99**
2272	Tufted carpets & rugs	1	1	237.4	4.0180	100
Charlton	**All mfg.**	**4**	**1**	**13.7**	**.0007**	**31**
Chatham	**All mfg.**	**90**	**34**	**2,106.4**	**.1082**	**86**
2631	Paperboard mills	2	2	211.4	1.9121	100
2643	Bags, except textile bags	2	1	374.2	6.0068	98
3715	Truck trailers	1	1	88.9	3.5947	100
4011	*Line-haul-operating railroads*	*2*	*1*	*84.1*	*.5904*	*98*
6025	*National banks, federal reserve system*	*3*	*2*	*289.2*	*.2702*	*97*
8062	*General medical & surgical hospitals*	*4*	*3*	*155.2*	*.1074*	*98*
Chattahoochee	**All mfg.**	**1**		**1.9**	**.0001**	**0**
Chattooga	**All mfg.**	**11**	**6**	**244.9**	**.0126**	**97**
2211	Cotton-weaving mills	1	1	84.1	1.5640	100
Cherokee	**All mfg.**	**18**	**4**	**136.8**	**.0070**	**78**
Clarke	**All mfg.**	**57**	**24**	**590.6**	**.0303**	**83**
2017	Poultry & egg processing	2	2	39.2	2.8773	100
3612	Transformers	1	1	47.6	1.7121	100
8221	*Colleges & universities n.e.c.*	*1*	*1*	*202.4*	*.9840*	*100*
Clay	**All mfg.**	**2**		**5.1**	**.0003**	**0**
Clayton	**All mfg.**	**54**	**12**	**400.3**	**.0206**	**67**
Clinch	**All mfg.**	**3**	**1**	**170.0**	**.0087**	**95**
3411	Metal cans	1	1	161.4	1.6494	100
Cobb	**All mfg.**	**104**	**26**	**2,239.6**	**.1150**	**88**
1611	*Highway & street construction*	*4*	*2*	*89.8*	*.5638*	*91*
3721	Aircraft	1	1	1,555.0	4.8549	100
Coffee	**All mfg.**	**22**	**3**	**256.5**	**.0132**	**70**
2016	Poultry-dressing plants	2	2	173.3	1.8828	100
Colquitt	**All mfg.**	**31**	**14**	**308.0**	**.0158**	**76**
2328	Men's & boys' work clothing	2	2	60.5	1.2487	100
Columbia	**All mfg.**	**10**	**3**	**74.0**	**.0038**	**51**
Cook	**All mfg.**	**8**	**4**	**63.6**	**.0033**	**86**
Coweta	**All mfg.**	**28**	**15**	**446.9**	**.0230**	**90**
3354	Aluminum extruded products	1	1	136.7	4.8124	100
Crawford	**All mfg.**	**2**		**14.1**	**.0007**	**0**
Crisp	**All mfg.**	**24**	**4**	**120.4**	**.0062**	**40**
Dade	**All mfg.**	**6**	**1**	**33.3**	**.0017**	**28**
Dawson	**All mfg.**	**2**	**1**	**8.8**	**.0005**	**69**
Decatur	**All mfg.**	**25**	**9**	**217.0**	**.0111**	**67**
De Kalb	**All mfg.**	**395**	**92**	**5,074.6**	**.2607**	**79**
2099	Food preparations n.e.c.	7	3	143.9	1.5737	87
2649	Converted paper products n.e.c.	3	1	103.1	3.8262	97
2711	Newspapers	4	1	151.1	.7084	94
2752	Lithographic commercial printing	15	3	191.3	1.2951	73
2842	Polishes & sanitation goods	10	7	290.9	6.6967	94
3079	Miscellaneous plastics products	22	5	128.1	.4285	64
3644	Non-current-carrying wiring devices	2	1	141.6	5.5466	98
3711	Motor vehicles & passenger-car bodies	1	1	1,412.8	1.3915	100
4911	*Electric services*	*3*	*2*	*3,207.6*	*5.2905*	*100*
5084	*Industrial-machinery distributors*	*28*	*1*	*360.1*	*.9513*	*39*
6025	*National banks, federal reserve system*	*6*	*2*	*388.9*	*.3633*	*96*
7011	*Hotels, motels, & tourist courts*	*34*	*7*	*145.1*	*.8322*	*65*
7374	*Data-processing services*	*10*	*1*	*68.7*	*1.0633*	*78*
8062	*General medical & surgical hospitals*	*11*	*10*	*471.5*	*.3263*	*100*
8221	*Colleges & universities n.e.c.*	*9*	*2*	*73.9*	*.3593*	*77*
Dodge	**All mfg.**	**5**	**3**	**71.7**	**.0037**	**93**
Dooly	**All mfg.**	**5**	**4**	**69.5**	**.0036**	**97**
Dougherty	**All mfg.**	**51**	**17**	**1,487.7**	**.0764**	**85**
2082	Malt beverages	1	1	285.9	2.3955	100
2283	Wool-yarn mills	1	1	27.8	7.7502	100
2647	Sanitary paper products	1	1	351.2	3.6895	100
3011	Tires & inner tubes	1	1	218.8	2.0837	100
8062	*General medical & surgical hospitals*	*2*	*2*	*63.3*	*.0438*	*100*
Douglas	**All mfg.**	**11**	**1**	**28.9**	**.0015**	**42**
Early	**All mfg.**	**8**	**3**	**231.5**	**.0119**	**89**
Echols	**All mfg.**	**1**		**2.1**	**.0001**	**0**
Effingham	**All mfg.**	**6**	**2**	**37.1**	**.0019**	**38**
Elbert	**All mfg.**	**39**	**7**	**117.7**	**.0060**	**52**
3281	Cut stone & stone products	28	1	19.5	5.8226	10
Emanuel	**All mfg.**	**18**	**9**	**98.6**	**.0051**	**70**
Evans	**All mfg.**	**11**	**2**	**103.7**	**.0053**	**68**
Fannin	**All mfg.**	**3**	**1**	**30.7**	**.0016**	**80**
Fayette	**All mfg.**	**21**	**6**	**136.5**	**.0070**	**60**
Floyd	**All mfg.**	**58**	**20**	**914.2**	**.0470**	**79**
2221	Synthetics- & silk-weaving mills	1	1	140.1	1.5758	100
2281	Yarn-spinning mills, except wool	1	1	102.5	2.1646	100
3612	Transformers	1	1	62.3	2.2408	100
8062	*General medical & surgical hospitals*	*4*	*3*	*86.5*	*.0599*	*95*
Forsyth	**All mfg.**	**11**	**3**	**66.7**	**.0034**	**61**
Franklin	**All mfg.**	**16**	**7**	**80.2**	**.0041**	**61**
Fulton	**All mfg.**	**352**	**91**	**4,024.7**	**.2067**	**76**
1611	*Highway & street construction*	*12*	*2*	*102.2*	*.6416*	*74*
2026	Fluid milk	4	3	191.8	1.1213	97
2052	Cookies & crackers	3	2	177.1	3.9307	96
2321	Men's & boys' shirts & nightwear	1	1	34.4	.8888	100
2751	Letterpress commercial printing	15	2	46.7	.9791	69
3221	Glass containers	1	1	98.1	1.9940	100
3312	Blast furnaces & steel mills	1	1	133.0	.3533	100
3711	Motor vehicles & passenger-car bodies	1	1	1,034.8	1.0192	100
4911	*Electric services*	*4*	*2*	*221.6*	*.3655*	*85*
5081	*Commercial-equipment wholesalers*	*11*	*1*	*276.5*	*2.2154*	*83*
7011	*Hotels, motels, & tourist courts*	*37*	*9*	*254.5*	*1.4597*	*81*
7372	*Computer programming & software*	*9*	*3*	*83.3*	*.8837*	*72*
7374	*Data-processing services*	*23*	*6*	*139.3*	*2.1560*	*72*
8062	*General medical & surgical hospitals*	*14*	*9*	*376.8*	*.2607*	*95*
Gilmer	**All mfg.**	**12**	**7**	**160.9**	**.0083**	**84**
Glascock	**All mfg.**	**3**	**1**	**9.8**	**.0005**	**47**
Glynn	**All mfg.**	**32**	**11**	**530.6**	**.0273**	**79**
2631	Paperboard mills	2	2	202.2	1.8289	100
Gordon	**All mfg.**	**47**	**17**	**582.9**	**.0299**	**74**
2272	Tufted carpets & rugs	22	9	447.6	7.5757	77
Grady	**All mfg.**	**11**	**4**	**146.2**	**.0075**	**82**
Greene	**All mfg.**	**14**	**3**	**58.0**	**.0030**	**49**
Gwinnett	**All mfg.**	**93**	**16**	**745.1**	**.0383**	**70**
3357	Nonferrous-wire drawing & insulating	1	1	344.6	4.0135	100
Habersham	**All mfg.**	**25**	**10**	**285.1**	**.0146**	**84**
Hall	**All mfg.**	**75**	**32**	**1,042.1**	**.0535**	**84**
2016	Poultry-dressing plants	7	5	300.9	3.2691	96
2211	Cotton-weaving mills	3	3	76.0	1.4134	100
Hancock	**All mfg.**	**3**		**6.5**	**.0003**	**0**
Haralson	**All mfg.**	**19**	**8**	**219.8**	**.0113**	**74**
2311	Men's & boys' suits & coats	3	3	83.5	2.6060	100
Harris	**All mfg.**	**5**	**2**	**25.0**	**.0013**	**56**
Hart	**All mfg.**	**14**	**7**	**155.7**	**.0080**	**92**
Heard	**All mfg.**	**3**	**2**	**33.6**	**.0017**	**95**
Henry	**All mfg.**	**16**	**5**	**91.7**	**.0047**	**72**
Houston	**All mfg.**	**11**	**6**	**172.5**	**.0089**	**93**
Irwin	**All mfg.**	**6**	**3**	**37.1**	**.0019**	**70**
Jackson	**All mfg.**	**12**	**9**	**110.9**	**.0057**	**87**
Jasper	**All mfg.**	**8**	**4**	**42.3**	**.0022**	**88**
Jeff Davis	**All mfg.**	**10**	**6**	**89.9**	**.0046**	**93**
2299	Textile goods n.e.c.	1	1	35.0	10.9204	100
Jefferson	**All mfg.**	**23**	**8**	**145.0**	**.0074**	**71**
Jenkins	**All mfg.**	**7**	**3**	**41.2**	**.0021**	**51**
8062	*General medical & surgical hospitals*	*1*	*1*	*62.2*	*.0430*	*100*
Johnson	**All mfg.**	**10**	**3**	**51.1**	**.0026**	**45**
Jones	**All mfg.**	**1**	**1**	**15.0**	**.0008**	**100**

DEFINITIONS: **SIC Industry:** Classification by primary product or service. **Total Establishments:** Those with 20 or more employees. **Large Establishments:** Those with 100 or more employees. **Shipments/Receipts:** Total dollar value of goods produced or distributed, or services rendered. **% Of U.S. Ship./Recpt.:** Boldface refers to county's share of total U.S. manufacturing shipments; lightface to the SIC industry in the county and its share of that industry's total U.S. shipments/receipts. **% In Large Establishments:** Share of shipments/receipts accounted for by establishments with 100 or more employees. **All Mfg.:** Total for all manufacturing establishments with 20 or more employees. Nonmanufacturing totals do not appear due to nonavailability. **N.E.C.:** Not Elsewhere Classified.

County SIC	Industry	Establishments		1983 (S&MM Est.)		
		Total	Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
Lamar	**All mfg.**	**6**	**3**	**117.2**	**.0060**	**87**
2254	Knit-underwear mills	1	1	46.6	4.9601	100
Lanier	**All mfg.**	**1**	**1**	**2.5**	**.0001**	**100**
Laurens	**All mfg.**	**28**	**10**	**291.5**	**.0150**	**78**
2231	Wool-fabric weaving & finishing mills	1	1	35.8	4.2362	100
8062	*General medical & surgical hospitals*	*3*	*2*	*52.8*	*.0365*	*92*
Lee	**All mfg.**	**1**	**1**	**10.6**	**.0005**	**100**
Liberty	**All mfg.**	**5**	**2**	**76.4**	**.0039**	**84**
Lincoln	**All mfg.**	**4**	**2**	**21.1**	**.0011**	**47**
Long	**All mfg.**	**1**		**2.9**	**.0001**	**0**
Lowndes	**All mfg.**	**38**	**9**	**579.2**	**.0298**	**76**
Lumpkin	**All mfg.**	**4**	**2**	**45.0**	**.0023**	**84**
McDuffie	**All mfg.**	**14**	**3**	**62.5**	**.0032**	**45**
McIntosh	**All mfg.**	**4**	**1**	**28.2**	**.0014**	**31**
Macon	**All mfg.**	**10**	**4**	**105.9**	**.0054**	**81**
Madison	**All mfg.**	**5**	**4**	**29.2**	**.0015**	**84**
Marion	**All mfg.**	**2**	**1**	**22.5**	**.0012**	**87**
Meriwether	**All mfg.**	**17**	**5**	**195.2**	**.0100**	**76**
3079	Miscellaneous plastics products	1	1	81.9	.2740	100
Miller	**All mfg.**	**1**		**1.5**	**.0001**	**0**
Mitchell	**All mfg.**	**18**	**8**	**129.3**	**.0066**	**64**
Monroe	**All mfg.**	**10**	**7**	**95.1**	**.0049**	**87**
Montgomery	**All mfg.**	**5**	**3**	**29.7**	**.0015**	**90**
Morgan	**All mfg.**	**10**	**4**	**77.6**	**.0040**	**85**
Murray	**All mfg.**	**19**	**7**	**187.8**	**.0096**	**63**
Muscogee	**All hfg.**	**83**	**34**	**1,326.4**	**.0681**	**87**
1611	*Highway & street construction*	*8*	*3*	*136.8*	*.8589*	*90*
2065	Confectionery products	1	1	112.4	1.7714	100
2211	Cotton-weaving mills	5	4	143.9	2.6762	98
2221	Synthetics- & silk-weaving mills	1	1	170.2	1.9144	100
2281	Yarn-spinning mills, except wool	3	3	59.3	1.2523	100
8062	*General medical & surgical hospitals*	*3*	*2*	*94.7*	*.0655*	*96*
Newton	**All mfg.**	**17**	**6**	**283.4**	**.0146**	**85**
Oconee	**All mfg.**	**4**		**6.4**	**.0003**	**0**
Oglethorpe	**All mfg.**	**4**	**1**	**13.2**	**.0007**	**32**
Paulding	**All mfg.**	**7**	**1**	**23.3**	**.0012**	**35**
Peach	**All mfg.**	**7**	**3**	**156.5**	**.0080**	**43**
Pickens	**All mfg.**	**6**	**4**	**36.3**	**.0019**	**82**
Pierce	**All mfg.**	**6**		**21.6**	**.0011**	**0**
Pike	**All mfg.**	**1**	**1**	**8.5**	**.0004**	**100**
Polk	**All mfg.**	**21**	**11**	**309.6**	**.0159**	**86**
Pulaski	**All mfg.**	**6**	**4**	**52.9**	**.0027**	**83**
Putnam	**All mfg.**	**7**	**2**	**72.0**	**.0037**	**57**
Rabun	**All mfg.**	**8**	**4**	**181.3**	**.0093**	**94**
Randolph	**All mfg.**	**8**	**2**	**37.5**	**.0019**	**49**
Richmond	**All mfg.**	**94**	**30**	**1,237.9**	**.0636**	**79**
1611	*Highway & street construction*	*3*	*2*	*93.3*	*.5858*	*98*
2211	Cotton-weaving mills	2	2	45.3	.8425	100
8062	*General medical & surgical hospitals*	*6*	*5*	*296.6*	*.2052*	*99*
Rockdale	**All mfg.**	**31**	**12**	**346.4**	**.0178**	**78**
3646	Commercial electric lighting fixtures	1	1	122.5	7.1250	100
Schley	**All mfg.**	**6**	**1**	**27.0**	**.0014**	**54**
Screven	**All mfg.**	**10**	**4**	**111.2**	**.0057**	**82**
Seminole	**All mfg.**	**5**		**11.9**	**.0006**	**0**
Spalding	**All mfg.**	**37**	**12**	**330.7**	**.0170**	**75**
2211	Cotton-weaving mills	5	4	131.2	2.4400	98
Stephens	**All mfg.**	**29**	**11**	**304.8**	**.0157**	**79**
2284	Thread mills	1	1	106.1	14.1712	100
Stewart	**All mfg.**	**6**	**1**	**24.5**	**.0013**	**43**
Sumter	**All mfg.**	**31**	**7**	**264.4**	**.0136**	**68**
Taliaferro	**All mfg.**	**2**		**2.3**	**.0001**	**0**
Tattnall	**All mfg.**	**9**	**2**	**32.6**	**.0017**	**36**
Taylor	**All mfg.**	**3**	**1**	**30.5**	**.0016**	**79**
Telfair	**All mfg.**	**9**	**4**	**141.6**	**.0073**	**83**
2328	Men's & boys' work clothing	1	1	66.0	1.3623	100
Terrell	**All mfg.**	**4**	**4**	**78.1**	**.0040**	**100**
Thomas	**All mfg.**	**37**	**10**	**548.7**	**.0282**	**78**
2011	Meat-packing plants	1	1	315.4	.7143	100
Tift	**All mfg.**	**29**	**8**	**254.3**	**.0131**	**56**
Toombs	**All mfg.**	**19**	**4**	**95.4**	**.0049**	**51**
Towns	**All mfg.**	**3**		**5.3**	**.0003**	**0**
Treutlen	**All mfg.**	**2**		**11.4**	**.0006**	**0**
Troup	**All mfg.**	**59**	**22**	**534.6**	**.0275**	**78**
2211	Cotton-weaving mills	4	4	46.1	.8573	100
Turner	**All mfg.**	**5**	**3**	**52.4**	**.0027**	**93**
Twiggs	**All mfg.**	**5**	**3**	**55.1**	**.0028**	**89**
Union	**All mfg.**	**4**	**1**	**18.2**	**.0009**	**62**
Upson	**All mfg.**	**15**	**9**	**399.9**	**.0205**	**88**
2296	Tire cord & fabric	2	2	235.5	21.7171	100
Walker	**All mfg.**	**39**	**17**	**357.8**	**.0189**	**85**
Walton	**All mfg.**	**21**	**11**	**212.7**	**.0109**	**83**
Ware	**All mfg.**	**35**	**6**	**183.3**	**.0094**	**30**
Warren	**All mfg.**	**5**	**4**	**61.8**	**.0032**	**97**
Washington	**All mfg.**	**18**	**7**	**83.2**	**.0043**	**54**
Wayne	**All mfg.**	**19**	**5**	**212.1**	**.0109**	**79**
2611	Pulp mills	1	1	149.4	4.6897	100
Webster	**All mfg.**	**2**		**8.4**	**.0004**	**0**
Wheeler	**All mfg.**	**1**	**1**	**7.4**	**.0004**	**100**
White	**All mfg.**	**7**	**4**	**36.5**	**.0019**	**83**
Whitfield	**All mfg.**	**137**	**46**	**2,094.4**	**.1076**	**83**
2211	Cotton-weaving mills	4	2	38.8	.7216	87
2272	Tufted carpets & rugs	55	25	1,689.7	28.5983	89
Wilcox	**All mfg.**	**1**		**5.4**	**.0003**	**0**
Wilkes	**All mfg.**	**12**	**6**	**86.4**	**.0044**	**77**
Wilkinson	**All mfg.**	**7**	**2**	**15.5**	**.0008**	**43**
Worth	**All mfg.**	**10**	**3**	**59.9**	**.0031**	**54**
STATE TOTAL	**All mfg.**	**3,510**	**1,161**	**42,797.6**	**2.1983**	**79**

HAWAII

County SIC	Industry	Total	Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
Hawaii	**All mfg.**	**32**	**9**	**326.8**	**.0168**	**70**
2061	Raw cane sugar	5	5	167.2	12.0253	100
Honolulu	**All mfg.**	**230**	**41**	**2,426.8**	**.1247**	**69**
2033	Canned fruits & vegetables	4	2	418.7	4.5749	99
2061	Raw cane sugar	2	2	115.8	8.3285	100
2339	Women's & misses' outerwear n.e.c.	22	3	49.8	1.0647	44
3272	Concrete products n.e.c.	10	4	57.0	1.9346	74
4911	*Electric services*	*2*	*2*	*499.5*	*.8239*	*100*
7011	*Hotels, motels, & tourist courts*	*46*	*16*	*416.6*	*2.3895*	*86*
8062	*General medical & surgical hospitals*	*12*	*11*	*415.6*	*.2876*	*99*
Kauai	**All mfg.**	**11**	**4**	**220.5**	**.0113**	**85**
2061	Raw cane sugar	4	4	188.1	13.5285	100
Maui	**All mfg.**	**24**	**4**	**328.6**	**.0169**	**79**
2061	Raw cane sugar	3	2	188.6	13.5644	98
7011	*Hotels, motels, & tourist courts*	*11*	*5*	*42.8*	*.2455*	*80*
STATE TOTAL	**All mfg.**	**297**	**58**	**3,302.7**	**.1696**	**71**

IDAHO

County SIC	Industry	Total	Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
Ada	**All mfg.**	**66**	**14**	**936.5**	**.0481**	**78**
1623	*Pipe- & utility-line construction*	*2*	*1*	*92.4*	*1.6073*	*98*
1629	*Heavy construction n.e.c.*	*3*	*1*	*950.0*	*4.0125*	*99*
3573	Electronic computing equipment	1	1	361.0	.9175	100
4911	*Electric services*	*3*	*1*	*213.3*	*.3518*	*97*
6025	*National banks, federal reserve system*	*2*	*2*	*370.5*	*.3461*	*100*
8062	*General medical & surgical hospitals*	*3*	*3*	*95.9*	*.0664*	*100*
Adams	**All mfg.**	**2**	**1**	**10.7**	**.0005**	**77**
Bannock	**All mfg.**	**20**	**8**	**671.1**	**.0345**	**91**
3532	Mining machinery	1	1	40.6	2.2639	100
Bear Lake	**All mfg.**	**2**		**8.4**	**.0004**	**0**
Benewah	**All mfg.**	**8**	**2**	**58.9**	**.0030**	**58**
Bingham	**All mfg.**	**11**	**5**	**183.1**	**.0094**	**83**
2034	Dehydrated fruits, vegetables, & soups	4	4	129.4	8.1599	100
Blaine	**All mfg.**	**1**	**1**	**7.1**	**.0004**	**100**
Boise	**All mfg.**	**1**	**1**	**11.3**	**.0006**	**100**
Bonner	**All mfg.**	**14**	**5**	**85.0**	**.0044**	**66**
Bonneville	**All mfg.**	**30**	**9**	**188.2**	**.0097**	**53**
Boundary	**All mfg.**	**1**	**1**	**12.2**	**.0006**	**100**
Camas	**All mfg.**	**1**		**2.8**	**.0001**	**0**
Canyon	**All mfg.**	**43**	**14**	**615.5**	**.0316**	**68**
2034	Dehydrated fruits, vegetables, & soups	2	1	131.7	8.3050	95
Caribou	**All mfg.**	**3**	**2**	**169.8**	**.0087**	**96**
Cassia	**All mfg.**	**10**	**4**	**170.3**	**.0087**	**92**
2037	Frozen fruits & vegetables	2	2	109.2	2.2275	100
Clearwater	**All mfg.**	**7**	**1**	**91.7**	**.0047**	**50**
Elmore	**All mfg.**	**1**		**5.7**	**.0003**	**0**
Franklin	**All mfg.**	**3**	**1**	**12.6**	**.0006**	**59**
Fremont	**All mfg.**	**2**		**6.7**	**.0003**	**0**
Gem	**All mfg.**	**5**	**2**	**42.3**	**.0022**	**84**
Gooding	**All mfg.**	**1**		**23.6**	**.0012**	**0**
Idaho	**All mfg.**	**5**	**2**	**48.9**	**.0025**	**58**
Jefferson	**All mfg.**	**3**	**2**	**88.1**	**.0045**	**71**
Jerome	**All mfg.**	**6**	**3**	**107.5**	**.0055**	**91**
Kootenai	**All mfg.**	**23**	**11**	**284.4**	**.0146**	**81**
2421	General sawmills & planing mills	6	6	108.8	.8844	100
Latah	**All mfg.**	**7**	**1**	**33.0**	**.0017**	**35**
Lemhi	**All mfg.**	**1**		**6.9**	**.0004**	**0**
Lewis	**All mfg.**	**3**	**1**	**17.0**	**.0009**	**76**
Lincoln	**All mfg.**	**1**		**12.5**	**.0006**	**0**
Madison	**All mfg.**	**3**	**2**	**12.7**	**.0007**	**52**
Minidoka	**All mfg.**	**9**	**3**	**172.4**	**.0089**	**85**
2037	Frozen fruits & vegetables	1	1	88.0	1.7951	100
Nez Perce	**All mfg.**	**14**	**8**	**312.9**	**.0161**	**93**
Payette	**All mfg.**	**4**	**1**	**46.8**	**.0024**	**64**
Power	**All mfg.**	**3**	**1**	**75.1**	**.0039**	**88**
Shoshone	**All mfg.**	**8**	**3**	**118.0**	**.0061**	**82**

1983 (S&MM Est.)

IDAHO (cont.)

County SIC	Industry	Establishments Total	Establishments Large	Shipments/Receipts ($ Mil.)	% Of U.S. Ship./Recpt.	% In Large Estab.
Twin Falls	**All mfg.**	**32**	**8**	**418.7**	**.0215**	**62**
Valley	**All mfg.**	**1**	**1**	**8.2**	**.0004**	**100**
Washington	**All mfg.**	**2**	**1**	**19.1**	**.0010**	**82**
STATE TOTAL	**All mfg.**	**357**	**119**	**5,095.7**	**.2617**	**77**

ILLINOIS

County SIC	Industry	Establishments Total	Establishments Large	Shipments/Receipts ($ Mil.)	% Of U.S. Ship./Recpt.	% In Large Estab.
Adams	**All mfg.**	**48**	**17**	**743.3**	**.0382**	**84**
2048	Prepared feeds n.e.c.	3	2	238.6	2.7757	98
3499	Fabricated metal products n.e.c.	2	2	89.4	2.1234	100
8062	*General medical & surgical hospitals*	*2*	*2*	*62.2*	*.0430*	*100*
Alexander	**All mfg.**	**10**	**2**	**64.0**	**.0033**	**65**
Bond	**All mfg.**	**7**	**2**	**76.5**	**.0039**	**78**
Boone	**All mfg.**	**19**	**7**	**1,543.5**	**.0793**	**98**
3711	Motor vehicles & passenger-car bodies	1	1	1,412.8	1.3915	100
Brown	**All mfg.**	**3**		**14.2**	**.0007**	**0**
Bureau	**All mfg.**	**30**	**8**	**241.9**	**.0124**	**75**
Carroll	**All mfg.**	**10**	**4**	**90.4**	**.0046**	**71**
Cass	**All mfg.**	**10**	**2**	**165.3**	**.0085**	**82**
Champaign	**All mfg.**	**54**	**18**	**857.1**	**.0440**	**87**
2079	Shortening & cooking oils n.e.c.	1	1	396.1	8.2823	100
8062	*General medical & surgical hospitals*	*6*	*4*	*118.9*	*.0823*	*94*
8221	*Colleges & universities n.e.c.*	*1*	*1*	*81.5*	*.3962*	*100*
Christian	**All mfg.**	**22**	**7**	**376.9**	**.0194**	**73**
Clark	**All mfg.**	**13**	**5**	**149.3**	**.0077**	**85**
Clay	**All mfg.**	**9**	**1**	**50.5**	**.0026**	**45**
Clinton	**All mfg.**	**10**	**2**	**43.8**	**.0022**	**46**
Coles	**All mfg.**	**46**	**23**	**684.5**	**.0352**	**87**
3641	Electric lamps	1	1	118.4	5.5129	100
Cook	**All mfg.**	**5,950**	**1,614**	**62,621.2**	**3.2165**	**78**
1211	*Bituminous-coal & lignite mining*	*4*	*2*	*279.7*	*1.5222*	*95*
1611	*Highway & street construction*	*34*	*15*	*333.7*	*2.0951*	*79*
1622	*Bridge & tunnel construction*	*9*	*4*	*159.9*	*3.0969*	*87*
1623	*Pipe- & utility-line construction*	*19*	*10*	*159.1*	*2.7676*	*84*
1629	*Heavy construction n.e.c.*	*29*	*13*	*542.9*	*2.2930*	*85*
2011	Meat-packing plants	48	17	1,862.3	4.2176	79
2013	Sausages & other prepared meats	46	19	706.4	6.6440	78
2033	Canned fruits & vegetables	15	8	224.8	2.4563	88
2035	Pickles, sauces, & salad dressings	16	2	187.9	4.8890	51
2046	Wet corn milling	2	1	505.1	12.8596	99
2051	Bread, cake, & related products	50	26	727.2	5.8174	90
2052	Cookies & crackers	14	8	582.4	12.9261	94
2065	Confectionery products	43	19	1,269.6	20.0088	92
2067	Chewing gum	1	1	175.1	21.0558	100
2086	Bottled & canned soft drinks	15	7	446.5	2.6051	92
2087	Flavoring extracts & syrups n.e.c.	19	2	515.4	12.8847	64
2099	Food preparations n.e.c.	44	19	574.2	6.2795	76
2291	Felt goods, except woven felts & hats	10	3	47.9	21.9122	80
2328	Men's & boys' work clothing	5	4	55.0	1.1352	98
2335	Women's & misses' dresses	17	4	68.5	1.6433	65
2392	House furnishings n.e.c.	19	4	104.8	3.5675	45
2399	Fabricated textile products n.e.c.	19	3	49.4	4.0826	52
2431	Millwork	28	1	88.4	1.7838	36
2499	Wood products n.e.c.	30	5	93.9	2.7701	55
2511	Wood household furniture	20	3	63.0	1.0637	46
2512	Upholstered wood household furniture	16	3	54.0	1.2298	47
2514	Metal household furniture	16	9	139.4	7.9250	88
2515	Mattresses & bedsprings	19	6	114.8	5.1339	70
2541	Wood partitions & fixtures	17	5	105.8	6.5208	76
2542	Metal partitions & fixtures	16	3	125.4	5.7013	65
2641	Paper coating & glazing	26	15	394.3	6.9714	84
2642	Envelopes	14	7	134.6	7.4505	83
2643	Bags, except textile bags	17	5	175.6	2.8188	65
2645	Die-cut paper & board	16	4	88.3	7.0538	57
2649	Converted paper products n.e.c.	25	6	103.5	3.8410	52
2651	Folding paperboard boxes	37	12	215.6	6.3045	69
2653	Corrugated & solid fiber boxes	56	24	602.5	5.8295	76
2654	Sanitary food containers	8	5	300.6	11.4825	96
2711	Newspapers	46	14	638.8	2.9947	84
2721	Periodicals	100	11	928.0	8.6379	56
2731	Book publishing	32	16	551.3	7.2604	86
2741	Miscellaneous publishing	30	14	217.4	8.6873	83
2751	Letterpress commercial printing	179	29	495.2	10.3820	69
2752	Lithographic commercial printing	153	30	1,139.7	7.7161	52
2753	Engraving & plate printing	15	5	45.5	13.0898	79
2761	Manifold business forms	14	2	312.8	5.7456	84
2771	Greeting-card publishing	14	4	151.0	6.8018	71
2782	Blankbooks & looseleaf binders	19	7	125.0	5.8893	66
2789	Bookbinding & related work	28	8	74.7	9.0931	66
2791	Typesetting	30	4	85.8	9.7202	48
2793	Photoengraving	16	3	27.1	10.9761	35
2819	Industrial inorganic chemicals n.e.c.	21	6	258.0	2.2036	72
2821	Plastics materials & synthetic resins	15	3	323.5	1.8492	56
2834	Pharmaceutical preparations	18	2	269.3	1.5001	70
2841	Soap & other detergents	18	2	318.2	3.5409	49
2842	Polishes & sanitation goods	39	5	260.3	5.9923	44
2844	Toilet preparations	28	11	765.0	8.7286	89
2851	Paints & allied products	64	20	954.6	10.6926	79
2869	Industrial organic chemicals n.e.c.	23	5	639.4	1.7389	59
2891	Adhesives & sealants	26	4	144.5	6.1792	46
2893	Printing ink	24	9	207.1	18.0842	73
2899	Chemical preparations n.e.c.	43	6	262.8	4.6624	37
2911	Petroleum refining	7	3	4,186.9	2.3083	92
2952	Asphalt felts & coatings	13	4	226.4	8.0102	76
2992	Lubricating oils & greases	21	3	142.5	6.7851	49
3069	Fabricated rubber products n.e.c.	35	12	161.5	2.8319	72
3079	Miscellaneous plastics products	227	60	1,234.2	4.1285	61
3111	Leather tanning & finishing	8	5	71.5	4.7157	85
3143	Men's nonathletic footwear	2	2	117.9	5.7128	100
3161	Luggage	15	3	53.2	7.1631	46
3229	Pressed & blown glass n.e.c.	12	3	84.5	2.5812	77
3231	Products of purchased glass	25	6	130.8	5.0873	55
3272	Concrete products n.e.c.	23	4	63.0	2.1382	56
3273	Ready-mixed concrete	12	3	92.6	1.3620	68
3291	Abrasive products	13	5	176.9	5.8392	77
3293	Gaskets, packing, & sealing devices	17	5	275.4	16.0818	89
3312	Blast furnaces & steel mills	24	12	1,502.1	3.9907	96
3315	Steel wire & related products	8	4	107.4	5.4930	88
3316	Cold-rolled steel sheet, strip, & bars	41	15	183.7	8.3732	73
3317	Steel pipe & tubes	13	5	92.4	2.8167	80
3321	Gray-iron foundries	11	3	77.1	.9875	64
3325	Steel foundries n.e.c.	12	5	74.8	2.6374	88
3341	Secondary nonferrous metals	17	7	307.0	7.1060	77
3353	Aluminum sheet, plate, & foil	1	1	717.6	8.3455	100
3361	Aluminum foundries	31	11	176.1	5.6099	63
3362	Brass, bronze, & copper foundries	14	3	33.1	4.9271	49
3369	Nonferrous foundries n.e.c.	19	3	38.0	4.1403	48
3411	Metal cans	17	11	755.4	7.7199	94
3412	Metal shipping barrels, drums, & pails	14	2	96.3	8.1108	58
3423	Hand & edge tools n.e.c.	29	9	176.4	6.0983	74
3429	Hardware n.e.c.	43	12	264.4	4.7295	63
3432	Plumbing fittings & brass goods	9	5	82.2	5.9643	91
3433	Heating equipment, except electric	13	4	46.1	2.6338	69
3441	Fabricated structural metal	64	11	217.6	2.6494	47
3442	Metal doors, sash, & trim	44	7	122.3	2.8362	39
3443	Fabricated plate work (boiler shops)	30	3	110.7	1.1598	31
3444	Sheet-metal work	71	19	278.9	4.8575	69
3446	Architectural & ornamental metal work	14	4	80.0	7.3780	79
3449	Miscellaneous metal work	18	3	77.7	3.7170	39
3451	Screw-machine products	88	9	188.5	9.2775	30
3452	Bolts, nuts, rivets, & washers	62	14	317.6	7.6665	63
3462	Iron & steel forgings	43	14	407.9	11.1266	83
3465	Automotive stampings	3	3	754.0	8.7981	100
3466	Crowns & closures	11	5	194.3	26.6128	88
3469	Metal stampings n.e.c.	94	22	503.7	7.9049	66
3471	Plating & polishing	99	7	147.5	7.6054	21
3479	Metal coating & allied services n.e.c.	43	6	147.3	6.9511	44
3493	Steel springs, except wire	14	5	51.7	11.9070	72
3494	Valves & pipe fittings	23	10	267.5	3.0798	83
3495	Wire springs	17	7	111.0	11.6194	81
3496	Miscellaneous fabricated wire products	59	11	91.6	5.4670	44
3498	Fabricated pipe & fittings	17	3	113.3	4.2454	58
3499	Fabricated metal products n.e.c.	62	13	236.4	5.6149	55
3523	Farm machinery & equipment	7	2	98.6	1.0473	83
3531	Construction machinery	12	6	570.6	4.7348	97
3536	Hoists, industrial cranes, & monorails	4	1	50.5	5.0918	85
3537	Industrial trucks & tractors	14	7	85.3	5.2693	92
3541	Metal-cutting machine tools	35	8	119.5	3.2254	54
3542	Metal-forming machine tools	24	8	196.7	19.6700	87
3544	Special dies, tools, jigs, & fixtures	170	15	202.5	6.8031	31
3545	Machine-tool accessories	25	5	134.0	5.4893	76
3546	Power-driven hand tools	7	5	75.4	5.3490	95
3551	Food products machinery	33	10	125.2	5.9336	63
3555	Printing-trades machinery	43	10	216.5	11.5720	59
3559	Special-industry machinery n.e.c.	36	13	146.7	3.3914	68
3561	Pumps & pumping equipment	27	8	191.6	3.6234	76
3564	Blowers & exhaust & ventilation fans	17	3	47.2	2.9674	59
3566	Speed changers, drives, & gears	11	3	87.4	6.1016	77
3567	Industrial process furnaces & ovens	18	6	83.0	9.6974	81

DEFINITIONS **SIC Industry**: Classification by primary product or service. **Total Establishments**: Those with 20 or more employees. **Large Establishments**: Those with 100 or more employees. **Shipments/Receipts**: Total dollar value of goods produced or distributed, or services rendered. **% Of U.S. Ship./Recpt.**: Boldface refers to county's share of total U.S. manufacturing shipments, lightface to the SIC industry in the county and its share of that industry's total U.S. shipments/receipts. **% In Large Establishments**: Share of shipments/receipts accounted for by establishments with 100 or more employees. **All Mfg.**: Total for all manufacturing establishments with 20 or more employees. Nonmanufacturing totals do not appear due to nonavailability. **N.E.C.**: Not Elsewhere Classified.

1983 (S&MM Est)

County SIC	Industry	Establishments Total	Establishments Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
3568	Power-transmission equipment n.e.c.	24	11	132.7	7.2494	80
3569	General industrial machinery n.e.c.	42	14	350.1	10.7077	88
3573	Electronic computing equipment	20	11	345.7	.8786	89
3579	Office machines n.e.c.	25	14	578.8	11.8926	91
3585	Refrigeration & heating equipment	18	7	188.0	1.5110	80
3589	Service-industry machinery n.e.c.	25	5	116.5	5.3409	62
3599	Machinery, except electrical, n.e.c.	180	16	481.8	5.4199	36
3612	Transformers	21	9	215.9	7.7656	88
3613	Switchgear & switchboard apparatus	29	10	320.9	7.2699	83
3621	Motors & generators	23	11	163.2	2.6645	84
3622	Industrial controls	19	9	164.5	3.9736	81
3633	Household laundry equipment	2	2	381.6	14.7873	100
3636	Sewing machines	6	3	113.3	33.4120	96
3639	Household appliances n.e.c.	1	1	152.8	9.2825	100
3643	Current-carrying wiring devices	21	11	127.3	4.3777	83
3644	Non-current-carrying wiring devices	9	5	317.7	12.4447	94
3645	Residential electric lighting fixtures	21	6	102.7	8.6659	67
3646	Commercial electric lighting fixtures	12	5	155.8	9.0618	80
3648	Lighting equipment n.e.c.	21	6	104.6	8.9165	50
3651	Radio & TV receiving sets	28	14	890.0	13.0811	94
3661	Telephone & telegraph apparatus	9	6	2,318.8	14.4965	99
3662	Radio & TV communication equipment	40	16	798.4	2.4436	88
3671	Electron tubes	1	1	393.3	15.8053	100
3677	Electronic coils & transformers	19	9	93.1	10.[illegible]478	81
3678	Electronic connectors	6	6	422.7	15.7989	100
3679	Electronic components n.e.c.	58	17	420.5	3.4005	79
3693	X-ray apparatus & tubes	11	8	308.0	8.8648	94
3694	Engine electrical equipment	10	6	141.7	3.1922	93
3699	Electrical equipment & supplies n.e.c.	15	3	67.4	5.8968	52
3711	Motor vehicles & passenger-car bodies	3	3	1,420.6	1.3992	100
3714	Motor-vehicle parts & accessories	50	14	683.1	1.6073	76
3743	Railroad equipment	26	13	515.9	17.5053	95
3811	Engineering & scientific instruments	17	5	110.1	4.1012	77
3822	Environmental controls	12	6	106.9	6.7933	92
3825	Electricity-measuring instruments	17	10	289.6	5.1589	93
3829	Measuring & controlling devices n.e.c.	13	7	96.9	5.9186	84
3841	Surgical & medical instruments	19	6	171.9	5.6652	80
3842	Surgical appliances & supplies	25	6	266.2	5.9746	81
3843	Dental equipment & supplies	19	7	147.1	12.4324	80
3861	Photographic equipment & supplies	51	15	1,209.5	6.6741	75
3931	Musical instruments & parts	19	4	97.4	9.1258	77
3944	Games, toys, & children's vehicles	18	10	232.0	5.2882	88
3949	Sporting & athletic goods n.e.c.	23	9	85.9	2.9401	77
3953	Marking devices	16	3	25.1	12.1373	53
3993	Signs & advertising displays	83	15	179.7	10.7200	54
3999	Manufactures n.e.c.	57	13	408.0	15.1212	82
4011	*Line-haul-operating railroads*	*21*	*10*	*2,590.0*	*18.1828*	*99*
4911	*Electric services*	*3*	*2*	*1,948.9*	*3.2145*	*100*
4922	*Natural-gas transmission*	*3*	*3*	*475.9*	*3.5129*	*100*
4924	*Natural-gas distribution*	*10*	*2*	*867.8*	*6.9235*	*88*
5051	*Metals service centers & sales offices*	*124*	*18*	*6,454.1*	*11.7757*	*59*
5063	*Electrical-power-equipment wholesalers*	*93*	*7*	*1,572.6*	*4.3894*	*32*
5065	*Electronic-parts wholesalers*	*61*	*1*	*842.6*	*4.7037*	[illegible]
5081	*Commercial-equipment wholesalers*	*100*	*11*	*1,620.7*	*12.9853*	*68*
5084	*Industrial-machinery distributors*	*193*	*14*	*2,166.8*	*5.7241*	*28*
5085	*Industrial-supply distributors*	*175*	*5*	*1,554.8*	*4.6404*	*14*
6025	*National banks, federal reserve system*	*95*	*35*	*5,484.0*	*5.1235*	*94*
7011	*Hotels, motels, & tourist courts*	*84*	*35*	*669.4*	*3.8394*	*90*
7372	*Computer programming & software*	*29*	*6*	*206.5*	*2.1907*	*73*
7374	*Data-processing services*	*59*	*9*	*295.4*	*4.5720*	*57*
8062	*General medical & surgical hospitals*	*80*	*76*	*4,424.1*	*3.0614*	*100*
8221	*Colleges & universities n.e.c.*	*28*	*17*	*728.2*	*3.5402*	*96*
Crawford	**All mfg.**	**20**	**7**	**1,617.0**	**.0831**	**89**
Cumberland	**All mfg.**	**4**	**2**	**20.9**	**.0011**	**79**
De Kalb	**All mfg.**	**54**	**16**	**662.8**	**.0340**	**78**
3661	Telephone & telegraph apparatus	1	1	133.7	.8359	100
De Witt	**All mfg.**	**7**	**2**	**68.1**	**.0035**	**87**
Douglas	**All mfg.**	**10**	**2**	**172.8**	**.0089**	**88**
Du Page	**All mfg.**	**659**	**165**	**5,197.2**	**.2670**	**70**
1622	*Bridge & tunnel construction*	*2*	*1*	*137.7*	*2.6670*	*98*
1623	*Pipe- & utility-line construction*	*8*	*5*	*65.0*	*1.1307*	*88*
1629	*Heavy construction n.e.c.*	*7*	*3*	*138.7*	*.5858*	*90*
2653	Corrugated & solid fiber boxes	14	4	137.7	1.3323	82
2721	Periodicals	4	2	135.8	1.2640	94
2752	Lithographic commercial printing	18	3	190.7	1.2911	54
3079	Miscellaneous plastics products	46	14	231.2	.7734	65
3599	Machinery, except electrical, n.e.c.	21	2	95.9	1.0788	67
3661	Telephone & telegraph apparatus	5	2	492.3	3.0777	97
3662	Radio & TV communication equipment	6	5	108.9	.3333	98
3811	Engineering & scientific instruments	3	2	42.4	1.5794	97
5084	*Industrial-machinery distributors*	*28*	*1*	*356.1*	*.9407*	*34*
7372	*Computer programming & software*	*13*	*4*	*190.1*	*2.0167*	*86*
8062	*General medical & surgical hospitals*	*5*	*5*	*188.4*	*.1304*	*100*
Edgar	**All mfg.**	**14**	**7**	**172.8**	**.0089**	**92**
Edwards	**All mfg.**	**4**	**3**	**209.5**	**.0108**	**100**
3714	Motor-vehicle parts & accessories	2	2	200.6	.4720	100
Effingham	**All mfg.**	**26**	**5**	**326.0**	**.0167**	**78**
2752	Lithographic commercial printing	2	1	139.4	.9438	98
3585	Refrigeration & heating equipment	2	2	110.4	.8873	100
Fayette	**All mfg.**	**13**	**4**	**92.4**	**.0047**	**70**
Ford	**All mfg.**	**18**	**8**	**251.2**	**.0129**	**91**
Franklin	**All mfg.**	**16**	**2**	**45.1**	**.0023**	**41**
1211	*Bituminous-coal & lignite mining*	*3*	*3*	*143.4*	*.7804*	*100*
Fulton	**All mfg.**	**10**	**4**	**163.3**	**.0084**	**80**
3523	Farm machinery & equipment	1	1	111.2	1.1812	100
Gallatin	**All mfg.**	**4**	**1**	**22.4**	**.0012**	**57**
Greene	**All mfg.**	**3**	**2**	**25.5**	**.0013**	**59**
Grundy	**All mfg.**	**23**	**8**	**449.2**	**.0231**	**76**
4912	*Nuclear power*	*3*	*3*	*389.0*	*2.8567*	*100*
Hamilton	**All mfg.**	**3**		**7.3**	**.0004**	**0**
Hancock	**All mfg.**	**9**	**2**	**39.4**	**.0020**	**24**
Henry	**All mfg.**	**30**	**9**	**252.2**	**.0130**	**71**
Iroquois	**All mfg.**	**22**	**6**	**216.2**	**.0111**	**70**
Jackson	**All mfg.**	**14**	**5**	**143.8**	**.0074**	**58**
8221	*Colleges & universities n.e.c.*	*1*	*1*	*54.3*	*.2640*	*100*
Jasper	**All mfg.**	**3**	**2**	**42.4**	**.0022**	**97**
Jefferson	**All mfg.**	**16**	**7**	**182.0**	**.0093**	**87**
Jersey	**All mfg.**	**2**	**1**	**10.5**	**.0005**	**74**
Jo Daviess	**All mfg.**	**17**	**5**	**175.3**	**.0090**	**55**
Johnson	**All mfg.**	**1**		**2.1**	**.0001**	**0**
Kane	**All mfg.**	**356**	**108**	**3,722.0**	**.1912**	**80**
2335	Women's & misses' dresses	1	1	52.5	1.2595	100
2522	Metal office furniture	3	2	165.2	5.0599	95
2542	Metal partitions & fixtures	5	4	127.8	5.8104	94
3079	Miscellaneous plastics products	32	7	172.1	.5757	54
3293	Gaskets, packing, & sealing devices	4	3	102.3	5.9737	98
3494	Valves & pipe fittings	3	3	82.1	.9453	100
3531	Construction machinery	2	2	122.7	1.0181	100
3537	Industrial trucks & tractors	4	1	132.3	8.1727	97
3544	Special dies, tools, jigs, & fixtures	8	3	38.9	1.3069	82
3561	Pumps & pumping equipment	3	2	89.4	1.6907	95
3592	Carburetors, pistons, rings, & valves	1	1	83.4	3.5208	100
3622	Industrial controls	6	2	85.1	2.0557	93
3661	Telephone & telegraph apparatus	1	1	222.8	1.3929	100
3662	Radio & TV communication equipment	4	2	139.4	.4267	95
4924	*Natural-gas distribution*	*3*	*1*	*468.9*	*3.7410*	*96*
8062	*General medical & surgical hospitals*	*6*	*6*	*207.2*	*.1434*	*100*
Kankakee	**All mfg.**	**62**	**24**	**1,221.1**	**.0627**	**89**
2047	Pet food	2	1	290.2	7.6815	98
3079	Miscellaneous plastics products	6	4	99.8	.3338	92
3524	Lawn & garden equipment	1	1	58.0	4.1835	100
8062	*General medical & surgical hospitals*	*3*	*3*	*122.2*	*.0846*	*100*
Kendall	**All mfg.**	**19**	**2**	**97.2**	**.0050**	**39**
Knox	**All mfg.**	**28**	**10**	**634.7**	**.0326**	**79**
3519	Internal-combustion engines n.e.c.	1	1	164.0	1.8252	100
Lake	**All mfg.**	**278**	**87**	**3,567.8**	**.1833**	**84**
2051	Bread, cake, & related products	2	1	86.8	.6944	93
2751	Letterpress commercial printing	10	5	25.1	.5262	76
2834	Pharmaceutical preparations	4	2	1,014.9	5.6533	99
3079	Miscellaneous plastics products	20	7	126.1	.4218	69
3519	Internal-combustion engines n.e.c.	1	1	437.3	4.8668	100
3531	Construction machinery	2	2	114.6	.9509	100
4912	*Nuclear power*	*2*	*2*	*438.6*	*3.2210*	*100*
8062	*General medical & surgical hospitals*	*8*	*8*	*332.4*	*.2300*	*100*
La Salle	**All mfg.**	**94**	**38**	**1,260.9**	**.0648**	**85**
3211	Flat glass	1	1	108.6	6.4639	100
3221	Glass containers	2	2	212.9	4.3275	100
3714	Motor-vehicle parts & accessories	5	5	140.5	.3306	100
4912	*Nuclear power*	*1*	*1*	*226.8*	*1.6656*	*100*
8062	*General medical & surgical hospitals*	*4*	*3*	*69.0*	*.0477*	*93*
Lawrence	**All mfg.**	**6**	**4**	**1,361.7**	**.0699**	**99**
Lee	**All mfg.**	**26**	**8**	**245.1**	**.0126**	**66**
3714	Motor-vehicle parts & accessories	2	2	114.0	.2682	100
8062	*General medical & surgical hospitals*	*2*	*2*	*106.5*	*.0737*	*100*
Livingston	**All mfg.**	**29**	**11**	**176.2**	**.0091**	**73**
Logan	**All mfg.**	**15**	**9**	**247.9**	**.0127**	**90**
McDonough	**All mfg.**	**19**	**7**	**177.8**	**.0091**	**78**
8221	*Colleges & universities n.e.c.*	*1*	*1*	*71.7*	*.3486*	*100*
McHenry	**All mfg.**	**181**	**51**	**1,147.1**	**.0589**	**68**
3369	Nonferrous foundries n.e.c.	3	2	30.9	3.3667	96
3622	Industrial controls	3	2	69.1	1.6692	93
3679	Electronic components n.e.c.	9	4	57.7	.4666	83
McLean	**All mfg.**	**48**	**13**	**589.7**	**.0303**	**80**
3622	Industrial controls	1	1	72.7	1.7561	100
3635	Household vacuum cleaners	1	1	218.5	24.9287	100
8062	*General medical & surgical hospitals*	*3*	*3*	*67.9*	*.0470*	*100*
8221	*Colleges & universities n.e.c.*	*2*	*1*	*102.8*	*.4998*	*96*
Macon	**All mfg.**	**71**	**24**	**2,526.7**	**.1298**	**91**
2046	Wet corn milling	2	2	658.2	16.7575	100
3011	Tires & inner tubes	1	1	321.0	3.0569	100
3322	Malleable-iron foundries	2	1	29.4	6.6697	97

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County SIC	Industry	Establishments Total	Establishments Large	Shipments Receipts ($ Mil.)	% Of U.S. Ship Recpt	% In Large Estab
3494	Valves & pipe fittings	2	2	79.0	.9096	100
3531	Construction machinery	1	1	546.7	4.5364	100
4931	*Electric & other services combined*	*1*	*1*	*619.1*	*1.8481*	*100*
8062	*General medical & surgical hospitals*	*2*	*2*	*55.9*	*.0387*	*100*
Macoupin	**All mfg.**	**16**	**3**	**73.4**	**.0038**	**35**
Madison	**All mfg.**	**104**	**38**	**4,812.4**	**.2472**	**96**
3221	Glass containers	1	1	209.0	4.2482	100
3312	Blast furnaces & steel mills	3	2	907.2	2.4102	100
3325	Steel foundries n.e.c.	1	1	64.0	2.2566	100
3351	Copper rolling & drawing	1	1	457.0	9.8762	100
3482	Small-arms ammunition	1	1	178.2	21.7928	100
8062	*General medical & surgical hospitals*	*7*	*7*	*182.4*	*.1262*	*100*
Marion	**All mfg.**	**39**	**14**	**429.0**	**.0220**	**75**
3079	Miscellaneous plastics products	5	3	87.7	.2934	93
8062	*General medical & surgical hospitals*	*3*	*3*	*66.9*	*.0463*	*100*
Marshall	**All mfg.**	**9**	**2**	**88.7**	**.0046**	**79**
Mason	**All mfg.**	**12**	**1**	**62.8**	**.0032**	**20**
Massac	**All mfg.**	**6**	**3**	**58.5**	**.0030**	**88**
Menard	**All mfg.**	**4**	**1**	**11.6**	**.0006**	**40**
Mercer	**All mfg.**	**3**		**9.1**	**.0005**	**0**
Monroe	**All mfg.**	**3**		**14.5**	**.0007**	**0**
Montgomery	**All mfg.**	**22**	**8**	**163.0**	**.0084**	**74**
Morgan	**All mfg.**	**17**	**8**	**364.8**	**.0187**	**89**
Moultrie	**All mfg.**	**13**	**3**	**76.5**	**.0039**	**57**
Ogle	**All mfg.**	**43**	**19**	**673.6**	**.0346**	**88**
2033	Canned fruits & vegetables	3	2	86.1	.9408	96
2283	Wool-yarn mills	1	1	23.0	6.4120	100
Peoria	**All mfg.**	**136**	**27**	**2,607.8**	**.1339**	**87**
2085	Distilled liquor, except brandy	1	1	216.5	5.1556	100
3312	Blast furnaces & steel mills	1	1	266.0	.7067	100
3321	Gray-iron foundries	1	1	200.3	2.5654	100
3519	Internal-combustion engines n.e.c.	1	1	929.3	10.3423	100
3531	Construction machinery	4	2	172.9	1.4347	98
4931	*Electric & other services combined*	*2*	*1*	*299.8*	*.8950*	*94*
8062	*General medical & surgical hospitals*	*4*	*4*	*246.7*	*.1707*	*100*
Perry	**All mfg.**	**10**	**5**	**156.1**	**.0080**	**88**
1211	*Bituminous-coal & lignite mining*	*3*	*3*	*235.2*	*1.2800*	*100*
Piatt	**All mfg.**	**6**	**1**	**45.3**	**.0023**	**47**
Pike	**All mfg.**	**12**	**1**	**62.3**	**.0032**	**18**
Pulaski	**All mfg.**	**5**		**21.3**	**.0011**	**0**
Putnam	**All mfg.**	**6**	**3**	**80.3**	**.0041**	**87**
Randolph	**All mfg.**	**9**	**3**	**194.8**	**.0100**	**86**
2732	Book printing	1	1	130.9	4.6267	100
Richland	**All mfg.**	**10**	**2**	**266.1**	**.0137**	**85**
3751	Motorcycles, bicycles, & parts	2	1	212.9	16.6108	97
Rock Island	**All mfg.**	**103**	**35**	**1,934.7**	**.0994**	**90**
3321	Gray-iron foundries	2	2	81.4	1.0425	100
3523	Farm machinery & equipment	4	4	997.7	10.5976	100
4912	*Nuclear power*	*2*	*2*	*330.8*	*2.4293*	*100*
8062	*General medical & surgical hospitals*	*4*	*4*	*133.7*	*.0925*	*100*
St. Clair	**All mfg.**	**98**	**25**	**1,245.7**	**.0640**	**75**
2865	Cyclic crudes & intermediates	1	1	338.0	4.4196	100
3351	Copper rolling & drawing	1	1	163.2	3.5269	100
4011	*Line-haul-operating railroads*	*3*	*2*	*118.1*	*.8291*	*98*
8062	*General medical & surgical hospitals*	*5*	*5*	*155.6*	*.1077*	*100*
Saline	**All mfg.**	**11**	**2**	**38.0**	**.0020**	**25**
Sangamon	**All mfg.**	**69**	**12**	**597.3**	**.0307**	**70**
4931	*Electric & other services combined*	*2*	*2*	*442.4*	*1.3207*	*100*
8062	*General medical & surgical hospitals*	*4*	*4*	*224.4*	*.1553*	*100*
Schuyler	**All mfg.**	**2**		**13.4**	**.0007**	**0**
Scott	**All mfg.**	**2**		**4.3**	**.0002**	**0**
Shelby	**All mfg.**	**7**	**1**	**42.8**	**.0022**	**63**
Stark	**All mfg.**	**6**		**44.5**	**.0023**	**0**
Stephenson	**All mfg.**	**29**	**12**	**558.5**	**.0287**	**89**
3011	Tires & inner tubes	1	1	192.7	1.8351	100
3643	Current-carrying wiring devices	1	1	115.2	3.9616	100
Tazewell	**All mfg.**	**47**	**10**	**2,016.1**	**.1036**	**95**
3531	Construction machinery	1	1	1,499.0	12.4385	100
Union	**All mfg.**	**10**	**5**	**75.8**	**.0039**	**91**
Vermilion	**All mfg.**	**71**	**29**	**1,638.0**	**.0841**	**92**
3079	Miscellaneous plastics products	4	2	82.5	.2760	92
3537	Industrial trucks & tractors	1	1	70.9	4.3798	100
3612	Transformers	2	2	50.0	1.7984	100

DEFINITIONS **SIC Industry**: Classification by primary product or service **Total Establishments**: Those with 20 or more employees **Large Establishments**: Those with 100 or more employees **Shipments Receipts**: Total dollar value of goods produced or distributed or services rendered **% Of U.S. Ship. Recpt.**: Boldface refers to county's share of total U.S. manufacturing shipments, lightface to the SIC industry in the county and its share of that industry's total U.S. shipments receipts **% In Large Establishments**: Share of shipments receipts accounted for by establishments with 100 or more employees **All Mfg.**: Total for all manufacturing establishments with 20 or more employees Nonmanufacturing totals do not appear due to nonavailability **N.E.C.**: Not Elsewhere Classified

1983 (S&MM Est.)

County SIC	Industry	Establishments Total	Establishments Large	Shipments Receipts ($ Mil.)	% Of U.S. Ship Recpt	% In Large Estab
3711	Motor vehicles & passenger-car bodies	1	1	690.7	.6803	100
8062	*General medical & surgical hospitals*	*4*	*4*	*133.8*	*.0926*	*100*
Wabash	**All mfg.**	**15**	**7**	**151.7**	**.0078**	**82**
Warren	**All mfg.**	**11**	**3**	**119.0**	**.0061**	**74**
Washington	**All mfg.**	**6**	**1**	**33.0**	**.0017**	**14**
Wayne	**All mfg.**	**8**	**2**	**120.9**	**.0062**	**89**
White	**All mfg.**	**6**	**1**	**29.2**	**.0015**	**47**
Whiteside	**All mfg.**	**40**	**15**	**834.6**	**.0429**	**88**
3312	Blast furnaces & steel mills	2	1	472.1	1.2543	99
3429	Hardware n.e.c.	4	3	65.8	1.1770	95
3822	Environmental controls	1	1	75.3	4.7852	100
Will	**All mfg.**	**170**	**51**	**1,889.5**	**.0971**	**81**
3531	Construction machinery	1	1	246.9	2.0487	100
3931	Musical instruments & parts	1	1	42.4	3.9726	100
8062	*General medical & surgical hospitals*	*2*	*2*	*50.0*	*.0346*	*100*
Williamson	**All mfg.**	**37**	**8**	**426.4**	**.0219**	**79**
1211	*Bituminous-coal & lignite mining*	*6*	*6*	*140.6*	*.7652*	*100*
3633	Household laundry equipment	1	1	158.0	6.1226	100
Winnebago	**All mfg.**	**353**	**91**	**3,089.4**	**.1587**	**78**
3429	Hardware n.e.c.	3	2	212.8	3.8065	99
3452	Bolts, nuts, rivets, & washers	11	5	247.1	5.9647	93
3541	Metal-cutting machine tools	14	8	220.5	5.9514	94
3545	Machine-tool accessories	7	4	58.1	2.3801	95
3552	Textile machinery	1	1	73.5	6.9274	100
3599	Machinery, except electrical, n.e.c.	31	1	66.8	.7514	12
3714	Motor-vehicle parts & accessories	5	5	439.1	1.0332	100
3728	Aircraft equipment n.e.c.	3	1	84.4	.8922	89
8062	*General medical & surgical hospitals*	*4*	*4*	*157.7*	*.1091*	*100*
Woodford	**All mfg.**	**20**	**3**	**115.4**	**.0059**	**24**
STATE TOTAL	**All mfg.**	**10,081**	**2,838**	**120,555.8**	**6.1923**	**81**

INDIANA

County SIC	Industry	Establishments Total	Establishments Large	Shipments Receipts ($ Mil.)	% Of U.S. Ship Recpt	% In Large Estab
Adams	**All mfg.**	**34**	**13**	**501.6**	**.0258**	**85**
3676	Electronic resistors	1	1	102.4	11.1401	100
Allen	**All mfg.**	**221**	**63**	**3,673.9**	**.1887**	**84**
2051	Bread, cake, & related products	3	3	84.1	.6728	100
3011	Tires & inner tubes	1	1	256.8	2.4456	100
3079	Miscellaneous plastics products	15	5	100.5	.3362	63
3357	Nonferrous-wire drawing & insulating	3	2	183.8	2.1407	98
3599	Machinery, except electrical, n.e.c.	9	1	148.2	1.6671	90
3612	Transformers	1	1	66.7	2.3991	100
3621	Motors & generators	4	3	383.9	6.2679	100
3662	Radio & TV communication equipment	2	2	386.0	1.1814	100
3713	Truck & bus bodies	3	1	107.3	4.3198	97
3714	Motor-vehicle parts & accessories	3	1	190.0	.4471	96
6025	*National banks, federal reserve system*	*3*	*3*	*225.1*	*.2103*	*100*
8062	*General medical & surgical hospitals*	*4*	*4*	*279.6*	*.1935*	*100*
Bartholomew	**All mfg.**	**50**	**15**	**2,031.9**	**.1044**	**96**
2514	Metal household furniture	1	1	68.4	3.8886	100
3321	Gray-iron foundries	2	1	112.7	1.4434	97
3519	Internal-combustion engines n.e.c.	2	2	1,333.9	14.8452	100
3714	Motor-vehicle parts & accessories	1	1	216.6	.5097	100
Benton	**All mfg.**	**9**		**30.3**	**.0016**	**0**
Blackford	**All mfg.**	**22**	**9**	**216.4**	**.0111**	**82**
2649	Converted paper products n.e.c.	1	1	70.3	2.6089	100
Boone	**All mfg.**	**17**	**5**	**107.5**	**.0055**	**64**
Brown	**All mfg.**	**3**		**3.5**	**.0002**	**0**
Carroll	**All mfg.**	**15**	**6**	**108.8**	**.0056**	**71**
Cass	**All mfg.**	**35**	**16**	**513.8**	**.0264**	**71**
3679	Electronic components n.e.c.	1	1	58.8	.4755	100
8062	*General medical & surgical hospitals*	*2*	*2*	*52.9*	*.0366*	*100*
Clark	**All mfg.**	**49**	**17**	**697.5**	**.0358**	**86**
3483	Ammunition, except small-arms, n.e.c.	2	1	80.5	6.3823	98
Clay	**All mfg.**	**10**	**1**	**49.6**	**.0025**	**41**
Clinton	**All mfg.**	**27**	**10**	**429.1**	**.0220**	**59**
Crawford	**All mfg.**	**4**		**6.1**	**.0003**	**0**
Daviess	**All mfg.**	**18**	**3**	**154.8**	**.0080**	**22**
Dearborn	**All mfg.**	**17**	**6**	**704.4**	**.0362**	**96**
2085	Distilled liquor, except brandy	2	2	590.4	14.0595	100
Decatur	**All mfg.**	**13**	**6**	**153.1**	**.0079**	**78**
De Kalb	**All mfg.**	**39**	**18**	**649.3**	**.0334**	**90**
Delaware	**All mfg.**	**89**	**22**	**1,054.0**	**.0541**	**81**
3612	Transformers	1	1	47.6	1.7121	100
3714	Motor-vehicle parts & accessories	4	2	418.3	9842	97
8062	*General medical & surgical hospitals*	*1*	*1*	*59.7*	*.0413*	*100*
Dubois	**All mfg.**	**64**	**25**	**540.7**	**.0278**	**79**
2434	Wood kitchen cabinets	5	3	85.6	4.3298	93
2511	Wood household furniture	8	4	65.2	1.1008	84
2517	Wood TV & radio cabinets	1	1	40.1	11.7872	100
2521	Wood office furniture	9	6	87.8	6.9358	83
Elkhart	**All mfg.**	**351**	**106**	**2,677.5**	**.1375**	**69**
2451	Mobile homes	26	11	342.4	6.7860	74
3069	Fabricated rubber products n.e.c.	8	5	80.3	1.4081	89
3494	Valves & pipe fittings	2	1	100.7	1.1594	94

1983 (S&MM Est.)

County SIC	Industry	Establishments		Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
		Total	Large			
3676	Electronic resistors	1	1	58.4	6.3534	100
3732	Boat building & repairing	6	3	59.1	3.0309	90
3792	Travel trailers & campers	39	15	229.0	21.0343	74
3822	Environmental controls	1	1	37.7	2.3958	100
3931	Musical instruments & parts	9	3	75.4	7.0646	86
8062	*General medical & surgical hospitals*	*2*	*2*	*55.2*	*.0382*	*100*
Fayette	**All mfg.**	**19**	**10**	**812.4**	**.0417**	**98**
3585	Refrigeration & heating equipment	1	1	183.3	1.4732	100
3639	Household appliances n.e.c.	1	1	152.8	9.2825	100
3714	Motor-vehicle parts & accessories	[illegible]	3	373.4	.8786	100
Floyd	**All mfg.**	**46**	**16**	**344.7**	**.0177**	**66**
Fountain	**All mfg.**	**10**	**6**	**181.0**	**.0093**	**94**
3325	Steel foundries n.e.c.	1	1	58.4	2.0592	100
Franklin	**All mfg.**	**4**	**2**	**65.4**	**.0034**	**84**
Fulton	**All mfg.**	**26**	**8**	**166.0**	**.0085**	**59**
Gibson	**All mfg.**	**20**	**5**	**902.9**	**.0464**	**91**
2011	Meat-packing plants	1	1	552.0	1.2501	100
3613	Switchgear & switchboard apparatus	1	1	226.4	5.1290	100
Grant	**All mfg.**	**54**	**19**	**1,586.1**	**.0815**	**91**
3221	Glass containers	3	3	154.9	3.1486	100
3357	Nonferrous-wire drawing & insulating	2	2	172	2.0067	100
3465	Automotive stampings	1	1	340.1	3.9685	100
3662	Radio & TV communication equipment	2	2	473.7	1.4498	100
3714	Motor-vehicle parts & accessories	2	2	142.5	.3353	100
8062	*General medical & surgical hospitals*	*2*	*2*	*98.9*	*.0684*	*100*
Greene	**All mfg.**	**10**	**4**	**84.3**	**.0043**	**82**
Hamilton	**All mfg.**	**39**	**12**	**304.8**	**.0157**	**54**
3493	Steel springs, except wire	1	1	38.7	8.9129	100
Hancock	**All mfg.**	**13**	**3**	**184.6**	**.0095**	**80**
Harrison	**All mfg.**	**11**	**4**	**65.0**	**.0033**	**66**
Hendricks	**All mfg.**	**9**	**1**	**30.5**	**.0016**	**32**
4911	*Electric services*	*2*	*1*	*298.4*	*.4922*	*99*
Henry	**All mfg.**	**28**	**8**	**252.3**	**.0130**	**73**
8062	*General medical & surgical hospitals*	*2*	*2*	*80.0*	*.0554*	*100*
Howard	**All mfg.**	**44**	**16**	**1,679.4**	**.0863**	**95**
3369	Nonferrous foundries n.e.c.	1	1	58.8	6.4066	100
3651	Radio & TV receiving sets	1	1	809.3	11.8950	100
3714	Motor-vehicle parts & accessories	2	2	563.0	1.3247	100
8062	*General medical & surgical hospitals*	*2*	*2*	*51.9*	*.0359*	*100*
Huntington	**All mfg.**	**48**	**19**	**511.7**	**.0263**	**79**
3677	Electronic coils & transformers	3	3	57.0	6.3966	100
3679	Electronic components n.e.c.	1	1	85.8	.6939	100
Jackson	**All mfg.**	**42**	**17**	**387.1**	**.0199**	**73**
3079	Miscellaneous plastics products	3	3	90.4	.3024	100
Jasper	**All mfg.**	**11**	**5**	**168.9**	**.0087**	**63**
Jay	**All mfg.**	**16**	**5**	**246.0**	**.0126**	**82**
3221	Glass containers	1	1	92.8	1.8863	100
Jefferson	**All mfg.**	**19**	**9**	**191.3**	**.0098**	**80**
Jennings	**All mfg.**	**16**	**4**	**138.9**	**.0071**	**79**
8062	*General medical & surgical hospitals*	*2*	*2*	*56.0*	*.0388*	*100*
Johnson	**All mfg.**	**24**	**10**	**343.3**	**.0176**	**87**
3714	Motor-vehicle parts & accessories	2	2	153.9	.3621	100
Knox	**All mfg.**	**20**	**8**	**250.9**	**.0129**	**70**
Kosciusko	**All mfg.**	**82**	**25**	**942.4**	**.0484**	**81**
3841	Surgical & medical instruments	1	1	97.0	3.1968	100
La Grange	**All mfg.**	**34**	**8**	**294.0**	**.0151**	**67**
3792	Travel trailers & campers	3	2	81.2	7.4584	96
Lake	**All mfg.**	**207**	**67**	**8,966.8**	**.4606**	**91**
2841	Soap & other detergents	1	1	255.1	2.8387	100
2911	Petroleum refining	4	1	2,301.1	1.2686	87
3241	Hydraulic cement	1	1	125.4	3.3624	100
3312	Blast furnaces & steel mills	4	2	3,334.9	8.8600	100
3316	Cold-rolled steel sheet, strip, & bars	7	5	688.8	31.3961	99
3317	Steel pipe & tubes	4	3	81.4	2.4814	94
3325	Steel foundries n.e.c.	3	3	82.8	2.9195	100
3341	Secondary nonferrous metals	3	1	336.3	7.7842	96
3441	Fabricated structural metal	11	1	96.3	1.1725	65
3443	Fabricated plate work (boiler shops)	6	2	72.8	.7627	84
3714	Motor-vehicle parts & accessories	1	1	114.0	.2682	100
3743	Railroad equipment	4	4	85.6	2.9046	100
6025	*National banks, federal reserve system*	*7*	*5*	*196.0*	*.1831*	*94*
8062	*General medical & surgical hospitals*	*6*	*6*	*324.9*	*.2248*	*100*
La Porte	**All mfg.**	**103**	**36**	**1,139.6**	**.0585**	**78**
3523	Farm machinery & equipment	1	1	111.2	1.1812	100
3563	Air & gas compressors	2	2	99.6	3.7940	100
8062	*General medical & surgical hospitals*	*5*	*5*	*170.0*	*.1176*	*100*
Lawrence	**All mfg.**	**28**	**9**	**560.0**	**.0288**	**91**
3714	Motor-vehicle parts & accessories	3	3	390.3	.9184	100
Madison	**All mfg.**	**67**	**22**	**2,053.1**	**.1055**	**94**
3647	Vehicular lighting equipment	1	1	411.8	40.0000	100
3691	Storage batteries	1	1	375.3	13.2451	100
3694	Engine electrical equipment	1	1	657.0	14.8010	100
8062	*General medical & surgical hospitals*	*3*	*3*	*71.1*	*.0492*	*100*
Marion	**All mfg.**	**605**	**176**	**10,487.7**	**.5387**	**86**
1611	*Highway & street construction*	*10*	*5*	*107.2*	*.6730*	*88*
2051	Bread, cake, & related products	8	6	113.1	.9048	97
2086	Bottled & canned soft drinks	4	4	144.1	.8407	100
2499	Wood products n.e.c.	3	1	82.4	2.4308	95
2711	Newspapers	4	1	113.1	.5302	94
2752	Lithographic commercial printing	13	3	129.3	.8754	60
2834	Pharmaceutical preparations	3	3	683.2	3.8057	100
3432	Plumbing fittings & brass goods	1	1	91.1	6.6101	100
3444	Sheet-metal work	14	3	52.6	.9161	45
3519	Internal-combustion engines n.e.c.	2	2	524.8	5.8406	100
3531	Construction machinery	4	2	89.9	.7460	92
3544	Special dies, tools, jigs, & fixtures	21	2	32.3	1.0851	22
3562	Ball & roller bearings	1	1	60.5	1.8558	100
3564	Blowers & exhaust & ventilation fans	5	5	99.5	6.2555	100
3568	Power-transmission equipment n.e.c.	4	2	111.4	6.0858	96
3585	Refrigeration & heating equipment	6	3	200.1	1.6082	95
3651	Radio & TV receiving sets	5	3	357.6	5.2560	98
3652	Phonograph records & pre-recorded tape	2	1	91.5	5.8786	93
3661	Telephone & telegraph apparatus	1	1	412.3	2.5776	100
3662	Radio & TV communication equipment	5	3	165.5	.5065	94
3694	Engine electrical equipment	2	1	180.9	4.0753	99
3713	Truck & bus bodies	3	1	109.6	4.4124	98
3714	Motor-vehicle parts & accessories	8	4	403.9	.9504	93
3724	Aircraft engines & engine parts	2	1	2,022.4	13.3226	100
3825	Electricity-measuring instruments	4	3	78.9	1.4055	96
4911	*Electric services*	*1*	*1*	*234.3*	*.3864*	*100*
5065	*Electronic-parts wholesalers*	*10*	*3*	*457.8*	*2.5556*	*79*
5081	*Commercial-equipment wholesalers*	*20*	*2*	*167.3*	*1.3404*	*28*
5084	*Industrial-machinery distributors*	*36*	*1*	*318.7*	*.8419*	*12*
5085	*Industrial-supply distributors*	*39*	*2*	*371.0*	*1.1073*	*20*
6025	*National banks, federal reserve system*	*4*	*3*	*701.8*	*.6557*	*100*
7011	*Hotels, motels, & tourist courts*	*29*	*2*	*61.5*	*.3527*	*27*
8062	*General medical & surgical hospitals*	*12*	*11*	*837.5*	*.5795*	*100*
8221	*Colleges & universities n.e.c.*	*5*	*3*	*63.3*	*.3077*	*94*
Marshall	**All mfg.**	**67**	**13**	**422.7**	**.0217**	**54**
Martin	**All mfg.**	**3**	**2**	**54.2**	**.0028**	**84**
Miami	**All mfg.**	**30**	**14**	**275.4**	**.0141**	**75**
Monroe	**All mfg.**	**33**	**12**	**865.2**	**.0444**	**90**
3632	Household refrigerators & freezers	1	1	227.4	7.3688	100
3651	Radio & TV receiving sets	1	1	325.6	4.7856	100
3662	Radio & TV communication equipment	2	1	111.1	.3400	95
8221	*Colleges & universities n.e.c.*	*1*	*1*	*128.4*	*.6242*	*100*
Montgomery	**All mfg.**	**27**	**13**	**403.9**	**.0207**	**86**
2732	Book printing	1	1	218.2	7.7124	100
Morgan	**All mfg.**	**13**	**5**	**79.0**	**.0041**	**74**
Newton	**All mfg.**	**10**	**5**	**69.7**	**.0036**	**61**
Noble	**All mfg.**	**48**	**18**	**465.3**	**.0239**	**73**
Orange	**All mfg.**	**10**	**6**	**113.8**	**.0058**	**89**
Owen	**All mfg.**	**5**	**1**	**22.2**	**.0011**	**62**
Parke	**All mfg.**	**7**	**1**	**35.6**	**.0018**	**19**
Perry	**All mfg.**	**15**	**7**	**243.3**	**.0125**	**61**
Pike	**All mfg.**	**1**		**4.7**	**.0002**	**0**
Porter	**All mfg.**	**43**	**15**	**1,233.0**	**.0633**	**93**
3312	Blast furnaces & steel mills	1	1	864.4	2.2965	100
3316	Cold-rolled steel sheet, strip, & bars	1	1	74.7	3.4049	100
Posey	**All mfg.**	**11**	**4**	**590.3**	**.0303**	**90**
Pulaski	**All mfg.**	**9**	**1**	**43.8**	**.0022**	**24**
Putnam	**All mfg.**	**9**	**5**	**166.5**	**.0086**	**97**
Randolph	**All mfg.**	**25**	**9**	**259.3**	**.0133**	**85**
3221	Glass containers	1	1	85.1	1.7298	100
3369	Nonferrous foundries n.e.c.	1	1	29.4	3.2033	100
Ripley	**All mfg.**	**15**	**7**	**146.6**	**.0075**	**79**
3995	Burial caskets	1	1	44.2	9.1228	100
Rush	**All mfg.**	**13**	**3**	**97.1**	**.0050**	**60**
St. Joseph	**All mfg.**	**245**	**57**	**2,384.1**	**.1225**	**73**
3069	Fabricated rubber products n.e.c.	4	1	75.0	1.3151	93
3079	Miscellaneous plastics products	23	7	127.1	.4252	62
3711	Motor vehicles & passenger-car bodies	1	1	314.0	.3093	100
3714	Motor-vehicle parts & accessories	4	3	479.2	1.1275	98
3728	Aircraft equipment n.e.c.	2	2	92.6	.9789	100
8062	*General medical & surgical hospitals*	*6*	*6*	*129.9*	*.0899*	*100*
Scott	**All mfg.**	**9**	**3**	**85.4**	**.0044**	**78**
Shelby	**All mfg.**	**36**	**11**	**425.0**	**.0218**	**55**
Spencer	**All mfg.**	**11**	**6**	**112.3**	**.0058**	**80**
Starke	**All mfg.**	**8**	**1**	**35.1**	**.0018**	**37**
Steuben	**All mfg.**	**32**	**5**	**247.9**	**.0127**	**58**
Sullivan	**All mfg.**	**6**	**1**	**31.0**	**.0016**	**40**
Switzerland	**All mfg.**	**4**	**2**	**26.1**	**.0013**	**80**
Tippecanoe	**All mfg.**	**67**	**29**	**1,329.3**	**.0683**	**83**
2834	Pharmaceutical preparations	1	1	125.6	.6996	100
3354	Aluminum extruded products	1	1	178.4	6.2804	100
3566	Speed changers, drives, & gears	2	2	69.7	4.8660	100
8062	*General medical & surgical hospitals*	*3*	*2*	*94.1*	*.0651*	*95*
8221	*Colleges & universities n.e.c.*	*1*	*1*	*71.6*	*.3481*	*100*
Tipton	**All mfg.**	**10**	**2**	**100.0**	**.0051**	**69**
Union	**All mfg.**	**2**	**1**	**11.3**	**.0006**	**66**
Vanderburgh	**All mfg.**	**142**	**48**	**2,709.2**	**.1392**	**87**
2023	Condensed & evaporated milk	2	1	448.6	9.4866	97

1983 (S&MM Est.)

INDIANA (Vanderburgh, cont.)

County SIC	Industry	Establishments Total	Establishments Large	Shipments/Receipts ($ Mil.)	% Of U.S. Ship/Recpt	% In Large Estab
2834	Pharmaceutical preparations	1	1	256.1	1.4266	100
3079	Miscellaneous plastics products	14	6	158.7	.5309	84
3441	Fabricated structural metal	5	3	63.2	.7695	83
3632	Household refrigerators & freezers	1	1	614.1	19.8995	100
8062	*General medical & surgical hospitals*	*4*	*4*	*211.3*	*.1462*	*100*
Vermillion	**All mfg.**	**9**	**4**	**159.2**	**.0082**	**91**
Vigo	**All mfg.**	**64**	**29**	**1,288.8**	**.0662**	**88**
3353	Aluminum sheet, plate, & foil	1	1	287.1	3.3389	100
3652	Phonograph records & pre-recorded tape	1	1	148.9	9.5663	100
8062	*General medical & surgical hospitals*	*3*	*3*	*75.1*	*.0520*	*100*
Wabash	**All mfg.**	**36**	**19**	**550.3**	**.0283**	**79**
3069	Fabricated rubber products n.e.c.	1	1	84.8	1.4870	100
Warren	**All mfg.**	**2**		**2.8**	**.0001**	**0**
Warrick	**All mfg.**	**17**	**2**	**682.7**	**.0351**	**93**
1211	*Bituminous-coal & lignite mining*	*6*	*5*	*196.0*	*1.0667*	*96*
3334	Primary aluminum	1	1	629.0	9.8189	100
Washington	**All mfg.**	**19**	**7**	**133.7**	**.0069**	**70**
Wayne	**All mfg.**	**72**	**26**	**962.2**	**.0494**	**87**
3357	Nonferrous-wire drawing & insulating	1	1	251.3	2.9268	100
8062	*General medical & surgical hospitals*	*2*	*2*	*67.5*	*.0467*	*100*
Wells	**All mfg.**	**17**	**4**	**167.5**	**.0086**	**71**
3621	Motors & generators	1	1	73.9	1.2066	100
White	**All mfg.**	**16**	**6**	**120.6**	**.0062**	**79**
Whitley	**All mfg.**	**26**	**6**	**199.4**	**.0102**	**74**
STATE TOTAL	**All mfg.**	**3,986**	**1,285**	**65,000.4**	**3.3387**	**84**

IOWA

County SIC	Industry	Establishments Total	Establishments Large	Shipments/Receipts ($ Mil.)	% Of U.S. Ship/Recpt	% In Large Estab
Adair	**All mfg.**	**2**	**1**	**8.3**	**.0004**	**66**
Adams	**All mfg.**	**2**		**5.3**	**.0003**	**0**
Allamakee	**All mfg.**	**8**	**5**	**95.0**	**.0049**	**58**
Appanoose	**All mfg.**	**9**	**2**	**68.0**	**.0035**	**77**
Audubon	**All mfg.**	**4**		**14.7**	**.0008**	**0**
Benton	**All mfg.**	**11**		**72.5**	**.0037**	**0**
Black Hawk	**All mfg.**	**74**	**20**	**1,708.2**	**.0877**	**87**
2011	Meat-packing plants	1	1	473.1	1.0714	100
3489	Ordnance & accessories n.e.c.	1	1	114.8	7.7140	100
3519	Internal-combustion engines n.e.c.	1	1	222.9	2.4807	100
3523	Farm machinery & equipment	6	5	540.3	5.7391	100
8062	*General medical & surgical hospitals*	*4*	*4*	*99.4*	*.0688*	*100*
Boone	**All mfg.**	**18**	**3**	**77.2**	**.0040**	**39**
Bremer	**All mfg.**	**14**	**2**	**105.7**	**.0054**	**79**
Buchanan	**All mfg.**	**11**	**1**	**66.5**	**.0034**	**35**
Buena Vista	**All mfg.**	**9**	**2**	**54.2**	**.0028**	**54**
Butler	**All mfg.**	**2**		**8.3**	**.0004**	**0**
Calhoun	**All mfg.**	**7**		**22.3**	**.0011**	**0**
Carroll	**All mfg.**	**16**	**2**	**162.2**	**.0083**	**50**
Cass	**All mfg.**	**18**	**3**	**85.1**	**.0044**	**45**
Cedar	**All mfg.**	**10**		**42.2**	**.0022**	**0**
Cerro Gordo	**All mfg.**	**45**	**11**	**448.3**	**.0230**	**63**
Cherokee	**All mfg.**	**12**	**2**	**206.3**	**.0106**	**84**
Chickasaw	**All mfg.**	**8**	**2**	**147.4**	**.0076**	**71**
Clarke	**All mfg.**	**8**	**1**	**43.4**	**.0022**	**54**
Clay	**All mfg.**	**20**	**3**	**142.9**	**.0073**	**61**
Clayton	**All mfg.**	**18**	**2**	**97.2**	**.0050**	**28**
Clinton	**All mfg.**	**42**	**22**	**1,121.9**	**.0576**	**93**
2046	Wet corn milling	1	1	439.2	11.1818	100
3079	Miscellaneous plastics products	4	4	170.1	.5690	100
Crawford	**All mfg.**	**9**	**3**	**310.5**	**.0159**	**88**
Dallas	**All mfg.**	**15**	**1**	**261.2**	**.0134**	**85**
8062	*General medical & surgical hospitals*	*2*	*1*	*55.8*	*.0386*	*92*
Davis	**All mfg.**	**5**		**14.6**	**.0007**	**0**
Decatur	**All mfg.**	**4**	**1**	**11.1**	**.0006**	**44**
Delaware	**All mfg.**	**12**	**2**	**92.5**	**.0048**	**26**
Des Moines	**All mfg.**	**44**	**18**	**481.1**	**.0247**	**78**
3537	Industrial trucks & tractors	1	1	39.0	2.4092	100
Dickinson	**All mfg.**	**9**	**2**	**79.5**	**.0041**	**62**
Dubuque	**All mfg.**	**66**	**18**	**1,717.8**	**.0882**	**91**
2011	Meat-packing plants	2	1	654.5	1.4823	96
3531	Construction machinery	1	1	705.4	5.8533	100
8062	*General medical & surgical hospitals*	*3*	*3*	*75.3*	*.0521*	*100*

DEFINITIONS: **SIC Industry**: Classification by primary product or service. **Total Establishments**: Those with 20 or more employees. **Large Establishments**: Those with 100 or more employees. **Shipments/Receipts**: Total dollar value of goods produced or distributed, or services rendered. **% Of U.S. Ship./Recpt.**: Boldface refers to county's share of total U.S. manufacturing shipments; lightface to the SIC industry in the county and its share of that industry's total U.S. shipments/receipts. **% In Large Establishments**: Share of shipments/receipts accounted for by establishments with 100 or more employees. **All Mfg.**: Total for all manufacturing establishments with 20 or more employees. Nonmanufacturing totals do not appear due to nonavailability. **N.E.C.**: Not Elsewhere Classified.

1983 (S&MM Est.)

County SIC	Industry	Establishments Total	Establishments Large	Shipments/Receipts ($ Mil.)	% Of U.S. Ship/Recpt	% In Large Estab
Emmet	**All mfg.**	**9**	**3**	**167.0**	**.0086**	**92**
Fayette	**All mfg.**	**18**	**1**	**106.5**	**.0055**	**12**
Floyd	**All mfg.**	**5**	**2**	**188.8**	**.0097**	**95**
3523	Farm machinery & equipment	1	1	148.3	1.5752	100
Franklin	**All mfg.**	**9**	**2**	**50.2**	**.0026**	**60**
Fremont	**All mfg.**	**3**		**16.1**	**.0008**	**0**
Greene	**All mfg.**	**9**	**2**	**31.4**	**.0016**	**48**
Grundy	**All mfg.**	**10**	**1**	**51.3**	**.0026**	**13**
Guthrie	**All mfg.**	**1**		**3.0**	**.0002**	**0**
Hamilton	**All mfg.**	**16**	**2**	**179.2**	**.0092**	**56**
Hancock	**All mfg.**	**9**	**2**	**88.4**	**.0045**	**71**
Hardin	**All mfg.**	**27**	**2**	**234.8**	**.0121**	**44**
Harrison	**All mfg.**	**4**		**8.8**	**.0005**	**0**
Henry	**All mfg.**	**13**	**5**	**115.1**	**.0059**	**82**
Howard	**All mfg.**	**7**	**1**	**42.5**	**.0022**	**33**
Humboldt	**All mfg.**	**12**		**39.1**	**.0020**	**0**
Ida	**All mfg.**	**6**		**15.4**	**.0008**	**0**
Iowa	**All mfg.**	**19**	**4**	**219.5**	**.0113**	**79**
Jackson	**All mfg.**	**14**	**1**	**110.8**	**.0057**	**37**
Jasper	**All mfg.**	**19**	**4**	**695.4**	**.0357**	**92**
3633	Household laundry equipment	1	1	572.5	22.1848	100
Jefferson	**All mfg.**	**15**	**9**	**98.9**	**.0051**	**81**
Johnson	**All mfg.**	**22**	**8**	**301.0**	**.0155**	**82**
8062	*General medical & surgical hospitals*	*3*	*3*	*227.9*	*.1577*	*100*
8221	*Colleges & universities n.e.c.*	*1*	*1*	*54.3*	*.2640*	*100*
Jones	**All mfg.**	**11**	**2**	**53.4**	**.0027**	**41**
Keokuk	**All mfg.**	**2**		**7.2**	**.0004**	**0**
Kossuth	**All mfg.**	**13**	**6**	**140.2**	**.0072**	**59**
Lee	**All mfg.**	**38**	**17**	**730.7**	**.0375**	**87**
3069	Fabricated rubber products n.e.c.	1	1	74.9	1.2134	100
3951	Pens & mechanical pencils	1	1	70.5	6.5919	100
Linn	**All mfg.**	**98**	**35**	**2,746.2**	**.1411**	**85**
2011	Meat-packing plants	1	1	788.7	1.7862	100
2043	Cereal breakfast foods	2	2	320.0	7.8068	100
3531	Construction machinery	4	3	264.6	2.1956	99
3613	Switchgear & switchboard apparatus	1	1	60.3	1.3661	100
3662	Radio & TV communication equipment	2	1	321.0	.9825	99
8062	*General medical & surgical hospitals*	*2*	*2*	*116.8*	*.0808*	*100*
Louisa	**All mfg.**	**5**	**1**	**97.5**	**.0050**	**81**
Lucas	**All mfg.**	**4**	**1**	**22.9**	**.0012**	**38**
Lyon	**All mfg.**	**3**	**1**	**20.8**	**.0011**	**36**
Madison	**All mfg.**	**1**		**4.8**	**.0002**	**0**
Mahaska	**All mfg.**	**20**	**2**	**125.6**	**.0065**	**26**
Marion	**All mfg.**	**11**	**4**	**209.0**	**.0107**	**86**
2431	Millwork	1	1	58.1	1.1724	100
8062	*General medical & surgical hospitals*	*3*	*2*	*59.7*	*.0413*	*93*
Marshall	**All mfg.**	**31**	**10**	**443.7**	**.0228**	**84**
3494	Valves & pipe fittings	2	1	120.5	1.3874	98
Mills	**All mfg.**	**3**	**3**	**240.9**	**.0124**	**100**
8062	*General medical & surgical hospitals*	*1*	*1*	*51.5*	*.0356*	*100*
Mitchell	**All mfg.**	**6**		**23.6**	**.0012**	**0**
Monona	**All mfg.**	**2**		**4.9**	**.0003**	**0**
Monroe	**All mfg.**	**6**	**2**	**41.8**	**.0021**	**82**
Montgomery	**All mfg.**	**12**	**4**	**108.9**	**.0056**	**79**
Muscatine	**All mfg.**	**45**	**13**	**1,022.3**	**.0525**	**90**
2522	Metal office furniture	1	1	112.0	3.4304	100
O'Brien	**All mfg.**	**7**	**2**	**275.7**	**.0142**	**85**
Osceola	**All mfg.**	**5**	**1**	**46.4**	**.0024**	**46**
Page	**All mfg.**	**17**	**5**	**138.0**	**.0071**	**66**
Palo Alto	**All mfg.**	**8**	**1**	**27.9**	**.0014**	**27**
Plymouth	**All mfg.**	**10**	**1**	**71.0**	**.0036**	**20**
Pocahontas	**All mfg.**	**8**	**2**	**31.3**	**.0016**	**60**
Polk	**All mfg.**	**196**	**47**	**2,534.1**	**.1302**	**72**
1622	*Bridge & tunnel construction*	*6*	*4*	*131.1*	*2.5391*	*97*
2721	Periodicals	5	2	175.2	1.6308	92
3011	Tires & inner tubes	2	2	462.3	4.4026	100
3523	Farm machinery & equipment	4	3	209.2	2.2221	99
3524	Lawn & garden equipment	1	1	47.1	3.3973	100
6025	*National banks, federal reserve system*	*7*	*3*	*176.6*	*.1650*	*93*
7011	*Hotels, motels, & tourist courts*	*21*	*1*	*37.7*	*.2162*	*12*
8062	*General medical & surgical hospitals*	*5*	*5*	*222.4*	*.1539*	*100*
Pottawattamie	**All mfg.**	**39**	**9**	**453.1**	**.0233**	**67**
8062	*General medical & surgical hospitals*	*2*	*2*	*182.4*	*.1262*	*100*
Poweshiek	**All mfg.**	**19**	**3**	**86.7**	**.0045**	**28**
Ringgold	**All mfg.**	**2**		**3.8**	**.0002**	**0**
Sac	**All mfg.**	**8**	**1**	**31.5**	**.0016**	**41**
Scott	**All mfg.**	**112**	**31**	**2,221.4**	**.1141**	**83**
3353	Aluminum sheet, plate, & foil	3	2	671.5	7.8094	96
3531	Construction machinery	4	3	505.6	4.1954	99
4931	*Electric & other services combined*	*2*	*1*	*247.0*	*.7373*	*98*
8062	*General medical & surgical hospitals*	*3*	*3*	*79.8*	*.0552*	*100*
Shelby	**All mfg.**	**9**		**39.1**	**.0020**	**0**
Sioux	**All mfg.**	**34**	**7**	**253.0**	**.0130**	**38**

1983 (S&MM Est.)

IOWA (cont.)

County SIC	Industry	Establishments		Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
		Total	Large			
Story	All mfg.	22	5	249.5	.0128	65
8221	*Colleges & universities n.e.c.*	*1*	*1*	*49.4*	*.2402*	*100*
Tama	All mfg.	6	2	89.7	.0046	82
Taylor	All mfg.	4	1	20.5	.0011	24
Union	All mfg.	8	2	56.5	.0029	61
Van Buren	All mfg.	6	1	26.8	.0014	47
Wapello	All mfg.	20	6	243.2	.0125	81
3523	Farm machinery & equipment	2	2	126.1	1.3394	100
Warren	All mfg.	6	1	29.9	.0015	31
Washington	All mfg.	16	4	168.1	.0086	41
Wayne	All mfg.	6	1	23.7	.0012	21
Webster	All mfg.	36	13	689.2	.0354	79
2011	Meat-packing plants	2	2	378.6	.8574	100
Winnebago	All mfg.	15	4	248.9	.0128	87
2451	Mobile homes	2	1	112.2	2.2237	93
Winneshiek	All mfg.	11	1	53.3	.0027	5
Woodbury	All mfg.	74	20	767.0	.0394	61
1629	*Heavy construction n.e.c.*	*2*	*1*	*127.2*	*.5373*	*99*
8062	*General medical & surgical hospitals*	*3*	*3*	*107.5*	*.0744*	*100*
Worth	All mfg.	2		5.3	.0003	0
Wright	All mfg.	17	1	270.4	.0139	46
STATE TOTAL	All mfg.	1,813	451	25,734.0	1.3218	76

KANSAS

County SIC	Industry	Establishments		Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
		Total	Large			
Allen	All mfg.	16	4	144.4	.0074	64
Anderson	All mfg.	6		20.9	.0011	0
Atchison	All mfg.	16	2	154.6	.0079	44
3743	Railroad equipment	1	1	54.4	1.8459	100
Barber	All mfg.	3	1	22.9	.0012	62
Barton	All mfg.	27	4	159.8	.0082	51
Bourbon	All mfg.	15	4	64.6	.0033	44
Brown	All mfg.	8	2	26.6	.0014	67
Butler	All mfg.	21	8	2,191.3	.1126	98
2911	Petroleum refining	3	3	2,073.4	1.1431	100
Chase	All mfg.	1		1.4	.0001	0
Cherokee	All mfg.	14	5	120.6	.0062	81
Clay	All mfg.	7	2	63.2	.0032	70
Cloud	All mfg.	6	1	21.8	.0011	27
Coffey	All mfg.	2	1	16.5	.0008	85
Comanche	All mfg.	3		11.7	.0006	0
Cowley	All mfg.	24	11	820.9	.0422	95
8062	*General medical & surgical hospitals*	*3*	*3*	*60.6*	*.0419*	*100*
Crawford	All mfg.	29	7	267.3	.0137	49
Decatur	All mfg.	2		4.6	.0002	0
Dickinson	All mfg.	13	1	69.6	.0036	11
Doniphan	All mfg.	7	3	73.2	.0038	67
Douglas	All mfg.	38	12	440.6	.0226	84
8221	*Colleges & universities n.e.c.*	*2*	*1*	*51.4*	*.2499*	*96*
Edwards	All mfg.	5	1	41.3	.0021	69
Ellis	All mfg.	11	1	87.0	.0045	35
Ellsworth	All mfg.	5	1	18.3	.0009	75
Finney	All mfg.	16	4	513.9	.0264	92
2011	Meat-packing plants	2	2	446.1	1.0103	100
Ford	All mfg.	26	5	364.0	.0187	72
Franklin	All mfg.	15	2	69.7	.0036	43
Geary	All mfg.	10	3	59.8	.0031	65
8062	*General medical & surgical hospitals*	*2*	*2*	*52.6*	*.0364*	*100*
Gove	All mfg.	2		10.0	.0005	0
Grant	All mfg.	5	1	38.8	.0020	18
Greeley	All mfg.	1		3.9	.0002	0
Greenwood	All mfg.	2		6.6	.0003	0
Harper	All mfg.	5		14.4	.0007	0
Harvey	All mfg.	31	6	235.5	.0121	52
3523	Farm machinery & equipment	3	1	86.1	.9146	95
Haskell	All mfg.	1		12.8	.0007	0
Jackson	All mfg.	1		3.2	.0002	0
Jefferson	All mfg.	3		8.6	.0004	0
Jewell	All mfg.	1	1	55.2	.0028	100
Johnson	All mfg.	157	37	1,617.9	.0831	79
3662	Radio & TV communication equipment	3	2	166.6	.5099	95
8062	*General medical & surgical hospitals*	*3*	*2*	*54.7*	*.0379*	*92*
Kingman	All mfg.	4		15.0	.0008	0
Kiowa	All mfg.	1		3.2	.0002	0
Labette	All mfg.	28	8	118.7	.0061	56
Lane	All mfg.	1	1	46.0	.0024	100
Leavenworth	All mfg.	19	4	185.7	.0095	73
8062	*General medical & surgical hospitals*	*6*	*4*	*91.7*	*.0635*	*93*
Lincoln	All mfg.	3		4.5	.0002	0
Linn	All mfg.	4		7.7	.0004	0
Logan	All mfg.	1		1.6	.0001	0
Lyon	All mfg.	19	6	913.9	.0469	86
2011	Meat-packing plants	2	2	675.1	1.5289	100
McPherson	All mfg.	32	8	1,556.2	.0799	88
8062	*General medical & surgical hospitals*	*3*	*2*	*61.1*	*.0423*	*98*
Marion	All mfg.	10	2	91.3	.0047	86
Marshall	All mfg.	8	2	32.8	.0017	66
Miami	All mfg.	11	2	59.6	.0031	76
Mitchell	All mfg.	8	2	62.7	.0032	65
Montgomery	All mfg.	48	15	573.1	.0294	53
Morris	All mfg.	4		11.4	.0006	0
Morton	All mfg.	2		4.2	.0002	0
Nemaha	All mfg.	5	2	35.3	.0018	48
Neosho	All mfg.	28	10	195.9	.0101	78
Ness	All mfg.	1		1.4	.0001	0
Norton	All mfg.	3		6.5	.0003	0
Osage	All mfg.	2	1	24.0	.0012	73
Osborne	All mfg.	7		44.6	.0023	0
Ottawa	All mfg.	2	1	15.7	.0008	47
Pawnee	All mfg.	4		14.1	.0007	0
Phillips	All mfg.	3	1	143.5	.0074	17
Pottawatomie	All mfg.	6	1	40.5	.0021	38
Pratt	All mfg.	7		27.8	.0014	0
Rawlins	All mfg.	2		8.0	.0004	0
Reno	All mfg.	65	21	627.2	.0322	78
3561	Pumps & pumping equipment	1	1	73.7	1.3937	100
Republic	All mfg.	6		16.2	.0008	0
Rice	All mfg.	5	1	62.0	.0032	23
Riley	All mfg.	12	2	96.3	.0049	65
Rooks	All mfg.	2	1	13.3	.0007	79
Rush	All mfg.	4		11.2	.0006	0
Russell	All mfg.	7	1	28.3	.0015	65
Saline	All mfg.	43	12	444.6	.0228	80
Scott	All mfg.	4		103.7	.0053	0
Sedgwick	All mfg.	294	62	7,194.3	.3695	90
1311	*Crude petroleum & natural gas*	*46*		*582.2*	*1.4491*	*0*
1381	*Oil- & gas-well drilling services*	*40*	*1*	*124.3*	*2.2857*	*10*
1629	*Heavy construction n.e.c.*	*6*	*3*	*107.5*	*.4540*	*87*
3079	Miscellaneous plastics products	14	3	71.8	.2402	67
3531	Construction machinery	3	2	100.9	.8373	98
3574	Calculating & accounting machines	1	1	119.3	6.9567	100
3721	Aircraft	5	5	3,114.8	9.7247	100
3728	Aircraft equipment n.e.c.	24	3	105.8	1.1185	43
3761	Guided missiles & space vehicles	1	1	197.7	2.1341	100
3949	Sporting & athletic goods n.e.c.	3	1	87.3	2.9880	98
4911	*Electric services*	*3*	*1*	*242.5*	*.4000*	*94*
6025	*National banks, federal reserve system*	*8*	*3*	*197.4*	*.1844*	*90*
8062	*General medical & surgical hospitals*	*5*	*5*	*332.4*	*.2300*	*100*
Seward	All mfg.	7	3	253.2	.0130	97
Shawnee	All mfg.	82	24	1,100.1	.0565	85
2771	Greeting-card publishing	1	1	108.2	4.8739	100
3011	Tires & inner tubes	1	1	321.0	3.0569	100
7011	*Hotels, motels, & tourist courts*	*11*	*2*	*128.5*	*.7370*	*88*
8062	*General medical & surgical hospitals*	*7*	*6*	*240.9*	*.1667*	*99*
Sherman	All mfg.	4	2	75.6	.0039	96
Smith	All mfg.	3		6.8	.0003	0
Stafford	All mfg.	2		6.6	.0003	0
Sumner	All mfg.	18	1	75.6	.0039	37
Thomas	All mfg.	3		3.4	.0002	0
Trego	All mfg.	2		2.8	.0001	0
Wabaunsee	All mfg.	2		11.3	.0006	0
Washington	All mfg.	3		19.2	.0010	0
Wilson	All mfg.	17	6	197.1	.0101	51
Woodson	All mfg.	1		1.6	.0001	0
Wyandotte	All mfg.	169	41	3,446.0	.1770	83
2841	Soap & other detergents	2	2	312.6	3.4786	100
3296	Mineral wool	2	2	232.3	9.9533	100
3711	Motor vehicles & passenger-car bodies	1	1	1,412.8	1.3915	100
8062	*General medical & surgical hospitals*	*1*	*1*	*113.7*	*.0787*	*100*
STATE TOTAL	All mfg.	1,583	373	25,898.7	1.3303	82

KENTUCKY

County SIC	Industry	Establishments		Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
		Total	Large			
Adair	All mfg.	12	2	49.5	.0025	43
Allen	All mfg.	10	4	82.1	.0042	79
Anderson	All mfg.	13	4	129.7	.0067	53
Ballard	All mfg.	6	1	98.5	.0051	85
Barren	All mfg.	27	10	419.9	.0216	78
Bell	All mfg.	11	1	46.0	.0024	32
Boone	All mfg.	39	19	352.6	.0181	83
Bourbon	All mfg.	11	4	72.1	.0037	66
Boyd	All mfg.	34	11	2,921.8	.1501	97
2911	Petroleum refining	1	1	2,013.7	1.1102	100
3312	Blast furnaces & steel mills	3	3	685.4	1.8209	100
Boyle	All mfg.	21	10	279.3	.0143	88

				1983 (S&MM Est.)		
County SIC	Industry	Establishments Total	Establishments Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
Bracken	All mfg.	2	2	16.9	.0009	100
Breathitt	All mfg.	1		2.9	.0001	0
Breckinridge	All mfg.	5	2	19.7	.0010	75
Bullitt	All mfg.	6	3	126.4	.0065	96
Butler	All mfg.	5	2	21.6	.0011	67
Caldwell	All mfg.	10	4	93.1	.0048	83
Calloway	All mfg.	9	2	100.1	.0051	52
Campbell	All mfg.	30	6	217.1	.0112	60
Carlisle	All mfg.	2	1	15.4	.0008	96
Carroll	All mfg.	13	6	185.2	.0095	81
Carter	All mfg.	7	2	39.3	.0020	38
Casey	All mfg.	10	1	52.5	.0027	62
Christian	All mfg.	35	12	298.5	.0153	60
8062	*General medical & surgical hospitals*	*3*	*3*	*98.4*	*.0681*	*100*
Clark	All mfg.	17	6	252.0	.0129	88
Clay	All mfg.	2	1	23.7	.0012	94
Clinton	All mfg.	6	3	50.0	.0026	73
Crittenden	All mfg.	5	3	59.6	.0031	92
Cumberland	All mfg.	6	3	39.9	.0020	82
Daviess	All mfg.	53	19	930.1	.0478	79
3671	Electron tubes	1	1	131.1	5.2684	100
Edmonson	All mfg.	1	1	7.6	.0004	100
Estill	All mfg.	3	1	25.2	.0013	86
Fayette	All mfg.	91	26	1,518.5	.0780	86
3579	Office machines n.e.c.	2	2	655.4	13.4665	100
3613	Switchgear & switchboard apparatus	1	1	104.5	2.3674	100
8062	*General medical & surgical hospitals*	*7*	*6*	*286.8*	*.1985*	*99*
8221	*Colleges & universities n.e.c.*	*2*	*1*	*56.0*	*.2723*	*97*
Fleming	All mfg.	3	2	33.4	.0017	95
Floyd	All mfg.	6	1	52.4	.0027	9
1211	*Bituminous-coal & lignite mining*	*11*	*2*	*163.9*	*.8920*	*70*
Franklin	All mfg.	18	9	359.1	.0184	95
2085	Distilled liquor, except brandy	2	2	218.9	5.2128	100
Fulton	All mfg.	13	4	85.1	.0044	54
Gallatin	All mfg.	1		1.2	.0001	0
Garrard	All mfg.	3	2	31.6	.0016	92
G[illegible]	All mfg.	5	1	21.9	.0011	43
Graves	All mfg.	15	6	329.6	.0169	94
3011	Tires & inner tubes	1	1	212.0	2.0189	100
Grayson	All mfg.	13	5	127.4	.0065	85
Green	All mfg.	9	4	146.3	.0075	15
Greenup	All mfg.	7	4	121.3	.0062	54
Hancock	All mfg.	7	6	519.4	.0267	99
3353	Aluminum sheet, plate, & foil	1	1	287.1	3.3389	100
Hardin	All mfg.	30	10	263.3	.0135	81
8062	*General medical & surgical hospitals*	*2*	*2*	*86.4*	*.0598*	*100*
Harlan	All mfg.	7	1	23.4	.0012	24
1211	*Bituminous-coal & lignite mining*	*12*	*5*	*188.3*	*1.0248*	*79*
Harrison	All mfg.	11	8	137.8	.0071	95
Hart	All mfg.	6	2	53.1	.0027	47
Henderson	All mfg.	33	9	369.8	.0190	78
Henry	All mfg.	6	1	27.6	.0014	34
Hickman	All mfg.	3	1	24.4	.0013	38
Hopkins	All mfg.	24	10	243.6	.0125	82
1211	*Bituminous-coal & lignite mining*	*10*	*5*	*184.5*	*1.0041*	*85*
Jackson	All mfg.	4		7.9	.0004	0
Jefferson	All mfg.	457	131	12,117.1	.6224	90
2011	Meat-packing plants	4	2	579.7	1.3129	96
2013	Sausages & other prepared meats	1	1	134.0	1.2603	100
2085	Distilled liquor, except brandy	6	3	395.3	9.4135	93
2086	Bottled & canned soft drinks	5	3	146.7	.8559	87
2111	Cigarettes	2	2	1,507.2	11.5110	100
2653	Corrugated & solid fiber boxes	10	6	110.3	1.0672	82
2711	Newspapers	6	1	106.9	.5012	91
2752	Lithographic commercial printing	15	3	115.1	.7793	47
2822	Synthetic rubber	3	3	455.9	14.7369	100
2851	Paints & allied products	16	6	184.7	2.0688	71
3079	Miscellaneous plastics products	16	3	73.9	.2472	57
3353	Aluminum sheet, plate, & foil	4	3	415.4	4.8310	97
3494	Valves & pipe fittings	2	2	185.9	2.1403	100
3523	Farm machinery & equipment	1	1	74.2	.7882	100
3524	Lawn & garden equipment	3	2	201.2	14.5124	99
3535	Conveyors & conveying equipment	11	3	62.2	3.1009	68
3585	Refrigeration & heating equipment	3	2	1,423.5	11.4406	100
3631	Household cooking equipment	1	1	527.1	18.4236	100
3632	Household refrigerators & freezers	1	1	568.7	18.4284	100
3633	Household laundry equipment	1	1	263.2	10.1992	100
3639	Household appliances n.e.c.	2	1	259.3	15.7524	98
3711	Motor vehicles & passenger-car bodies	2	2	1,277.9	1.2586	100
3713	Truck & bus bodies	1	1	106.8	4.2997	100
4011	*Line-haul-operating railroads*	*2*	*2*	*556.8*	*3.9090*	*100*
4931	*Electric & other services combined*	*2*	*1*	*520.1*	*1.5526*	*98*
6025	*National banks, federal reserve system*	*2*	*2*	*406.6*	*.3799*	*100*
7011	*Hotels, motels, & tourist courts*	*25*	*3*	*64.1*	*.3677*	*42*
8062	*General medical & surgical hospitals*	*16*	*14*	*553.8*	*.3832*	*99*
Jessamine	All mfg.	14	3	77.9	.0040	36
Johnson	All mfg.	2	1	21.9	.0011	98
Kenton	All mfg.	53	11	270.3	.0139	57
8062	*General medical & surgical hospitals*	*3*	*2*	*80.0*	*.0558*	*98*
Knox	All mfg.	6	1	41.5	.0021	50
Larue	All mfg.	2	1	10.0	.0005	90
Laurel	All mfg.	17	5	133.3	.0068	67
Lawrence	All mfg.	2		3.1	.0002	0
Lee	All mfg.	1		3.0	.0002	0
Leslie	All mfg.	3		6.0	.0003	0
Letcher	All mfg.	7	1	20.4	.0010	20
1211	*Bituminous-coal & lignite mining*	*8*	*3*	*154.3*	*.8398*	*80*
Lewis	All mfg.	2	2	13.0	.0007	100
Lincoln	All mfg.	5	1	26.5	.0014	58
Livingston	All mfg.	3		3.4	.0002	0
Logan	All mfg.	25	8	214.8	.0110	69
Lyon	All mfg.	1	1	13.7	.0007	100
McCracken	All mfg.	30	7	393.2	.0202	81
2819	Industrial inorganic chemicals n.e.c.	2	1	244.9	2.0917	99
8062	*General medical & surgical hospitals*	*2*	*2*	*68.1*	*.0471*	*100*
McCreary	All mfg.	5	1	17.2	.0009	44
McLean	All mfg.	5	1	27.5	.0014	74
Madison	All mfg.	24	13	256.4	.0132	86
Magoffin	All mfg.	1	1	12.2	.0006	100
Marion	All mfg.	8	4	53.3	.0027	69
Marshall	All mfg.	10	5	504.4	.0259	98
2869	Industrial organic chemicals n.e.c.	3	3	470.4	1.2793	100
Martin						
1211	*Bituminous-coal & lignite mining*	*9*	*3*	*177.9*	*.9682*	*79*
Mason	All mfg.	15	6	289.3	.0149	82
Meade	All mfg.	2	1	162.6	.0084	96
Menifee	All mfg.	2		11.3	.0006	0
Mercer	All mfg.	9	4	112.4	.0058	65
Metcalfe	All mfg.	3	1	16.0	.0008	69
Monroe	All mfg.	17	3	52.7	.0027	36
Montgomery	All mfg.	10	5	175.6	.0090	88
3621	Motors & generators	1	1	60.5	.9878	100
Morgan	All mfg.	2	2	17.1	.0009	100
Muhlenberg	All mfg.	10	1	29.7	.0015	39
1211	*Bituminous-coal & lignite mining*	*9*	*6*	*253.2*	*1.3780*	*95*
4911	*Electric services*	*1*	*1*	*222.0*	*.3662*	*100*
Nelson	All mfg.	14	6	251.7	.0129	82
Nicholas	All mfg.	2	2	17.3	.0009	100
Ohio	All mfg.	12	5	49.1	.0025	65
Oldham	All mfg.	13	4	105.9	.0054	60
Owen	All mfg.	2	2	14.1	.0007	100
Pendleton	All mfg.	4	1	23.5	.0012	50
Perry	All mfg.	4		12.2	.0006	0
Pike	All mfg.	8	1	31.9	.0016	52
1211	*Bituminous-coal & lignite mining*	*39*	*11*	*391.4*	*2.1301*	*60*
Powell	All mfg.	6		9.1	.0005	0
Pulaski	All mfg.	21	9	363.8	.0187	63
Rockcastle	All mfg.	3		6.1	.0003	0
Rowan	All mfg.	13	3	58.9	.0030	40
Russell	All mfg.	8	2	55.2	.0028	75
Scott	All mfg.	23	6	138.0	.0071	70
Shelby	All mfg.	22	4	149.6	.0077	41
Simpson	All mfg.	15	6	184.3	.0095	86
Taylor	All mfg.	12	3	171.8	.0088	77
2254	Knit-underwear mills	1	1	107.4	11.4316	100
Todd	All mfg.	10	3	72.1	.0037	57
Trigg	All mfg.	7	2	44.2	.0023	75
Union	All mfg.	11	5	69.8	.0036	77
1211	*Bituminous-coal & lignite mining*	*4*	*3*	*136.8*	*.7445*	*92*
Warren	All mfg.	42	17	1,133.6	.0582	93
2322	Men's & boys' underwear	1	1	22.7	5.5057	100
3592	Carburetors, pistons, rings, & valves	2	2	172.5	7.2822	100
3711	Motor vehicles & passenger-car bodies	1	1	376.7	.3710	100
Washington	All mfg.	7	3	93.5	.0048	82
Wayne	All mfg.	13	4	43.9	.0023	57
Webster	All mfg.	7	2	31.2	.0016	61
Whitley	All mfg.	17	9	183.3	.0094	89

DEFINITIONS: **SIC Industry:** Classification by primary product or service. **Total Establishments:** Those with 20 or more employees. **Large Establishments:** Those with 100 or more employees. **Shipments/Receipts:** Total dollar value of goods produced or distributed, or services rendered. **% Of U.S. Ship./Recpt.:** Boldface refers to county's share of total U.S. manufacturing shipments; lightface to the SIC industry in the county and its share of that industry's total U.S. shipments/receipts. **% In Large Establishments:** Share of shipments/receipts accounted for by establishments with 100 or more employees. **All Mfg.:** Total for all manufacturing establishments with 20 or more employees. Nonmanufacturing totals do not appear due to nonavailability. **N.E.C.:** Not Elsewhere Classified.

1983 (S&MM Est)

County SIC	Industry	Establishments Total	Establishments Large	Shipments Receipts ($ Mil)	% Of U S Ship Recpt	% In Large Estab
KENTUCKY (cont.)						
Wolfe	**All mfg.**	**2**	**1**	**35.0**	**.0018**	**93**
Woodford	**All mfg.**	**8**	**5**	**162.9**	**.0084**	**95**
STATE TOTAL	**All mfg.**	**1,786**	**584**	**30,145.2**	**1.5484**	**85**
LOUISIANA						
Acadia	**All mfg.**	**29**	**2**	**413.0**	**.0212**	**3**
Allen	**All mfg.**	**8**	**3**	**102.1**	**.0052**	**75**
Ascension	**All mfg.**	**34**	**17**	**1,101.0**	**.0566**	**90**
2869	Industrial organic chemicals n.e.c.	8	8	746.3	2.0297	100
Assumption	**All mfg.**	**9**	**2**	**67.9**	**.0035**	**32**
Avoyelles	**All mfg.**	**15**	**5**	**142.2**	**.0073**	**67**
Beauregard	**All mfg.**	**13**	**5**	**300.0**	**.0154**	**86**
2621	Paper mills, except building paper	2	2	197.2	.9453	100
Bienville	**All mfg.**	**7**	**5**	**85.2**	**.0044**	**94**
Bossier	**All mfg.**	**34**	**6**	**219.2**	**.0113**	**62**
Caddo	**All mfg.**	**157**	**38**	**2,488.2**	**.1278**	**76**
1311	*Crude petroleum & natural gas*	*58*	*1*	*916.5*	*2.2812*	*21*
1381	*Oil- & gas-well drilling services*	*27*	*2*	*142.7*	*2.6241*	*36*
3443	Fabricated plate work (boiler shops)	8	3	109.8	1.1503	98
3483	Ammunition, except small-arms, n.e.c.	3	2	60.3	4.7808	97
3661	Telephone & telegraph apparatus	1	1	490.2	3.0646	100
7011	*Hotels, motels, & tourist courts*	*6*	*1*	*73.2*	*.4198*	*92*
8062	*General medical & surgical hospitals*	*10*	*8*	*273.4*	*.1892*	*98*
Calcasieu	**All mfg.**	**61**	**18**	**6,747.7**	**.3466**	**94**
2822	Synthetic rubber	1	1	143.1	4.6257	100
2869	Industrial organic chemicals n.e.c.	6	3	492.7	1.3400	91
2911	Petroleum refining	4	2	5,609.9	3.0929	97
8062	*General medical & surgical hospitals*	*4*	*3*	*57.5*	*.0398*	*96*
Caldwell	**All mfg.**	**2**		**6.5**	**.0003**	**0**
Cameron	**All mfg.**	**6**	**1**	**59.0**	**.0030**	**44**
Catahoula	**All mfg.**	**2**	**2**	**10.5**	**.0005**	**100**
Claiborne	**All mfg.**	**7**	**2**	**131.7**	**.0068**	**33**
Concordia	**All mfg.**	**7**	**1**	**20.6**	**.0011**	**20**
De Soto	**All mfg.**	**12**	**4**	**102.4**	**.0053**	**76**
East Baton Rouge	**All mfg.**	**138**	**30**	**10,210.3**	**.5244**	**96**
1629	*Heavy construction n.e.c.*	*6*	*3*	*130.2*	*.5499*	*86*
2819	Industrial inorganic chemicals n.e.c.	4	4	170.3	1.4545	100
2822	Synthetic rubber	3	3	389.1	12.5776	100
2869	Industrial organic chemicals n.e.c.	2	2	795.3	2.1629	100
2911	Petroleum refining	1	1	7,982.7	4.4010	100
4911	*Electric services*	*2*	*2*	*216.6*	*.3573*	*100*
5025	*National banks, federal reserve system*	*5*	*5*	*277.1*	*.2589*	*100*
8062	*General medical & surgical hospitals*	*8*	*8*	*221.6*	*.1533*	*100*
8221	*Colleges & universities n.e.c.*	*1*	*1*	*103.7*	*.5041*	*100*
East Carroll	**All mfg.**	**4**		**12.3**	**.0006**	**0**
East Feliciana	**All mfg.**	**9**		**25.5**	**.0013**	**0**
8062	*General medical & surgical hospitals*	*2*	*2*	*185.8*	*.1286*	*100*
Evangeline	**All mfg.**	**7**	**2**	**80.8**	**.0042**	**70**
Franklin	**All mfg.**	**7**	**1**	**49.1**	**.0025**	**23**
Grant	**All mfg.**	**6**	**1**	**38.3**	**.0020**	**49**
Iberia	**All mfg.**	**62**	**19**	**789.0**	**.0405**	**70**
2033	Canned fruits & vegetables	2	2	95.8	1.0468	100
3533	Oil-field machinery	12	3	218.2	2.6060	67
3731	Ship building & repairing	5	3	79.9	.9003	92
Iberville	**All mfg.**	**21**	**6**	**1,666.0**	**.0856**	**93**
2869	Industrial organic chemicals n.e.c.	7	3	1,303.3	3.5445	94
Jackson	**All mfg.**	**4**	**2**	**147.5**	**.0076**	**97**
Jefferson	**All mfg.**	**120**	**41**	**1,495.8**	**.0768**	**78**
1623	*Pipe- & utility-line construction*	*8*	*2*	*85.3*	*1.4838*	*85*
3441	Fabricated structural metal	8	4	68.3	.8316	85
3533	Oil-field machinery	7	1	132.4	1.5813	75
3731	Ship building & repairing	11	5	98.4	1.1088	78
8062	*General medical & surgical hospitals*	*5*	*5*	*116.6*	*.0807*	*100*
Jefferson Davis	**All mfg.**	**14**	**3**	**544.1**	**.0279**	**5**
Lafayette	**All mfg.**	**63**	**15**	**693.6**	**.0356**	**75**
1311	*Crude petroleum & natural gas*	*45*		*617.9*	*1.5380*	*0*
1381	*Oil- & gas-well drilling services*	*26*	*3*	*158.8*	*2.9201*	*49*
3533	Oil-field machinery	15	3	166.7	1.9909	58
8062	*General medical & surgical hospitals*	*3*	*3*	*99.2*	*.0686*	*100*
Lafourche	**All mfg.**	**29**	**8**	**359.4**	**.0185**	**77**
La Salle	**All mfg.**	**7**	**5**	**133.6**	**.0069**	**92**
Lincoln	**All mfg.**	**17**	**4**	**135.3**	**.0069**	**68**
1611	*Highway & street construction*	*2*	*2*	*122.5*	*.7691*	*100*
Livingston	**All mfg.**	**16**	**4**	**101.7**	**.0052**	**71**
Madison	**All mfg.**	**2**	**1**	**6.7**	**.0003**	**57**
Morehouse	**All mfg.**	**10**	**4**	**285.9**	**.0147**	**88**
2621	Paper mills, except building paper	1	1	183.7	.8806	100
Natchitoches	**All mfg.**	**9**	**1**	**95.9**	**.0049**	**60**
Orleans	**All mfg.**	**262**	**75**	**3,799.6**	**.1952**	**82**
1311	*Crude petroleum & natural gas*	*32*	*2*	*855.2*	*2.1287*	*38*
1629	*Heavy construction n.e.c.*	*12*	*5*	*545.5*	*2.3040*	*94*
2051	Bread, cake, & related products	12	4	92.8	.7424	73
2095	Roasted coffee	8	4	555.4	9.7471	90
2711	Newspapers	4	1	85.0	.3985	92
3599	Machinery, except electrical, n.e.c.	10	3	56.2	.6322	74
3731	Ship building & repairing	11	4	494.1	5.5674	97
3769	Space-vehicle equipment n.e.c.	1	1	176.4	11.2385	100
4911	*Electric services*	*4*	*4*	*681.9*	*1.1247*	*100*
5084	*Industrial-machinery distributors*	*27*	*1*	*292.1*	*.7716*	*19*
6025	*National banks, federal reserve system*	*6*	*4*	*463.5*	*.4330*	*96*
7011	*Hotels, motels, & tourist courts*	*23*	*8*	*179.6*	*1.0301*	*85*
8062	*General medical & surgical hospitals*	*19*	*18*	*732.6*	*.5070*	*100*
8221	*Colleges & universities n.e.c.*	*8*	*3*	*50.3*	*.2445*	*79*
Ouachita	**All mfg.**	**66**	**20**	**1,074.3**	**.0552**	**81**
2631	Paperboard mills	1	1	321.8	2.9107	100
8062	*General medical & surgical hospitals*	*3*	*3*	*84.4*	*.0584*	*100*
Plaquemines	**All mfg.**	**28**	**11**	**1,364.0**	**.0701**	**94**
Pointe Coupee	**All mfg.**	**5**	**1**	**27.2**	**.0014**	**62**
Rapides	**All mfg.**	**42**	**11**	**335.1**	**.0172**	**71**
8062	*General medical & surgical hospitals*	*7*	*7*	*189.6*	*.1312*	*100*
Red River	**All mfg.**	**5**	**2**	**60.4**	**.0031**	**86**
Richland	**All mfg**	**5**	**2**	**33.0**	**.0017**	**60**
Sabine	**All mfg.**	**8**	**4**	**87.8**	**.0045**	**78**
St. Bernard	**All mfg.**	**12**	**7**	**1,169.2**	**.0601**	**99**
3334	Primary aluminum	1	1	467.2	7.2932	100
St. Charles	**All mfg.**	**18**	**8**	**3,130.5**	**.1608**	**95**
2821	Plastics materials & synthetic resins	2	1	216.7	1.2387	96
2911	Petroleum refining	3	2	2,402.8	1.3247	96
St. James	**All mfg.**	**14**	**7**	**1,181.2**	**.0607**	**83**
2819	Industrial inorganic chemicals n.e.c.	3	2	122.9	1.0497	97
St. John the Baptist	**All mfg.**	**13**	**7**	**1,443.2**	**.0741**	**87**
St. Landry	**All mfg.**	**28**	**4**	**416.7**	**.0214**	**45**
St. Martin	**All mfg.**	**12**	**2**	**129.6**	**.0067**	**56**
2254	Knit-underwear mills	1	1	58.5	6.2267	100
St. Mary	**All mfg.**	**51**	**19**	**651.9**	**.0335**	**85**
3441	Fabricated structural metal	2	1	64.0	.7792	93
3533	Oil-field machinery	11	7	330.9	3.9519	94
St. Tammany	**All mfg.**	**28**	**7**	**168.2**	**.0086**	**59**
Tangipahoa	**All mfg.**	**39**	**7**	**234.2**	**.0120**	**49**
Tensas	**All mfg.**	**1**		**2.4**	**.0001**	**0**
Terrebonne	**All mfg.**	**48**	**14**	**405.0**	**.0208**	**63**
3731	Ship building & repairing	12	7	86.3	.9724	83
Union	**All mfg.**	**6**		**29.1**	**.0015**	**0**
Vermilion	**All mfg.**	**10**	**5**	**338.6**	**.0174**	**93**
Vernon	**All mfg.**	**4**	**1**	**20.3**	**.0010**	**49**
Washington	**All mfg.**	**15**	**6**	**371.3**	**.0191**	**89**
2621	Paper mills, except building paper	1	1	229.6	1.1007	100
Webster	**All mfg.**	**26**	**11**	**295.6**	**.0152**	**45**
West Baton Rouge	**All mfg.**	**16**	**4**	**311.2**	**.0160**	**22**
West Carroll	**All mfg.**	**3**	**2**	**18.3**	**.0009**	**84**
West Feliciana	**All mfg.**	**5**	**2**	**153.8**	**.0079**	**93**
2641	Paper coating & glazing	1	1	124.3	2.1977	100
Winn	**All mfg.**	**13**	**6**	**190.1**	**.0098**	**85**
2421	General sawmills & planing mills	5	4	122.9	.9990	94
STATE TOTAL	**All mfg.**	**1,731**	**503**	**46,309.6**	**2.3787**	**85**
MAINE						
Androscoggin	**All mfg.**	**110**	**38**	**712.5**	**.0366**	**70**
2211	Cotton-weaving mills	2	2	57.5	1.0693	100
3143	Men's nonathletic footwear	7	7	59.6	2.8879	100
3144	Women's nonathletic footwear	5	4	49.3	3.0724	96
3149	Nonrubber footwear n.e.c.	5	3	17.1	2.4034	85
8062	*General medical & surgical hospitals*	*2*	*2*	*60.9*	*.0421*	*100*
Aroostook	**All mfg.**	**50**	**17**	**731.8**	**.0376**	**81**
2037	Frozen fruits & vegetables	2	2	121.0	2.4682	100
2621	Paper mills, except building paper	1	1	153.1	.7339	100
Cumberland	**All mfg.**	**178**	**54**	**1,783.9**	**.0916**	**80**
2621	Paper mills, except building paper	2	2	336.8	1.6146	100
3143	Men's nonathletic footwear	4	4	52.2	2.5293	100
3573	Electronic computing equipment	1	1	120.3	.3057	100
3674	Semiconductors & related devices	2	2	136.7	1.0169	100
8062	*General medical & surgical hospitals*	*8*	*7*	*246.1*	*.1703*	*99*
Franklin	**All mfg.**	**31**	**10**	**374.6**	**.0192**	**86**
2499	Wood products n.e.c.	11	3	51.3	1.5134	68
2621	Paper mills, except building paper	2	2	237.2	1.1371	100
3149	Nonrubber footwear n.e.c.	4	2	21.1	2.9656	91

DEFINITIONS **SIC Industry**: Classification by primary product or service **Total Establishments**: Those with 20 or more employees **Large Establishments**: Those with 100 or more employees **Shipments Receipts**: Total dollar value of goods produced or distributed, or services rendered **% Of U.S. Ship. Recpt.**: Boldface refers to county's share of total U S manufacturing shipments; lightface to the SIC industry in the county and its share of that industry's total U S shipments receipts **% In Large Establishments**: Share of shipments receipts accounted for by establishments with 100 or more employees **All Mfg.**: Total for all manufacturing establishments with 20 or more employees Nonmanufacturing totals do not appear due to nonavailability **N.E.C.**: Not Elsewhere Classified

1983 (S&MM Est.)

County SIC	Industry	Establishments Total	Establishments Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
Hancock	**All mfg.**	**34**	**14**	**396.4**	**.0204**	**84**
2621	Paper mills, except building paper	1	1	153.1	.7339	100
Kennebec	**All mfg.**	**64**	**22**	**843.2**	**.0433**	**85**
2231	Wool-fabric weaving & finishing mills	5	5	40.4	4.7805	100
2621	Paper mills, except building paper	1	1	153.1	.7339	100
2646	Pressed & molded pulp goods	1	1	70.9	26.1142	100
4911	*Electric services*	*3*	*1*	*175.1*	*.2888*	*88*
8062	*General medical & surgical hospitals*	*5*	*5*	*137.5*	*.0951*	*100*
Knox	**All mfg.**	**37**	**12**	**278.2**	**.0143**	**68**
Lincoln	**All mfg.**	**19**	**4**	**73.9**	**.0038**	**37**
4912	*Nuclear power*	*1*	*1*	*201.0*	*1.4761*	*100*
Oxford	**All mfg.**	**45**	**19**	**637.9**	**.0328**	**90**
2499	Wood products n.e.c.	16	8	88.5	2.6108	81
2621	Paper mills, except building paper	1	1	382.7	1.8346	100
Penobscot	**All mfg.**	**85**	**26**	**1,025.0**	**.0526**	**75**
2611	Pulp mills	2	2	161.2	5.0601	100
2621	Paper mills, except building paper	3	3	248.9	1.1932	100
3143	Men's nonathletic footwear	2	2	77.1	3.7358	100
8062	*General medical & surgical hospitals*	*6*	*3*	*96.5*	*.0668*	*90*
Piscataquis	**All mfg.**	**13**	**5**	[illegible]	**.0031**	**64**
Sagadahoc	**All mfg.**	**13**	**6**	**153.1**	**.0079**	**88**
3731	Ship building & repairing	1	1	91.2	1.0276	100
Somerset	**All mfg.**	**34**	**12**	**259.3**	**.0133**	**76**
2499	Wood products n.e.c.	9	4	55.0	1.6225	85
3149	Nonrubber footwear n.e.c.	2	1	30.2	4.2446	97
Waldo	**All mfg.**	**16**	**5**	**150.9**	**.0077**	**69**
Washington	**All mfg.**	**31**	**9**	**409.6**	**.0210**	**77**
2621	Paper mills, except building paper	1	1	183.7	.8806	100
York	**All mfg.**	**84**	**31**	**907.3**	**.0466**	**85**
3484	Small arms	1	1	83.4	7.0756	100
3724	Aircraft engines & engine parts	1	1	172.3	1.1350	100
STATE TOTAL	**All mfg.**	**844**	**284**	**8,798.6**	**.4519**	**80**

MARYLAND

County SIC	Industry	Establishments Total	Establishments Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
Allegany	**All mfg.**	**42**	**12**	**1,233.7**	**.0634**	**89**
2621	Paper mills, except building paper	1	1	306.2	1.4679	100
3011	Tires & inner tubes	1	1	390.2	3.7159	100
Anne Arundel	**All mfg.**	**84**	**27**	**686.8**	**.0353**	**75**
8062	*General medical & surgical hospitals*	*7*	*7*	*185.5*	*.1284*	*100*
Baltimore	**All mfg.**	**230**	**83**	**3,922.8**	**.2015**	**87**
2085	Distilled liquor, except brandy	3	2	248.5	5.9177	94
2654	Sanitary food containers	2	2	321.5	12.2808	100
3079	Miscellaneous plastics products	9	6	77.6	.2596	84
3317	Steel pipe & tubes	2	1	205.4	6.2614	99
3662	Radio & TV communication equipment	8	7	718.4	2.1988	99
3679	Electronic components n.e.c.	4	3	149.2	1.2066	99
3825	Electricity-measuring instruments	3	3	177.4	3.1602	100
5084	*Industrial-machinery distributors*	*4*	*1*	*403.4*	*1.0657*	*92*
7372	*Computer programming & software*	*5*	*4*	*123.7*	*1.3123*	*95*
8062	*General medical & surgical hospitals*	*7*	*6*	*194.6*	*.1347*	*99*
Baltimore city	**All mfg.**	**607**	**169**	**9,894.3**	**.5082**	**84**
1611	*Highway & street construction*	*14*	*2*	*89.6*	*.5625*	*63*
1622	*Bridge & tunnel construction*	*7*	*3*	*122.2*	*2.3667*	*90*
1629	*Heavy construction n.e.c.*	*11*	*4*	*112.7*	*.4760*	*76*
2013	Sausages & other prepared meats	11	2	174.4	1.6403	66
2026	Fluid milk	3	3	236.2	1.3809	100
2051	Bread, cake, & related products	11	3	87.3	.6984	70
2311	Men's & boys' suits & coats	17	9	88.5	2.7620	87
2651	Folding paperboard boxes	7	5	74.2	2.1697	92
2653	Corrugated & solid fiber boxes	11	5	101.4	.9811	79
2711	Newspapers	6	3	195.3	.9156	96
2751	Letterpress commercial printing	24	3	31.5	.6604	31
2819	Industrial inorganic chemicals n.e.c.	7	4	112.4	.9600	86
2841	Soap & other detergents	3	3	439.0	4.88[illegible]4	100
2851	Paints & allied products	12	7	178.3	1.9972	83
3079	Miscellaneous plastics products	14	4	99.0	.3312	69
3221	Glass containers	4	3	108.9	2.2135	97
3272	Concrete products n.e.c.	6	2	44.0	1.4933	84
3312	Blast furnaces & steel mills	3	3	1,806.5	4.7994	100
3411	Metal cans	6	5	375.3	3.8354	97
3441	Fabricated structural metal	13	2	74.8	.9107	68
3661	Telephone & telegraph apparatus	1	1	775.7	4.8495	100
3693	X-ray apparatus & tubes	1	1	159.6	4.5936	100
3711	Motor vehicles & passenger-car bodies	1	1	910.6	.8969	100
3731	Ship building & repairing	4	3	99.8	1.1245	96
4011	*Line-haul-operating railroads*	*1*	*1*	*72.4*	*.5083*	*100*
4931	*Electric & other services combined*	*1*	*1*	*1,389.2*	*4.1470*	*100*
6025	*National banks, federal reserve system*	*5*	*4*	*996.0*	*.9305*	*100*
7011	*Hotels, motels, & tourist courts*	*18*	*2*	*51.0*	*.2925*	*58*
8062	*General medical & surgical hospitals*	*26*	*26*	*1,306.1*	*.9038*	*100*
8221	*Colleges & universities n.e.c.*	*9*	*7*	*118.1*	*.5742*	*95*
Calvert	**All mfg.**	**9**		**19.8**	**.0010**	**0**
Caroline	**All mfg.**	**19**	**7**	**123.0**	**.0063**	**72**
Carroll	**All mfg.**	**56**	**23**	**584.9**	**.0300**	**82**
2311	Men's & boys' suits & coats	5	5	43.5	1.3576	100
3546	Power-driven hand tools	1	1	119.4	8.4705	100
8062	*General medical & surgical hospitals*	*2*	*2*	*91.2*	*.0631*	*100*
Cecil	**All mfg.**	**32**	**9**	**291.2**	**.0150**	**71**
8062	*General medical & surgical hospitals*	*2*	*2*	*79.2*	*.0548*	*100*
Charles	**All mfg.**	**12**	**1**	**53.5**	**.0027**	**44**
Dorchester	**All mfg.**	**44**	**13**	**490.0**	**.0252**	**68**
Frederick	**All mfg.**	**65**	**23**	**813.7**	**.0418**	**83**
3334	Primary aluminum	2	2	268.3	4.1883	100
Garrett	**All mfg.**	**14**	**4**	**91.1**	**.0047**	**62**
Harford	**All mfg.**	**37**	**10**	**294.5**	**.0151**	**68**
3021	Rubber & plastic footwear	1	1	75.9	11.4307	100
Howard	**All mfg.**	**39**	**14**	**559.4**	**.0287**	**89**
3585	Refrigeration & heating equipment	1	1	91.6	.7362	100
3631	Household cooking equipment	1	1	158.1	5.5260	100
Kent	**All mfg.**	**16**	**3**	**142.7**	**.0073**	**56**
Montgomery	**All mfg.**	**176**	**43**	**1,492.2**	**.0766**	**73**
1629	*Heavy construction n.e.c.*	*4*	*2*	*176.7*	*.7463*	*93*
2752	Lithographic commercial printing	9	3	158.5	1.0731	82
3573	Electronic computing equipment	18	7	253.6	.6445	76
3662	Radio & TV communication equipment	17	8	270.6	.8282	85
7011	*Hotels, motels, & tourist courts*	*11*	*1*	*100.9*	*.5787*	*83*
7372	*Computer programming & software*	*20*	*2*	*70.4*	*.7468*	*39*
7374	*Data-processing services*	*19*	*9*	*168.7*	*2.6111*	*85*
8062	*General medical & surgical hospitals*	*5*	*5*	*259.0*	*.1792*	*100*
Prince George's	**All mfg.**	**178**	**44**	**1,119.6**	**.0575**	**66**
3662	Radio & TV communication equipment	7	1	121.1	.3706	84
6025	*National banks, federal reserve system*	*4*	*3*	*273.3*	*.2553*	*97*
8062	*General medical & surgical hospitals*	*7*	*6*	*276.2*	*.1911*	*99*
8221	*Colleges & universities n.e.c.*	*2*	*2*	*295.1*	*1.4347*	*100*
Queen Anne's	**All mfg.**	**11**	**2**	**72.7**	**.0037**	**53**
St. Mary's	**All mfg.**	**5**		**13.9**	**.0007**	**0**
Somerset	**All mfg.**	**19**	**4**	**116.7**	**.0060**	**42**
Talbot	**All mfg.**	**40**	**9**	**288.5**	**.0148**	**55**
Washington	**All mfg.**	**81**	**28**	**1,189.8**	**.0611**	**87**
3519	Internal-combustion engines n.e.c.	1	1	360.8	4.0154	100
3721	Aircraft	1	1	239.2	.7468	100
8062	*General medical & surgical hospitals*	*2*	*2*	*59.0*	*.0408*	*100*
Wicomico	**All mfg.**	**49**	**18**	**764.6**	**.0393**	**84**
2048	Prepared feeds n.e.c.	1	1	241.0	2.8037	100
8062	*General medical & surgical hospitals*	*2*	*2*	*65.9*	*.0456*	*100*
Worcester	**All mfg.**	**25**	**8**	**182.1**	**.0094**	**70**
STATE TOTAL	**All mfg.**	**1,890**	**564**	**24,441.5**	**1.2554**	**81**

MASSACHUSETTS

County SIC	Industry	Establishments Total	Establishments Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
Barnstable	**All mfg.**	**38**	**6**	**163.1**	**.0084**	**41**
7011	*Hotels, motels, & tourist courts*	*50*	*5*	*97.8*	*.5609*	*39*
8062	*General medical & surgical hospitals*	*3*	*3*	*56.4*	*.0390*	*100*
Berkshire	**All mfg.**	**89**	**29**	**1,755.0**	**.0901**	**91**
2621	Paper mills, except building paper	7	5	235.8	1.1304	96
3612	Transformers	1	1	144.8	5.2083	100
3662	Radio & TV communication equipment	1	1	444.2	1.3595	100
3675	Electronic capacitors	1	1	70.0	5.2517	100
8062	*General medical & surgical hospitals*	*5*	*4*	*102.1*	*.0707*	*96*
Bristol	**All mfg.**	**501**	**193**	**4,549.1**	**.2337**	**79**
2221	Synthetics- & silk-weaving mills	4	3	292.6	3.2912	99
2311	Men's & boys' suits & coats	7	5	82.0	2.5591	95
2329	Men's & boys' clothing n.e.c.	7	6	29.9	2.0364	92
2335	Women's & misses' dresses	26	15	179.8	4.3134	81
2341	Women's & children's underwear	11	7	51.7	1.9549	88
2391	Curtains & draperies	15	6	78.4	8.1084	73
3069	Fabricated rubber products n.e.c.	4	2	73.9	1.2959	93
3079	Miscellaneous plastics products	15	7	93.4	.3124	68
3545	Machine-tool accessories	3	1	44.1	1.8066	90
3622	Industrial controls	1	1	111.9	2.7030	100
3678	Electronic connectors	3	2	138.5	5.1766	93
3679	Electronic components n.e.c.	14	10	127.6	1.0319	93
3911	Precious-metal jewelry	26	10	239.7	9.9717	82
3914	Silverware & plated & stainless ware	7	6	101.0	17.6265	98
3949	Sporting & athletic goods n.e.c.	1	1	57.0	1.9509	100
3961	Costume jewelry	10	3	59.4	6.9174	84
8062	*General medical & surgical hospitals*	*11*	*11*	*392.7*	*.2717*	*100*
Dukes	**All mfg.**	**4**		**4.7**	**.0002**	**0**
Essex	**All mfg.**	**602**	**165**	**5,749.6**	**.2953**	**78**
2092	Fresh or frozen packaged seafoods	9	2	166.7	5.3084	78
2221	Synthetics- & silk-weaving mills	2	1	232.2	2.6118	99
2329	Men's & boys' clothing n.e.c.	7	4	33.3	2.2679	84
2711	Newspapers	15	7	106.2	.4979	79
3079	Miscellaneous plastics products	23	7	138.4	.4630	70
3111	Leather tanning & finishing	47	7	231.7	15.2816	51
3131	Boot & shoe cut stock & findings	20	6	44.0	11.2532	48
3144	Women's nonathletic footwear	10	8	121.9	7.5969	96
3494	Valves & pipe fittings	4	3	137.4	1.5819	97
3511	Turbines & turbine-generator set units	1	1	241.4	8.0752	100

1983 (S&MM Est.)

County SIC	Industry	Establishments Total	Establishments Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
MASSACHUSETTS (Essex, cont.)						
3552	Textile machinery	6	2	42.1	3.9680	93
3559	Special-industry machinery n.e.c.	14	3	110.1	2.5453	80
3641	Electric lamps	3	3	165.3	7.6966	100
3661	Telephone & telegraph apparatus	3	1	903.6	5.6491	99
3674	Semiconductors & related devices	7	5	129.4	.9626	97
3679	Electronic components n.e.c.	22	6	144.9	1.1718	78
3944	Games, toys, & children's vehicles	4	2	110.2	2.5119	90
6025	*National banks, federal reserve system*	*16*	*2*	*172.5*	*.1612*	*65*
7011	*Hotels, motels, & tourist courts*	*14*	*3*	*51.8*	*.2971*	*53*
8062	*General medical & surgical hospitals*	*20*	*16*	*496.9*	*.3438*	*97*
Franklin	**All mfg.**	**54**	**19**	**471.6**	**.0242**	**78**
2621	Paper mills, except building paper	5	5	160.0	.7670	100
3545	Machine-tool accessories	5	2	45.7	1.8721	93
Hampden	**All mfg.**	**433**	**120**	**4,117.1**	**.2115**	**78**
2621	Paper mills, except building paper	6	6	173.8	.8332	100
2642	Envelopes	4	3	178.0	9.8528	99
2711	Newspapers	8	2	81.7	.3830	75
2782	Blankbooks & looseleaf binders	6	3	133.0	6.2662	90
3079	Miscellaneous plastics products	24	4	103.2	.3452	38
3172	Personal leather goods n.e.c.	2	1	32.3	9.4527	96
3423	Hand & edge tools n.e.c.	1	1	99.8	3.4502	100
3484	Small arms	3	2	198.5	16.8406	98
3544	Special dies, tools, jigs, & fixtures	23	3	29.0	.9743	30
3568	Power-transmission equipment n.e.c.	3	2	45.8	2.5020	93
3573	Electronic computing equipment	3	3	129.8	.3299	100
3599	Machinery, except electrical, n.e.c.	10	1	56.2	.6322	62
3679	Electronic components n.e.c.	8	5	111.3	.9001	94
3761	Guided missiles & space vehicles	1	1	163.6	1.7660	100
3944	Games, toys, & children's vehicles	2	1	165.2	3.7656	96
3949	Sporting & athletic goods n.e.c.	2	1	96.4	3.2994	99
4911	*Electric services*	*4*	*2*	*341.1*	*.5626*	*93*
7011	*Hotels, motels, & tourist courts*	*13*	*1*	*38.2*	*.2191*	*48*
8062	*General medical & surgical hospitals*	*11*	*10*	*285.5*	*.1976*	*98*
Hampshire	**All mfg.**	**72**	**28**	**711.8**	**.0366**	**81**
2641	Paper coating & glazing	3	3	161.8	2.8607	100
3079	Miscellaneous plastics products	6	3	93.5	.3128	89
3991	Brooms & brushes	3	3	60.4	9.2327	100
8062	*General medical & surgical hospitals*	*6*	*6*	*181.6*	*.1257*	*100*
8221	*Colleges & universities n.e.c.*	*5*	*3*	*316.9*	*1.5406*	*99*
Middlesex	**All mfg.**	**1,409**	**395**	**15,579.0**	**.8002**	**79**
1611	*Highway & street construction*	*9*	*2*	*124.2*	*.7798*	*80*
1622	*Bridge & tunnel construction*	*4*	*1*	*150.6*	*2.9168*	*90*
1629	*Heavy construction n.e.c.*	*6*	*4*	*138.8*	*.5862*	*96*
2024	Ice cream & frozen desserts	5	2	170.2	6.1580	92
2065	Confectionery products	11	6	212.9	3.3553	89
2099	Food preparations n.e.c.	8	3	127.5	1.3944	73
2295	Coated fabrics, not rubberized	7	2	92.2	8.9203	86
2649	Converted paper products n.e.c.	6	4	279.8	10.3837	98
2651	Folding paperboard boxes	10	4	85.1	2.4884	71
2711	Newspapers	29	5	173.3	.8124	53
2731	Book publishing	12	4	163.2	2.1493	79
2732	Book printing	3	3	192.0	6.7864	100
2751	Letterpress commercial printing	30	8	52.4	1.0986	55
2752	Lithographic commercial printing	12	5	136.1	.9214	77
2869	Industrial organic chemicals n.e.c.	6	2	424.1	1.1534	84
3079	Miscellaneous plastics products	53	14	338.0	1.1306	67
3144	Women's nonathletic footwear	4	4	55.1	3.4339	100
3149	Nonrubber footwear n.e.c.	2	2	17.6	2.4736	100
3357	Nonferrous-wire drawing & insulating	4	3	163.8	1.9077	93
3444	Sheet-metal work	22	3	48.4	.8430	32

DEFINITIONS: **SIC Industry:** Classification by primary product or service. **Total Establishments:** Those with 20 or more employees. **Large Establishments:** Those with 100 or more employees. **Shipments/Receipts:** Total dollar value of goods produced or distributed, or services rendered. **% Of U.S. Ship./Recpt.:** Boldface refers to county's share of total U.S. manufacturing shipments; lightface to the SIC industry in the county and its share of that industry's total U.S. shipments/receipts. **% In Large Establishments:** Share of shipments/receipts accounted for by establishments with 100 or more employees. **All Mfg.:** Total for all manufacturing establishments with 20 or more employees. Nonmanufacturing totals do not appear due to nonavailability. **N.E.C.:** Not Elsewhere Classified.

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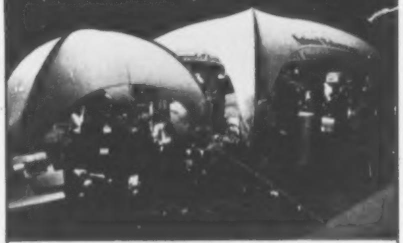

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Ralph Waite

Ralph Waite for America's professional foresters

County SIC	Industry	Establishments		1983 (S&MM Est.)		
		Total	Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
3452	Bolts, nuts, rivets, & washers	6	4	123.3	2.9763	97
3469	Metal stampings n.e.c.	22	6	86.5	1.3575	59
3555	Printing-trades machinery	9	2	131.6	7.0340	89
3559	Special-industry machinery n.e.c.	20	8	109.5	2.5314	77
3569	General industrial machinery n.e.c.	17	3	100.7	3.0799	78
3573	Electronic computing equipment	73	41	2,294.0	5.8302	92
3599	Machinery, except electrical, n.e.c.	39	2	69.2	.7784	19
3622	Industrial controls	11	4	88.5	2.1378	72
3662	Radio & TV communication equipment	48	18	1,091.1	3.3395	86
3674	Semiconductors & related devices	25	9	336.6	2.5040	78
3679	Electronic components n.e.c.	72	22	375.0	3.0326	67
3693	X-ray apparatus & tubes	8	1	199.4	5.7391	80
3711	Motor vehicles & passenger-car bodies	1	1	1,098.9	1.0823	100
3724	Aircraft engines & engine parts	1	1	237.2	1.5626	100
3761	Guided missiles & space vehicles	3	3	367.8	3.9703	100
3811	Engineering & scientific instruments	26	12	138.8	5.1702	84
3822	Environmental controls	8	2	50.7	3.2219	82
3825	Electricity-measuring instruments	14	7	97.1	1.7297	75
3829	Measuring & controlling devices n.e.c.	20	7	109.2	6.6699	75
3832	Optical instruments & lenses	17	6	166.9	5.6152	77
3841	Surgical & medical instruments	18	6	89.3	2.9430	66
3861	Photographic equipment & supplies	11	3	1,130.7	6.2393	93
4911	*Electric services*	*13*	*3*	*179.4*	*.2959*	*74*
5063	*Electrical-power-equipment wholesalers*	*32*	*5*	*703.3*	*1.9630*	*37*
5065	*Electronic-parts wholesalers*	*29*	*2*	*469.9*	*2.6232*	*21*
5081	*Commercial-equipment wholesalers*	*37*	*5*	*293.9*	*2.3548*	*35*
5084	*Industrial-machinery distributors*	*49*	*3*	*671.0*	*1.7726*	*31*
5085	*Industrial-supply distributors*	*43*	*2*	*375.1*	*1.1195*	*15*
6025	*National banks, federal reserve system*	*12*	*4*	*183.4*	*.1713*	*77*
7011	*Hotels, motels, & tourist courts*	*33*	*5*	*107.6*	*.6172*	*59*
7372	*Computer programming & software*	*55*	*11*	*484.8*	*5.1430*	*71*
7374	*Data-processing services*	*39*	*16*	*344.0*	*5.3243*	*81*
8062	*General medical & surgical hospitals*	*38*	*34*	*1,345.9*	*.9313*	*99*
8221	*Colleges & universities n.e.c.*	*13*	*6*	*579.6*	*2.8178*	*98*
Norfolk	**All mfg.**	**473**	**136**	**5,014.2**	**.2576**	**79**
2621	Paper mills, except building paper	3	3	164.7	.7895	100

County SIC	Industry	Establishments		1983 (S&MM Est.)		
		Total	Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
2751	Letterpress commercial printing	18	4	29.3	.6143	52
3069	Fabricated rubber products n.e.c.	10	4	104.7	1.8359	92
3494	Valves & pipe fittings	7	2	109.2	1.2573	88
3662	Radio & TV communication equipment	14	6	443.9	1.3586	90
3671	Electron tubes	2	2	321.1	12.9039	100
3679	Electronic components n.e.c.	14	6	125.8	1.0173	85
3731	Ship building & repairing	2	1	205.6	2.3167	98
3811	Engineering & scientific instruments	10	5	97.3	3.6244	90
3823	Industrial process-control instruments	3	2	663.4	19.4568	99
3841	Surgical & medical instruments	8	3	102.8	3.3879	85
7011	*Hotels, motels, & tourist courts*	*16*	*3*	*277.7*	*1.5928*	*90*
8062	*General medical & surgical hospitals*	*20*	*17*	*381.9*	*.2643*	*98*
Plymouth	**All mfg.**	**257**	**63**	**1,340.1**	**.0688**	**61**
3149	Nonrubber footwear n.e.c.	5	5	31.0	4.3570	100
3662	Radio & TV communication equipment	6	3	108.4	.3318	91
3679	Electronic components n.e.c.	6	4	57.0	.4610	96
4912	*Nuclear power*	*1*	*1*	*375.6*	*2.7583*	*100*
8062	*General medical & surgical hospitals*	*9*	*9*	*262.2*	*.1814*	*100*
Suffolk	**All mfg.**	**624**	**164**	**5,460.6**	**.2805**	**73**
1629	*Heavy construction n.e.c.*	*10*	*4*	*338.4*	*1.4293*	*96*
2013	Sausages & other prepared meats	7	4	210.6	1.9808	86
2066	Chocolate & cocoa products	1	1	173.0	7.8522	100
2092	Fresh or frozen packaged seafoods	3	1	112.7	3.6207	94
2328	Men's & boys' work clothing	1	1	55.0	1.1352	100
2337	Women's & misses' suits & coats	18	2	122.3	3.1397	25
2339	Women's & misses' outerwear n.e.c.	17	6	80.3	1.7168	63
2711	Newspapers	13	4	322.5	1.5119	92
2721	Periodicals	18	3	139.2	1.2957	44
2731	Book publishing	14	4	168.0	2.2125	78
2751	Letterpress commercial printing	36	5	52.8	1.1070	44
2752	Lithographic commercial printing	17	3	140.7	.9526	43
3149	Nonrubber footwear n.e.c.	4	3	30.2	4.2446	99
3421	Cutlery	1	1	170.0	21.8988	100
3573	Electronic computing equipment	5	3	167.5	.4257	92
3825	Electricity-measuring instruments	3	1	87.3	1.5552	93
4011	*Line-haul-operating railroads*	*2*	*2*	*159.0*	*1.1162*	*100*

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		1983 (S&MM Est.)				
County SIC	Industry	Establishments		Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
		Total	Large			
MASSACHUSETTS (Suffolk, cont.)						
4911	*Electric services*	*2*	*2*	*404.3*	*.6658*	*100*
4924	*Natural-gas distribution*	*2*	*2*	*314.7*	*2.5107*	*100*
6025	*National banks, federal reserve system*	*7*	*4*	*1,648.3*	*1.5400*	*99*
7011	*Hotels, motels, & tourist courts*	*31*	*14*	*517.6*	*2.9688*	*94*
8062	*General medical & surgical hospitals*	*36*	*36*	*1,745.3*	*1.2077*	*100*
8221	*Colleges & universities n.e.c.*	*21*	*11*	*374.8*	*1.8221*	*95*
Worcester	**All mfg.**	**734**	**203**	**6,357.2**	**.3265**	**76**
2231	Wool-fabric weaving & finishing mills	8	6	55.6	6.5791	93
2261	Cotton-finishing plants	1	1	44.7	4.0915	100
2511	Wood household furniture	27	11	124.7	2.1054	74
2512	Upholstered wood household furniture	17	4	95.9	2.1840	68
2621	Paper mills, except building paper	6	3	180.9	.8672	83
2711	Newspapers	8	1	85.1	.3990	77
3079	Miscellaneous plastics products	78	21	403.5	1.3498	55
3143	Men's nonathletic footwear	3	3	48.6	2.3549	100
3291	Abrasive products	4	3	588.3	19.4190	98
3357	Nonferrous-wire drawing & insulating	9	3	146.3	1.7039	69
3423	Hand & edge tools n.e.c.	9	4	86.7	2.9973	82
3469	Metal stampings n.e.c.	12	2	58.6	.9196	54
3494	Valves & pipe fittings	9	3	141.8	1.6326	85
3511	Turbines & turbine-generator set units	3	2	86.9	2.9069	97
3541	Metal-cutting machine tools	12	6	123.4	3.3306	86
3544	Special dies, tools, jigs, & fixtures	23	2	34.1	1.1456	41
3545	Machine-tool accessories	9	5	116.6	4.7765	95
3573	Electronic computing equipment	7	4	680.3	1.7290	97
3679	Electronic components n.e.c.	10	3	92.5	.7480	86
3873	Watches, clocks, & watchcases	1	1	136.0	10.7697	100
3944	Games, toys, & children's vehicles	7	3	89.5	2.0401	84
3949	Sporting & athletic goods n.e.c.	3	2	49.9	1.7079	95
4911	*Electric services*	*6*	*4*	*788.0*	*1.2997*	*99*
6025	*National banks, federal reserve system*	*11*	*4*	*231.4*	*.2162*	*88*
7011	*Hotels, motels, & tourist courts*	*15*	*1*	*37.8*	*.2168*	*48*
7372	*Computer programming & software*	*3*	*2*	*77.9*	*.8264*	*98*
8062	*General medical & surgical hospitals*	*23*	*20*	*557.9*	*.3861*	*98*
8221	*Colleges & universities n.e.c.*	*9*	*5*	*90.2*	*.4385*	*91*
STATE TOTAL	**All mfg.**	**5,290**	**1,521**	**51,273.1**	**2.6336**	**78**
MICHIGAN						
Alcona	**All mfg.**	**4**		**5.7**	**.0003**	**0**
Alger	**All mfg.**	**5**	**3**	**96.1**	**.0049**	**95**
Allegan	**All mfg.**	**57**	**20**	**709.2**	**.0364**	**85**
2834	Pharmaceutical preparations	1	1	138.2	.7698	100
Alpena	**All mfg.**	**22**	**8**	**214.0**	**.0110**	**82**
Antrim	**All mfg.**	**20**	**4**	**72.8**	**.0037**	**63**
Arenac	**All mfg.**	**10**	**2**	**37.6**	**.0019**	**67**
Baraga	**All mfg.**	**12**	**2**	**44.4**	**.0023**	**55**
Barry	**All mfg.**	**19**	**9**	**125.2**	**.0064**	**84**
Bay	**All mfg.**	**79**	**22**	**1,074.0**	**.0552**	**84**
3694	Engine electrical equipment	1	1	71.7	1.6153	100
3714	Motor-vehicle parts & accessories	2	2	262.0	.6165	100
8062	*General medical & surgical hospitals*	*3*	*3*	*70.4*	*.0487*	*100*
Benzie	**All mfg.**	**10**	**5**	**85.2**	**.0044**	**88**
Berrien	**All mfg.**	**201**	**50**	**1,947.4**	**.1000**	**78**
2741	Miscellaneous publishing	1	1	59.9	2.3936	100
3079	Miscellaneous plastics products	13	1	74.3	.2485	37
3361	Aluminum foundries	12	4	90.3	2.8766	73
3633	Household laundry equipment	1	1	197.4	7.6494	100
3651	Radio & TV receiving sets	4	4	139.6	2.0518	100
3714	Motor-vehicle parts & accessories	3	3	152.5	.3588	100
4912	*Nuclear power*	*2*	*2*	*449.5*	*3.3010*	*100*
8062	*General medical & surgical hospitals*	*4*	*3*	*56.1*	*.0388*	*93*
Branch	**All mfg.**	**48**	**14**	**384.1**	**.0197**	**69**
Calhoun	**All mfg.**	**110**	**27**	**2,773.0**	**.1424**	**90**
2043	Cereal breakfast foods	3	3	1,654.8	40.3708	100
3322	Malleable-iron foundries	1	1	36.3	8.2350	100
3537	Industrial trucks & tractors	2	1	87.2	5.3867	98
3714	Motor-vehicle parts & accessories	4	3	344.5	.8106	98
8062	*General medical & surgical hospitals*	*7*	*7*	*184.9*	*.1279*	*100*
Cass	**All mfg.**	**43**	**7**	**208.9**	**.0107**	**58**
Charlevoix	**All mfg.**	**25**	**7**	**177.5**	**.0091**	**63**
Cheboygan	**All mfg.**	**15**	**3**	**197.3**	**.0101**	**85**
Chippewa	**All mfg.**	**8**	**1**	**32.2**	**.0017**	**36**
Clare	**All mfg.**	**17**	**2**	**72.3**	**.0037**	**35**
Clinton	**All mfg.**	**14**	**5**	**107.3**	**.0055**	**82**
Crawford	**All mfg.**	**5**		**16.4**	**.0008**	**0**
Delta	**All mfg.**	**30**	**3**	**251.5**	**.0129**	**71**
Dickinson	**All mfg.**	**31**	**7**	**120.1**	**.0062**	**51**
Eaton	**All mfg.**	**41**	**8**	**376.6**	**.0193**	**75**
Emmet	**All mfg.**	**15**	**2**	**49.3**	**.0025**	**32**
Genesee	**All mfg.**	**137**	**25**	**14,187.6**	**.7287**	**98**
3465	Automotive stampings	1	1	498.9	5.8215	100
3694	Engine electrical equipment	1	1	806.2	18.1622	100
3711	Motor vehicles & passenger-car bodies	5	5	11,747.8	11.5706	100
3714	Motor-vehicle parts & accessories	5	3	539.5	1.2694	98
8062	*General medical & surgical hospitals*	*7*	*7*	*330.1*	*.2284*	*100*
Gladwin	**All mfg.**	**9**	**2**	**39.2**	**.0020**	**46**
Gogebic	**All mfg.**	**12**	**2**	**57.4**	**.0029**	**40**
Grand Traverse	**All mfg.**	**51**	**9**	**464.0**	**.0238**	**48**
8062	*General medical & surgical hospitals*	*3*	*3*	*81.7*	*.0565*	*100*
Gratiot	**All mfg.**	**26**	**6**	**1,004.8**	**.0516**	**92**
Hillsdale	**All mfg.**	**48**	**12**	**441.9**	**.0227**	**61**
Houghton	**All mfg.**	**18**	**2**	**55.7**	**.0029**	**20**
Huron	**All mfg.**	**37**	**7**	**262.8**	**.0135**	**67**
Ingham	**All mfg.**	**147**	**31**	**13,896.8**	**.7138**	**97**
1611	*Highway & street construction*	*4*	*3*	*103.7*	*.6511*	*97*
3462	Iron & steel forgings	6	5	252.8	6.8958	98
3711	Motor vehicles & passenger-car bodies	4	4	12,908.5	12.7138	100
6025	*National banks, federal reserve system*	*4*	*1*	*234.5*	*.2191*	*93*
8062	*General medical & surgical hospitals*	*6*	*5*	*194.9*	*.1349*	*99*
8221	*Colleges & universities n.e.c.*	*3*	*1*	*115.3*	*.5605*	*96*
Ionia	**All mfg.**	**41**	**11**	**393.3**	**.0202**	**59**
Iosco	**All mfg.**	**18**	**3**	**81.1**	**.0042**	**56**
Iron	**All mfg.**	**6**		**12.9**	**.0007**	**0**
Isabella	**All mfg.**	**16**	**8**	**169.8**	**.0087**	**86**
Jackson	**All mfg.**	**149**	**32**	**992.8**	**.0510**	**74**
3011	Tires & inner tubes	1	1	167.0	1.5904	100
3714	Motor-vehicle parts & accessories	11	7	233.7	.5499	92
4931	*Electric & other services combined*	*1*	*1*	*1,519.8*	*4.5369*	*100*
8062	*General medical & surgical hospitals*	*2*	*2*	*76.7*	*.0531*	*100*
Kalamazoo	**All mfg.**	**194**	**57**	**2,616.7**	**.1344**	**77**
2621	Paper mills, except building paper	4	4	379.2	1.8178	100
2834	Pharmaceutical preparations	2	1	362.2	2.0176	97
3079	Miscellaneous plastics products	12	3	83.8	.2803	71
3465	Automotive stampings	1	1	136.1	1.5881	100
8062	*General medical & surgical hospitals*	*5*	*4*	*224.8*	*.1556*	*99*
8221	*Colleges & universities n.e.c.*	*3*	*1*	*63.8*	*.3102*	*93*
Kalkaska	**All mfg.**	**6**	**1**	**19.8**	**.0010**	**49**
Kent	**All mfg.**	**560**	**121**	**5,223.5**	**.2683**	**77**
2051	Bread, cake, & related products	9	4	81.1	.6488	81
2396	Automotive & apparel trimmings	3	2	594.9	25.3754	99
2511	Wood household furniture	11	5	69.8	1.1785	79
2521	Wood office furniture	5	2	227.7	17.9872	95
2522	Metal office furniture	2	2	330.5	10.1228	100
2531	Public-building & related furniture	4	2	101.7	7.3658	93
2841	Soap & other detergents	2	1	285.8	3.1804	98
3079	Miscellaneous plastics products	19	3	102.7	.3435	63
3354	Aluminum extruded products	3	2	131.1	4.6152	97
3429	Hardware n.e.c.	10	5	233.9	4.1840	95
3471	Plating & polishing	23	4	59.9	3.0886	55
3495	Wire springs	2	1	58.4	6.1133	94
3544	Special dies, tools, jigs, & fixtures	35	2	54.5	1.8309	44
3592	Carburetors, pistons, rings, & valves	1	1	166.0	7.0078	100
3631	Household cooking equipment	1	1	105.4	3.6840	100
3662	Radio & TV communication equipment	3	1	168.2	.5148	94
3714	Motor-vehicle parts & accessories	8	3	124.8	.2937	77
6025	*National banks, federal reserve system*	*4*	*2*	*162.7*	*.1520*	*96*
8062	*General medical & surgical hospitals*	*10*	*8*	*315.5*	*.2183*	*98*
Keweenaw	**All mfg.**	**4**		**11.9**	**.0006**	**0**
Lake	**All mfg.**	**1**		**.9**	**.0000**	**0**
Lapeer	**All mfg.**	**37**	**9**	**204.4**	**.0105**	**61**
Leelanau	**All mfg.**	**7**		**16.0**	**.0008**	**0**
Lenawee	**All mfg.**	**99**	**32**	**1,110.7**	**.0571**	**82**
3585	Refrigeration & heating equipment	4	3	232.2	1.8662	98
3714	Motor-vehicle parts & accessories	6	5	201.8	.4748	95
Livingston	**All mfg.**	**69**	**10**	**348.1**	**.0179**	**27**
Luce	**All mfg.**	**1**		**3.4**	**.0002**	**0**
Mackinac	**All mfg.**	**3**		**4.3**	**.0002**	**0**
Macomb	**All mfg.**	**804**	**126**	**7,023.8**	**.3608**	**78**
3079	Miscellaneous plastics products	47	11	304.3	1.0179	63
3452	Bolts, nuts, rivets, & washers	15	3	71.1	1.7163	54
3462	Iron & steel forgings	15	3	71.1	1.9394	56
3465	Automotive stampings	29	10	1,075.1	12.5449	94
3469	Metal stampings n.e.c.	25	2	64.4	.0107	21
3541	Metal-cutting machine tools	28	7	146.6	3.9568	75
3544	Special dies, tools, jigs, & fixtures	121	11	157.8	5.3014	40
3545	Machine-tool accessories	36	4	96.7	3.9613	51
3599	Machinery, except electrical, n.e.c.	52	4	119.5	1.3443	23
3711	Motor vehicles & passenger-car bodies	5	2	687.0	.6766	96

DEFINITIONS: **SIC Industry:** Classification by primary product or service. **Total Establishments:** Those with 20 or more employees. **Large Establishments:** Those with 100 or more employees. **Shipments/Receipts:** Total dollar value of goods produced or distributed, or services rendered. **% Of U.S. Ship./Recpt.:** Boldface refers to county's share of total U.S. manufacturing shipments; lightface to the SIC industry in the county and its share of that industry's total U.S. shipments/receipts. **% In Large Establishments:** Share of shipments/receipts accounted for by establishments with 100 or more employees. **All Mfg.:** Total for all manufacturing establishments with 20 or more employees. Nonmanufacturing totals do not appear due to nonavailability. **N.E.C.:** Not Elsewhere Classified.

1983 (S&MM Est)

County SIC	Industry	Establishments Total	Establishments Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship / Recpt	% In Large Estab
3713	Truck & bus bodies	6	2	148.2	5.9664	96
3714	Motor-vehicle parts & accessories	30	13	2,038.6	4.7968	95
3795	Tanks & tank components	3	2	399.3	29.6437	99
8062	*General medical & surgical hospitals*	8	7	162.4	.1124	97
Manistee	**All mfg.**	16	6	206.2	.0106	92
Marquette	**All mfg.**	21	4	86.5	.0044	37
1011	*Iron-ore mining*	9	6	247.7	12.5475	90
8062	*General medical & surgical hospitals*	3	3	63.4	.0439	100
Mason	**All mfg.**	35	7	210.8	.0108	56
Mecosta	**All mfg.**	15	4	63.5	.0033	54
Menominee	**All mfg.**	37	10	309.1	.0159	72
Midland	**All mfg.**	30	13	2,283.0	.1173	98
2812	Alkalies & chlorine	1	1	110.8	7.6886	100
2819	Industrial inorganic chemicals n.e.c.	1	1	101.1	.8635	100
2821	Plastics materials & synthetic resins	2	2	589.9	3.3719	100
2822	Synthetic rubber	3	3	377.6	12.2058	100
2869	Industrial organic chemicals n.e.c.	1	1	886.3	2.4104	100
3079	Miscellaneous plastics products	3	2	98.8	.3305	96
Missaukee	**All mfg.**	4		10.3	.0005	0
Monroe	**All mfg.**	44	11	425.8	.0219	82
Montcalm	**All mfg.**	32	10	611.6	.0314	69
3632	Household refrigerators & freezers	2	2	243.3	7.8840	100
8062	*General medical & surgical hospitals*	6	4	51.5	.0356	88
Montmorency	**All mfg.**	6	1	19.6	.0010	69
Muskegon	**All mfg.**	153	41	2,147.3	.1103	84
2522	Metal office furniture	3	2	136.9	4.1931	98
3321	Gray-iron foundries	2	1	103.3	1.3230	97
3369	Nonferrous foundries n.e.c.	2	2	66.8	7.2783	100
3592	Carburetors, pistons, rings, & valves	3	2	200.1	8.4473	97
3724	Aircraft engines & engine parts	2	1	280.3	1.8465	95
3949	Sporting & athletic goods n.e.c.	1	1	52.2	1.7866	100
Newaygo	**All mfg.**	12	3	139.6	.0072	81
Oakland	**All mfg.**	1,201	194	17,511.7	.8995	87
1611	*Highway & street construction*	12	6	172.7	1.0843	89
1629	*Heavy construction n.e.c.*	9	3	97.3	.4110	80
2013	Sausages & other prepared meats	2	1	351.9	3.3098	99
2085	Distilled liquor, except brandy	1	1	216.5	5.1556	100
2711	Newspapers	8	3	73.4	.3441	84
2899	Chemical preparations n.e.c.	12	3	116.6	2.0686	77
3079	Miscellaneous plastics products	56	10	276.6	.9253	50
3317	Steel pipe & tubes	5	3	52.1	1.5882	95
3442	Metal doors, sash, & trim	18	4	93.5	2.1683	73
3444	Sheet-metal work	14	5	48.3	.8412	73
3451	Screw-machine products	27	1	46.3	2.2788	9
3462	Iron & steel forgings	19	2	65.7	1.7921	19
3465	Automotive stampings	16	5	143.0	1.6686	70
3469	Metal stampings n.e.c.	26	7	140.3	2.2018	61
3523	Farm machinery & equipment	2	2	176.0	1.8695	100
3535	Conveyors & conveying equipment	12	3	56.9	2.8366	57
3541	Metal-cutting machine tools	56	6	177.4	4.7881	50
3544	Special dies, tools, jigs, & fixtures	109	10	143.0	4.8041	37
3545	Machine-tool accessories	54	10	135.5	5.5508	54
3559	Special-industry machinery n.e.c.	20	7	78.5	1.8147	75
3573	Electronic computing equipment	4	2	152.2	.3868	92
3599	Machinery, except electrical, n.e.c.	67	7	163.4	1.8381	29
3711	Motor vehicles & passenger-car bodies	5	4	11,377.3	11.2057	100
3713	Truck & bus bodies	4	3	398.2	16.0312	100
3714	Motor-vehicle parts & accessories	26	11	447.0	1.0518	86
3811	Engineering & scientific instruments	8	2	46.8	1.7433	84
5084	*Industrial-machinery distributors*	50	3	496.8	1.3124	20
5085	*Industrial-supply distributors*	39	2	375.2	1.1198	21
8062	*General medical & surgical hospitals*	12	10	511.7	.3541	98
Oceana	**All mfg.**	13	4	77.8	.0040	70
Ogemaw	**All mfg.**	16	1	173.6	.0089	3
Ontonagon	**All mfg.**	5	4	667.9	.0343	100
3331	Primary copper	1	1	335.2	6.4103	100
3351	Copper rolling & drawing	1	1	277.4	5.9949	100
Osceola	**All mfg.**	16	7	211.6	.0109	85
Oscoda	**All mfg.**	5		16.8	.0009	0
Otsego	**All mfg.**	13	2	46.3	.0024	48
Ottawa	**All mfg.**	211	60	1,546.0	.0794	76
Presque Isle	**All mfg.**	4	1	26.8	.0014	83
Roscommon	**All mfg.**	9	1	25.2	.0013	52
Saginaw	**All mfg.**	136	36	2,803.2	.1440	88
3321	Gray-iron foundries	1	1	297.3	3.8077	100
3322	Malleable-iron foundries	1	1	80.2	18.1942	100
3714	Motor-vehicle parts & accessories	6	6	1,388.2	3.2664	100
8062	*General medical & surgical hospitals*	6	6	181.1	.1253	100
St. Clair	**All mfg.**	98	25	925.1	.0475	76
3351	Copper rolling & drawing	1	1	212.1	4.5837	100
8062	*General medical & surgical hospitals*	4	3	50.3	.0348	94
St. Joseph	**All mfg.**	99	27	809.3	.0416	72
2591	Drapery hardware & blinds & shades	1	1	111.6	8.8649	100
Sanilac	**All mfg.**	39	15	249.0	.0128	75
Schoolcraft	**All mfg.**	4	2	43.1	.0022	90
Shiawassee	**All mfg.**	54	15	488.0	.0251	80

1983 (S&MM Est)

County SIC	Industry	Establishments Total	Establishments Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship / Recpt	% In Large Estab
3621	Motors & generators	3	3	79.1	1.2914	100
3714	Motor-vehicle parts & accessories	5	4	159.5	.3753	95
Tuscola	**All mfg.**	32	8	358.5	.0184	84
8062	*General medical & surgical hospitals*	3	2	51.6	.0357	91
Van Buren	**All mfg.**	56	16	379.7	.0195	61
Washtenaw	**All mfg.**	182	53	5,214.3	.2678	93
1629	*Heavy construction n.e.c.*	1	1	258.8	1.0931	100
3079	Miscellaneous plastics products	14	5	120.4	.4028	81
3711	Motor vehicles & passenger-car bodies	2	2	2,354.8	2.3193	100
3714	Motor-vehicle parts & accessories	11	10	1,828.6	4.3026	100
7372	*Computer programming & software*	7	3	74.8	.7935	83
8062	*General medical & surgical hospitals*	7	7	397.2	.2749	100
8221	*Colleges & universities n.e.c.*	3	2	154.0	.7487	99
Wayne	**All mfg.**	1,725	333	32,085.9	1.6481	88
1623	*Pipe- & utility-line construction*	8	2	72.4	1.2594	75
1629	*Heavy construction n.e.c.*	10	3	98.6	.4165	77
2011	Meat-packing plants	12	6	755.4	1.7108	91
2051	Bread, cake, & related products	20	4	160.1	1.2807	78
2082	Malt beverages	1	1	428.8	3.5928	100
2086	Bottled & canned soft drinks	11	5	211.9	1.2363	87
2099	Food preparations n.e.c.	13	3	153.3	1.6765	66
2396	Automotive & apparel trimmings	4	1	155.1	6.6158	94
2653	Corrugated & solid fiber boxes	12	4	100.6	.9734	69
2711	Newspapers	20	4	357.4	1.6755	87
2751	Letterpress commercial printing	40	5	59.2	1.2411	47
2752	Lithographic commercial printing	31	5	211.3	1.4306	48
2812	Alkalies & chlorine	3	2	133.3	9.2499	99
2821	Plastics materials & synthetic resins	5	3	233.5	1.3347	96
2851	Paints & allied products	20	2	203.1	2.2749	48
3079	Miscellaneous plastics products	36	4	155.5	.5202	45
3231	Products of purchased glass	5	4	87.8	3.4149	97
3312	Blast furnaces & steel mills	9	5	1,567.0	4.1631	99
3316	Cold-rolled steel sheet, strip, & bars	16	7	132.0	6.0167	83
3398	Metal heat treating	23	5	99.8	9.4391	56
3432	Plumbing fittings & brass goods	3	3	68.5	4.9703	100
3441	Fabricated structural metal	28	4	156.8	1.9091	61
3443	Fabricated plate work (boiler shops)	14	2	79.7	.8350	65
3444	Sheet-metal work	22	8	76.0	1.3237	70
3451	Screw-machine products	45	3	78.6	3.8685	24
3452	Bolts, nuts, rivets, & washers	23	6	155.2	3.7463	71
3462	Iron & steel forgings	30	6	225.6	6.1538	70
3465	Automotive stampings	32	12	1,734.5	20.2392	95
3469	Metal stampings n.e.c.	33	8	159.7	2.5063	62
3471	Plating & polishing	35	2	45.9	2.3667	14
3519	Internal-combustion engines n.e.c.	5	5	902.5	10.0441	100
3523	Farm machinery & equipment	5	4	232.4	2.4686	99
3535	Conveyors & conveying equipment	18	7	78.2	3.8985	74
3541	Metal-cutting machine tools	46	4	108.8	2.9366	33
3544	Special dies, tools, jigs, & fixtures	122	7	186.6	6.2689	44
3545	Machine-tool accessories	48	5	103.1	4.2235	38
3559	Special-industry machinery n.e.c.	20	4	70.2	1.6229	61
3567	Industrial-process furnaces & ovens	12	3	38.4	4.4865	68
3568	Power-transmission equipment n.e.c.	7	3	76.8	4.1956	92
3569	General industrial machinery n.e.c.	13	5	58.2	1.7800	75
3573	Electronic computing equipment	4	1	258.4	.6567	95
3599	Machinery, except electrical, n.e.c.	61	3	125.1	1.4073	18
3711	Motor vehicles & passenger-car bodies	14	12	12,030.2	11.8488	100
3713	Truck & bus bodies	2	1	74.8	3.0114	98
3714	Motor-vehicle parts & accessories	54	19	3,855.6	9.0721	96
4011	*Line-haul-operating railroads*	9	7	245.6	1.7242	98
4911	*Electric services*	2	1	1,844.2	3.0418	100
4922	*Natural-gas transmission*	4	3	904.4	6.6758	99
4923	*Gas transmission & distribution*	2	1	561.5	5.0182	99
5051	*Metals service centers & sales offices*	37	7	1,718.3	3.1351	60
5084	*Industrial-machinery distributors*	45		332.9	.8794	0
5085	*Industrial-supply distributors*	49	1	463.0	1.3819	13
6025	*National banks, federal reserve system*	10	7	2,048.0	1.9134	99
7011	*Hotels, motels, & tourist courts*	18	5	125.2	.7181	86
7372	*Computer programming & software*	5	1	202.9	2.1525	94
8062	*General medical & surgical hospitals*	49	47	2,198.9	1.5216	100
8221	*Colleges & universities n.e.c.*	10	3	147.4	.7166	87
Wexford	**All mfg.**	32	9	257.1	.0132	51
STATE TOTAL	**All mfg.**	7,696	1,640	128,251.9	6.5876	87

MINNESOTA

Aitkin	**All mfg.**	12	3	166.1	.0085	85
Anoka	**All mfg.**	58	17	617.6	.0317	82
3444	Sheet-metal work	4	1	53.4	.9301	89
3482	Small-arms ammunition	1	1	63.7	7.7901	100
3621	Motors & generators	1	1	80.3	1.3110	100
Becker	**All mfg.**	7	4	118.4	.0061	89
Beltrami	**All mfg.**	8	1	87.6	.0045	69
Benton	**All mfg.**	44	12	369.1	.0190	70
3632	Household refrigerators & freezers	1	1	118.2	3.8302	100
Big Stone	**All mfg.**	4		17.4	.0009	0

1983 (S&MM Est.)

County SIC	Industry	Establishments Total	Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt	% In Large Estab.
MINNESOTA (cont.)						
Blue Earth	**All mfg.**	**47**	**16**	**718.0**	**.0369**	**74**
2751	Letterpress commercial printing	1	1	24.8	.5199	[illegible]
Brown	**All mfg.**	**28**	**5**	**547.4**	**.0281**	[illegible]
Carlton	**All mfg.**	**7**	**5**	**305.3**	**.0157**	**99**
2621	Paper mills, except building paper	1	1	229.6	1.1007	100
Carver	**All mfg.**	**33**	**7**	**253.0**	**.0130**	**63**
Cass	**All mfg.**	**4**	**1**	**15.8**	**.0008**	**28**
Chippewa	**All mfg.**	**7**	**1**	**45.3**	**.0023**	**35**
Chisago	**All mfg.**	**14**	**2**	**78.4**	**.0040**	**48**
Clay	**All mfg.**	**9**	**2**	**75.8**	**.0039**	**58**
Clearwater	**All mfg.**	**5**		**20.0**	**.0010**	**0**
Cook	**All mfg.**	**1**		**2.8**	**.0001**	**0**
Cottonwood	**All mfg.**	**8**	**2**	**52.3**	**.0027**	**31**
Crow Wing	**All mfg.**	**22**	**3**	**201.2**	**.0103**	**63**
8062	*General medical & surgical hospitals*	*3*	*3*	*54.3*	*.0376*	*100*
Dakota	**All mfg.**	**76**	**18**	**657.0**	**.0337**	**64**
2645	Die-cut paper & board	4	2	87.8	7.0139	94
Dodge	**All mfg.**	**8**	**1**	**49.5**	**.0025**	**30**
Douglas	**All mfg.**	**14**	**3**	**154.9**	**.0080**	**69**
Faribault	**All mfg.**	**19**	**8**	**148.5**	**.0076**	**82**
Fillmore	**All mfg.**	**9**	**4**	**70.2**	**.0036**	**58**
Freeborn	**All mfg.**	**29**	**7**	**794.9**	**.0408**	**88**
2011	Meat-packing plants	1	1	473.1	1.0714	100
Goodhue	**All mfg.**	**38**	**15**	**516.7**	**.0265**	**76**
Hennepin	**All mfg.**	**1,086**	**295**	**11,587.7**	**.5952**	**76**
1611	*Highway & street construction*	*7*	*3*	*383.5*	*2.4078*	*96*
1629	*Heavy construction n.e.c.*	*10*	*4*	*157.3*	*.6644*	*79*
2041	Flour & other grain-mill products	6	3	634.2	12.2371	95
2051	Bread, cake, & related products	9	4	231.4	1.8511	92
2086	Bottled & canned soft drinks	3	2	207.0	1.2077	98
2431	Millwork	14	2	69.3	1.3984	48
2439	Structural wood members n.e.c.	3	2	40.5	5.0173	96
2711	Newspapers	6	2	182.4	.8551	93
2751	Letterpress commercial printing	47	7	92.6	1.9414	54
2752	Lithographic commercial printing	19	4	189.9	1.2857	65
3069	Fabricated rubber products n.e.c.	12	2	86.9	1.5238	74
3079	Miscellaneous plastics products	43	11	253.5	.8480	64
3361	Aluminum foundries	7	4	120.3	3.8323	94
3469	Metal stampings n.e.c.	25	7	106.9	1.6777	54
3483	Ammunition, except small-arms, n.e.c.	1	1	176.3	13.9776	100
3524	Lawn & garden equipment	2	1	96.4	6.9533	98
3531	Construction machinery	8	3	108.5	.9003	77
3532	Mining machinery	1	1	40.6	2.2639	100
3535	Conveyors & conveying equipment	9	5	86.6	4.3173	88
3563	Air & gas compressors	3	2	95.7	3.6454	97
3569	General industrial machinery n.e.c.	7	4	45.9	1.4038	83
3573	Electronic computing equipment	30	16	1,250.3	3.1776	93
3585	Refrigeration & heating equipment	3	1	116.0	.9323	95
3589	Service-industry machinery n.e.c.	4	3	93.9	4.3048	96
3599	Machinery, except electrical, n.e.c.	55	5	180.8	2.0339	41
3631	Household cooking equipment	2	1	214.7	7.5044	98
3679	Electronic components n.e.c.	15	5	115.0	.9300	76
3714	Motor-vehicle parts & accessories	7	4	255.6	.6014	92
3728	Aircraft equipment n.e.c.	2	1	78.1	.8256	97
3769	Space-vehicle equipment n.e.c.	1	1	101.8	6.4857	100
3811	Engineering & scientific instruments	6	3	48.9	1.8215	89
3822	Environmental controls	5	3	251.0	15.9507	98
3823	Industrial process-control instruments	4	2	110.4	3.2379	96
3841	Surgical & medical instruments	6	3	55.5	1.8291	82
3842	Surgical appliances & supplies	6	2	105.9	2.3768	85
3851	Ophthalmic goods	4	2	56.2	5.2460	95
3861	Photographic equipment & supplies	6	1	365.5	2.0169	86
3944	Games, toys, & children's vehicles	3	2	108.3	2.4686	98
3993	Signs & advertising displays	14	3	34.6	2.0641	60
4011	*Line-haul-operating railroads*	*6*	*3*	*250.4*	*1.7579*	*97*
4931	*Electric & other services combined*	*1*	*1*	*239.2*	*.7141*	*100*
5081	*Commercial-equipment wholesalers*	*21*	*3*	*177.0*	*1.4182*	*54*
5084	*Industrial-machinery distributors*	*52*	*1*	*485.9*	*1.2836*	*8*
5085	*Industrial-supply distributors*	*54*	*1*	*396.8*	*1.1843*	*7*
6025	*National banks, federal reserve system*	*25*	*5*	*678.1*	*.6335*	*86*
7011	*Hotels, motels, & tourist courts*	*34*	*5*	*99.1*	*.5684*	*54*
7372	*Computer programming & software*	*18*	*7*	*557.0*	*5.9089*	*95*
7374	*Data-processing services*	*13*	*2*	*93.6*	*1.4487*	*78*
8062	*General medical & surgical hospitals*	*13*	*12*	*954.6*	*.6606*	*100*
8221	*Colleges & universities n.e.c.*	*4*	*1*	*154.1*	*.7492*	*96*
Houston	**All mfg.**	**4**	**1**	**18.8**	**.0010**	**52**
Hubbard	**All mfg.**	**4**		**5.8**	**.0003**	**0**
Isanti	**All mfg.**	**17**	**2**	**66.3**	**.0034**	**32**
Itasca	**All mfg.**	**16**	**4**	**245.8**	**.0126**	**79**
1011	*Iron-ore mining*	*9*	*7*	*238.6*	*12.0865*	*94*
Jackson	**All mfg.**	**6**	**3**	**63.7**	**.0033**	**85**
Kanabec	**All mfg.**	**2**	**1**	**28.8**	**.0015**	**89**
Kandiyohi	**All mfg.**	**21**	**2**	**98.4**	**.0051**	**28**
Kittson	**All mfg.**	**1**		**6.0**	**.0003**	**0**
Koochiching	**All mfg.**	**10**	**3**	**144.2**	**.0074**	**81**
Lac qui Parle	**All mfg.**	**7**	**1**	**270.6**	**.0139**	**69**
Lake	**All mfg.**	**5**	**2**	**41.8**	**.0021**	**50**
1011	*Iron-ore mining*	*1*	*1*	*143.8*	*7.2843*	*100*
Lake of the Woods	**All mfg.**	**2**	**1**	**14.6**	**.0007**	**86**
Le Sueur	**All mfg.**	**23**	**5**	**274.9**	**.0141**	**76**
2033	Canned fruits & vegetables	2	1	156.1	1.7056	96
Lyon	**All mfg.**	**22**	**8**	**241.9**	**.0124**	**74**
McLeod	**All mfg.**	**29**	**9**	**496.8**	**.0255**	**84**
2641	Paper coating & glazing	1	1	248.8	4.3989	100
Marshall	**All mfg.**	**1**	**1**	**49.7**	**.0026**	**100**
Martin	**All mfg.**	**20**	**6**	**290.6**	**.0149**	**81**
Meeker	**All mfg.**	**16**	**5**	**152.6**	**.0078**	**64**
Mille Lacs	**All mfg.**	**15**	**3**	**61.0**	**.0031**	**30**
Morrison	**All mfg.**	**14**	**3**	**100.0**	**.0051**	**63**
2322	Men's & boys' underwear	1	1	22.4	5.4329	100
Mower	**All mfg.**	**14**	**3**	**438.4**	**.0225**	**87**
2011	Meat-packing plants	1	1	347.0	.7859	100
Murray	**All mfg.**	**2**		**16.7**	**.0009**	**0**
Nicollet	**All mfg.**	**6**	**2**	**41.4**	**.0021**	**58**
Nobles	**All mfg.**	**12**	**2**	**176.2**	**.0091**	**78**
2017	Poultry & egg processing	1	1	34.8	2.5543	100
Norman	**All mfg.**	**1**		**2.4**	**.0001**	**0**
Olmsted	**All mfg.**	**31**	**11**	**643.9**	**.0331**	**86**
3573	Electronic computing equipment	1	1	240.7	.6117	100
7011	*Hotels, motels, & tourist courts*	*10*	*3*	*45.0*	*.2581*	*77*
8062	*General medical & surgical hospitals*	*4*	*4*	*270.6*	*.1873*	*100*
Otter Tail	**All mfg.**	**21**	**7**	**273.4**	**.0140**	**67**
Pennington	**All mfg.**	**7**	**1**	**78.9**	**.0041**	**66**
Pine	**All mfg.**	**7**		**50.1**	**.0026**	**0**
Pipestone	**All mfg.**	**4**	**1**	**46.5**	**.0024**	**42**
Polk	**All mfg.**	**12**	**3**	**294.1**	**.0151**	**83**
Pope	**All mfg.**	**4**		**7.9**	**.0004**	**0**
Ramsey	**All mfg.**	**407**	**120**	**7,895.5**	**.4055**	**86**
2082	Malt beverages	2	2	371.8	3.1152	100
2641	Paper coating & glazing	3	1	262.2	4.6358	97
2711	Newspapers	5	3	108.2	.5073	95
2721	Periodicals	8	1	136.1	1.2668	80
2731	Book publishing	3	1	200.3	2.6379	97
2751	Letterpress commercial printing	20	6	53.4	1.1195	74
2752	Lithographic commercial printing	6	4	161.7	1.0947	96
2844	Toilet preparations	4	2	179.2	2.0447	91
3079	Miscellaneous plastics products	16	3	139.9	.4680	77
3441	Fabricated structural metal	8	3	75.5	.9193	79
3531	Construction machinery	4	2	220.4	1.8288	96
3573	Electronic computing equipment	9	5	1,656.6	4.2102	99
3632	Household refrigerators & freezers	1	1	170.6	5.5282	100
3711	Motor vehicles & passenger-car bodies	2	1	638.9	.6293	98
4011	*Line-haul-operating railroads*	*5*	*2*	*1,377.6*	*9.6713*	*100*
8062	*General medical & surgical hospitals*	*10*	*10*	*410.4*	*.2840*	*100*
8221	*Colleges & universities n.e.c.*	*11*	*3*	*52.0*	*.2528*	*72*
Red Lake	**All mfg.**	**2**	**1**	**19.3**	**.0010**	**81**
Redwood	**All mfg.**	**10**	**1**	**63.2**	**.0032**	**28**
Renville	**All mfg.**	**15**	**3**	**155.6**	**.0080**	**58**
Rice	**All mfg.**	**29**	**9**	**284.1**	**.0146**	**58**
8062	*General medical & surgical hospitals*	*4*	*3*	*66.1*	*.0457*	*95*
Rock	**All mfg.**	**8**	**2**	**80.1**	**.0041**	**73**
Roseau	**All mfg.**	**3**	**2**	**84.0**	**.0043**	**98**
St. Louis	**All mfg.**	**105**	**23**	**833.1**	**.0428**	**65**
1011	*Iron-ore mining*	*19*	*14*	*849.2*	*43.0171*	*96*
2038	Frozen food specialties	2	1	186.0	3.9957	98
4911	*Electric services*	*3*	*1*	*206.5*	*.3406*	*91*
8062	*General medical & surgical hospitals*	*8*	*6*	*178.1*	*.1232*	*96*
Scott	**All mfg.**	**33**	**12**	**302.2**	**.0155**	**72**
Sherburne	**All mfg.**	**19**	**3**	**68.4**	**.0035**	**54**
8062	*General medical & surgical hospitals*	*2*	*2*	*103.8*	*.0718*	*100*
Sibley	**All mfg.**	**6**	**2**	**38.8**	**.0020**	**51**
Stearns	**All mfg.**	**29**	**14**	**383.9**	**.0197**	**75**
Steele	**All mfg.**	**38**	**10**	**341.2**	**.0175**	**78**
3423	Hand & edge tools n.e.c.	1	1	60.5	2.0915	100
Stevens	**All mfg.**	**7**		**21.7**	**.0011**	**0**
Swift	**All mfg.**	**7**	**1**	**49.2**	**.0025**	**53**
Todd	**All mfg.**	**15**	**2**	**98.4**	**.0051**	**27**
Wabasha	**All mfg.**	**14**	**4**	**112.5**	**.0058**	**42**

DEFINITIONS: **SIC Industry**: Classification by primary product or service. **Total Establishments**: Those with 20 or more employees. **Large Establishments**: Those with 100 or more employees. **Shipments/Receipts**: Total dollar value of goods produced or distributed, or services rendered. **% Of U.S. Ship./Recpt.**: Boldface refers to county's share of total U.S. manufacturing shipments; lightface to the SIC industry in the county and its share of that industry's total U.S. shipments/receipts. **% In Large Establishments**: Share of shipments/receipts accounted for by establishments with 100 or more employees. **All Mfg.**: Total for all manufacturing establishments with 20 or more employees. Nonmanufacturing totals do not appear due to nonavailability. **N.E.C.**: Not Elsewhere Classified.

				1983 (S&MM Est.)		
County SIC	Industry	Establishments Total	Establishments Large	Shipments Receipts ($ Mil.)	% Of U.S. Ship Recpt	% In Large Estab
Wadena	**All mfg.**	**10**	**1**	**45.6**	**.0023**	**39**
Waseca	**All mfg.**	**10**	**3**	**159.5**	**.0082**	**88**
Washington	**All mfg.**	**25**	**7**	**686.2**	**.0352**	**92**
2431	Millwork	3	1	195.9	3.9529	98
Watonwan	**All mfg.**	**10**	**2**	**92.5**	**.0048**	**51**
Wilkin	**All mfg.**	**2**		**3.7**	**.0002**	**0**
Winona	**All mfg.**	**48**	**20**	**457.5**	**.0235**	**77**
3469	Metal stampings n.e.c.	1	1	86.5	1.3575	100
Wright	**All mfg.**	**29**	**5**	**155.4**	**.0080**	**53**
4912	*Nuclear power*	*1*	*1*	*189.1*	*1.3887*	*100*
Yellow Medicine	**All mfg.**	**4**	**3**	**67.3**	**.0035**	**97**
STATE TOTAL	**All mfg.**	**2,838**	**772**	**34,912.0**	**1.7932**	**77**

MISSISSIPPI

				1983 (S&MM Est.)		
County SIC	Industry	Establishments Total	Establishments Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
Adams	**All mfg.**	**22**	**4**	**422.3**	**.0217**	**83**
2611	Pulp mills	1	1	175.7	5.5153	100
3011	Tires & inner tubes	1	1	138.0	1.3142	100
Alcorn	**All mfg.**	**32**	**16**	**573.4**	**.0295**	**89**
3661	Telephone & telegraph apparatus	1	1	222.8	1.3929	100
Amite	**All mfg.**	**5**	**2**	**44.7**	**.0023**	**72**
Attala	**All mfg.**	**19**	**4**	**90.2**	**.0046**	**41**
Benton	**All mfg.**	**3**	**1**	**14.6**	**.0007**	**27**
Bolivar	**All mfg.**	**14**	**7**	**220.2**	**.0113**	**89**
Calhoun	**All mfg.**	**17**	**6**	**94.3**	**.0048**	**75**
Carroll	**All mfg.**	**1**		**2.8**	**.0001**	**0**
Chickasaw	**All mfg.**	**35**	**12**	**225.9**	**.0116**	**71**
2512	Upholstered wood household furniture	15	2	86.4	1.9676	61
Choctaw	**All mfg.**	**10**	**6**	**88.1**	**.0045**	**87**
Claiborne	**All mfg.**	**10**	**4**	**84.7**	**.0044**	**56**
Clarke	**All mfg.**	**15**	**5**	**111.4**	**.0057**	**70**
Clay	**All mfg.**	**17**	**6**	**679.3**	**.0349**	**96**
2011	Meat packing plants	1	1	513.5	1.1629	100
3443	Fabricated plate work (boiler shops)	1	1	80.6	.8444	100
Coahoma	**All mfg.**	**22**	**7**	**366.2**	**.0188**	**65**
Copiah	**All mfg.**	**22**	**12**	**177.9**	**.0091**	**80**
Covington	**All mfg.**	**7**	**4**	**123.9**	**.0064**	**95**
De Soto	**All mfg.**	**47**	**14**	**383.2**	**.0197**	**63**
3534	Elevators & moving stairways	1	1	35.5	6.0892	100
Forrest	**All mfg.**	**38**	**13**	**506.1**	**.0260**	**85**
8062	*General medical & surgical hospitals*	*2*	*2*	*62.9*	*.0435*	*100*
Franklin	**All mfg.**	**6**		**21.6**	**.0011**	**0**
George	**All mfg.**	**6**	**1**	**12.6**	**.0006**	**43**
Greene	**All mfg.**	**2**	**1**	**9.0**	**.0005**	**87**
Grenada	**All mfg.**	**26**	**6**	**316.5**	**.0163**	**79**
3585	Refrigeration & heating equipment	1	1	120.6	.9693	100
Hancock	**All mfg.**	**14**	**6**	**176.2**	**.0091**	**76**
Harrison	**All mfg.**	**78**	**25**	**604.1**	**.0310**	**64**
8062	*General medical & surgical hospitals*	*5*	*4*	*175.4*	*.1214*	*99*
Hinds	**All mfg.**	**184**	**52**	**1,746.3**	**.0897**	**71**
2517	Wood TV & radio cabinets	1	1	48.4	14.2269	100
3561	Pumps & pumping equipment	1	1	86.3	1.6320	100
3613	Switchgear & switchboard apparatus	2	2	63.4	1.4363	100
3714	Motor vehicle parts & accessories	5	4	234.9	.5527	99
4911	*Electric services*	*1*	*1*	*196.1*	*.3234*	*100*
6025	*National banks, federal reserve system*	*2*	*2*	*258.0*	*.2410*	*100*
7011	*Hotels, motels, & tourist courts*	*17*	*2*	*42.8*	*.2455*	*43*
8062	*General medical & surgical hospitals*	*6*	*5*	*236.3*	*.1635*	*98*
Holmes	**All mfg.**	**12**	**4**	**82.2**	**.0042**	**73**
Humphreys	**All mfg.**	**7**	**4**	**70.4**	**.0036**	**86**
Itawamba	**All mfg.**	**19**	**11**	**159.3**	**.0082**	**86**
Jackson	**All mfg.**	**55**	**18**	**2,670.8**	**.1372**	**93**
2621	Paper mills, except building paper	1	1	183.2	.8782	100
3731	Ship building & repairing	10	7	632.2	7.1235	98
Jasper	**All mfg.**	**8**	**2**	**53.6**	**.0028**	**58**
Jefferson	**All mfg.**	**4**	**1**	**29.6**	**.0015**	**38**
Jefferson Davis	**All mfg.**	**3**	**1**	**12.1**	**.0006**	**35**
Jones	**All mfg.**	**45**	**12**	**476.9**	**.0245**	**48**
2499	Wood products n.e.c.	2	1	70.5	2.0798	95
Kemper	**All mfg.**	**8**	**3**	**33.7**	**.0017**	**63**
Lafayette	**All mfg.**	**7**	**4**	**121.2**	**.0062**	**86**
Lamar	**All mfg.**	**11**	**5**	**426.8**	**.0219**	**81**
Lauderdale	**All mfg.**	**67**	**16**	**395.2**	**.0203**	**55**
8062	*General medical & surgical hospitals*	*6*	*6*	*161.6*	*.1118*	*100*
Lawrence	**All mfg.**	**8**	**4**	**136.5**	**.0070**	**93**
Leake	**All mfg.**	**13**	**7**	**107.9**	**.0055**	**83**
Lee	**All mfg.**	**84**	**35**	**912.3**	**.0469**	**82**
2311	Men's & boys' suits & coats	3	3	41.4	1.2921	100
2512	Upholstered wood household furniture	9	4	62.2	1.4165	80
8062	*General medical & surgical hospitals*	*2*	*2*	*66.9*	*.0463*	*100*
Leflore	**All mfg.**	**22**	**8**	**173.9**	**.0089**	**73**
Lincoln	**All mfg.**	**24**	**3**	**129.3**	**.0066**	**55**
Lowndes	**All mfg.**	**45**	**21**	**535.3**	**.0275**	**84**
3621	Motors & generators	2	2	66.9	1.0923	100
Madison	**All mfg.**	**34**	**12**	**270.7**	**.0139**	**77**
Marion	**All mfg.**	**14**	**4**	**95.1**	**.0049**	**62**
8062	*General medical & surgical hospitals*	*1*	*1*	*176.0*	*.1218*	*100*
Marshall	**All mfg.**	**12**	**6**	**88.6**	**.0046**	**85**
Monroe	**All mfg.**	**41**	**19**	**362.8**	**.0186**	**79**
2327	Men's & boys' separate trousers	10	10	72.6	3.2064	100
Montgomery	**All mfg.**	**11**	**4**	**65.2**	**.0033**	**55**
Neshoba	**All mfg.**	**13**	**11**	**161.4**	**.0083**	**99**
Newton	**All mfg.**	**17**	**7**	**129.3**	**.0066**	**72**
Noxubee	**All mfg.**	**8**	**5**	**46.5**	**.0024**	**68**
Oktibbeha	**All mfg.**	**18**	**7**	**159.5**	**.0082**	**70**
Panola	**All mfg.**	**31**	**10**	**154.9**	**.0080**	**70**
Pearl River	**All mfg.**	**23**	**5**	**117.2**	**.0060**	**50**
Perry	**All mfg.**	**4**	**2**	**28.3**	**.0015**	**81**
Pike	**All mfg.**	**24**	**9**	**267.3**	**.0137**	**75**
3442	Metal doors, sash, & trim	1	1	60.9	1.4123	100
Pontotoc	**All mfg.**	**28**	**14**	**190.9**	**.0098**	**77**
2512	Upholstered wood household furniture	8	4	72.8	1.6579	87
Prentiss	**All mfg.**	**23**	**13**	**195.1**	**.0100**	**84**
Quitman	**All mfg.**	**6**	[illegible]	**158.7**	**.0082**	**96**
Rankin	**All mfg.**	**17**	**9**	**185.9**	**.0095**	**83**
8062	*General medical & surgical hospitals*	*2*	*2*	*81.0*	*.0561*	*100*
Scott	**All mfg.**	**31**	**12**	**362.5**	**.0186**	**83**
2016	Poultry-dressing plants	3	3	161.4	1.7535	100
2017	Poultry & egg processing	3	3	36.4	2.6718	100
Sharkey	**All mfg.**	**3**	**2**	**32.6**	**.0017**	**90**
Simpson	**All mfg.**	**10**	**3**	**111.3**	**.0057**	**82**
3612	Transformers	1	1	74.1	2.6653	100
Smith	**All mfg.**	**15**	**7**	**123.9**	**.0064**	**80**
Stone	**All mfg.**	**8**	**2**	**89.6**	**.0046**	**71**
Sunflower	**All mfg.**	**16**	**7**	**111.4**	**.0057**	**77**
Tallahatchie	**All mfg.**	**7**	**3**	**22.8**	**.0012**	**62**
Tate	**All mfg.**	**5**	**4**	**100.9**	**.0052**	**98**
Tippah	**All mfg.**	**19**	**13**	**243.1**	**.0125**	**93**
2512	Upholstered wood household furniture	3	2	58.6	1.3345	93
Tishomingo	**All mfg.**	**19**	**8**	**146.6**	**.0075**	**70**
Tunica	**All mfg.**	**4**	**1**	**74.9**	**.0038**	**27**
Union	**All mfg.**	**23**	**8**	**215.3**	**.0111**	**81**
2512	Upholstered wood household furniture	3	1	78.4	1.7854	97
Walthall	**All mfg.**	**6**		**14.4**	**.0007**	**0**
Warren	**All mfg.**	**32**	**10**	**526.9**	**.0271**	**50**
3731	Ship building & repairing	3	1	60.3	.6795	89
Washington	**All mfg.**	**56**	**19**	**670.3**	**.0344**	**71**
Wayne	**All mfg.**	**11**	**4**	**102.8**	**.0053**	**63**
Webster	**All mfg.**	**13**	**8**	**73.4**	**.0038**	**87**
Wilkinson	**All mfg.**	**4**	**1**	**17.3**	**.0009**	**71**
Winston	**All mfg.**	**16**	**7**	**160.7**	**.0083**	**86**
Yalobusha	**All mfg.**	**6**	**4**	**181.5**	**.0093**	**97**
3592	Carburetors, pistons, rings, & valves	1	1	116.2	4.9054	100
Yazoo	**All mfg.**	**14**	**4**	**300.1**	**.0154**	**71**
STATE TOTAL	**All mfg.**	**1,736**	**640**	**19,982.2**	**1.0264**	**78**

MISSOURI

				1983 (S&MM Est.)		
County SIC	Industry	Establishments Total	Establishments Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
Adair	**All mfg.**	**9**	**6**	**105.7**	**.0054**	**94**
Atchison	**All mfg.**	**3**	**1**	**194.4**	**.0100**	**97**
Audrain	**All mfg.**	**19**	**5**	**334.0**	**.0172**	**46**
3255	Clay refractories	5	4	147.0	17.4771	96
Barry	**All mfg.**	**25**	**9**	**236.9**	**.0122**	**78**
Barton	**All mfg.**	**3**	**2**	**47.9**	**.0025**	**95**
Bates	**All mfg.**	**3**	**1**	**16.0**	**.0008**	**31**
Benton	**All mfg.**	**4**	**1**	**14.6**	**.0007**	**61**
Bollinger	**All mfg.**	**4**	**2**	**19.8**	**.0010**	**82**
Boone	**All mfg.**	**38**	**6**	**354.0**	**.0182**	**63**
3644	Non-current-carrying wiring devices	1	1	138.1	5.4095	100
8062	*General medical & surgical hospitals*	*5*	*5*	*211.7*	*.1465*	*100*
8221	*Colleges & universities n.e.c.*	*2*	*2*	*64.1*	*.3116*	*100*
Buchanan	**All mfg.**	**79**	**34**	**1,479.2**	**.0760**	**82**
2648	Stationery products	1	1	90.0	9.1724	100
8062	*General medical & surgical hospitals*	*2*	*2*	*109.8*	*.0760*	*100*
Butler	**All mfg.**	**19**	**6**	**91.5**	**.0047**	**58**
8062	*General medical & surgical hospitals*	*4*	*4*	*56.7*	*.0392*	*100*
Caldwell	**All mfg.**	**1**	**1**	**8.8**	**.0005**	**100**
Callaway	**All mfg.**	**8**	**3**	**51.3**	**.0026**	**64**
8062	*General medical & surgical hospitals*	*2*	*2*	*70.3*	*.0486*	*100*
Camden	**All mfg.**	**8**	**1**	**27.8**	**.0014**	**47**
Cape Girardeau	**All mfg.**	**51**	**12**	**643.0**	**.0330**	**80**
2647	Sanitary paper products	1	1	335.2	3.5214	100
Carroll	**All mfg.**	**5**	**2**	**92.9**	**.0048**	**95**
Carter	**All mfg.**	**4**	**1**	**17.0**	**.0009**	**52**
Cass	**All mfg.**	**12**	**1**	**46.5**	**.0024**	**52**
Cedar	**All mfg.**	**11**	**4**	**70.6**	**.0036**	**57**
Chariton	**All mfg.**	**2**	**1**	**14.3**	**.0007**	**42**
Christian	**All mfg.**	**11**	**2**	**61.8**	**.0032**	**72**

County SIC	Industry	1983 (S&MM Est.) Establishments				
		Total	Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt	% In Large Estab.
MISSOURI (cont.)						
Clark	**All mfg.**	2		19.8	.0010	0
Clay	**All mfg.**	87	18	792.8	.0407	65
8062	*General medical & surgical hospitals*	4	3	77.0	.0533	95
Clinton	**All mfg.**	4	1	16.4	.0008	65
Cole	**All mfg.**	17	6	329.3	.0169	87
3612	Transformers	1	1	57.2	2.0574	100
8062	*General medical & surgical hospitals*	4	4	58.6	.0406	100
Cooper	**All mfg.**	12	5	77.6	.0040	53
Crawford	**All mfg.**	11	3	44.5	.0023	58
Dade	**All mfg.**	3		6.7	.0003	0
Dallas	**All mfg.**	1		1.7	.0001	0
Daviess	**All mfg.**	3	1	6.6	.0003	58
Dent	**All mfg.**	8	3	30.4	.0016	70
Douglas	**All mfg.**	5	2	45.0	.0023	81
Dunklin	**All mfg.**	12	7	167.0	.0086	89
3621	Motors & generators	1	1	61.6	1.0057	100
Franklin	**All mfg.**	72	21	402.4	.0207	61
Gasconade	**All mfg.**	21	3	91.5	.0047	48
Gentry	**All mfg.**	4	2	33.6	.0017	79
Greene	**All mfg.**	124	35	1,912.1	.0982	84
2022	Natural & processed cheese	2	2	496.3	5.1362	100
2654	Sanitary food containers	1	1	129.7	4.9544	100
3621	Motors & generators	1	1	53.6	.8751	100
3651	Radio & TV receiving sets	1	1	208.1	3.0586	100
3679	Electronic components n.e.c.	2	1	49.3	.3987	91
8062	*General medical & surgical hospitals*	4	4	182.2	.1261	100
Grundy	**All mfg.**	3	2	99.5	.0051	96
Harrison	**All mfg.**	3	1	15.1	.0008	38
Henry	**All mfg.**	11	3	174.5	.0090	79
Hickory	**All mfg.**	2		4.0	.0002	0
Holt	**All mfg.**	1	1	18.5	.0010	100
Howard	**All mfg.**	7	4	31.1	.0016	74
Howell	**All mfg.**	25	8	137.0	.0070	64
Iron	**All mfg.**	4	2	53.4	.0027	94
Jackson	**All mfg.**	552	116	10,425.1	.5355	83
1629	*Heavy construction n.e.c.*	6	3	86.5	.3653	78
2011	Meat-packing plants	4	3	490.2	1.1102	95
2051	Bread, cake, & related products	7	5	79.8	.6384	91
2337	Women's & misses' suits & coats	5	4	105.6	2.7110	94
2711	Newspapers	8	1	116.9	.5480	83
2771	Greeting-card publishing	2	1	652.6	29.3964	99
2834	Pharmaceutical preparations	5	3	156.6	.8723	97
2869	Industrial organic chemicals n.e.c.	3	1	426.4	1.1597	96
3079	Miscellaneous plastics products	30	6	150.3	.5028	62
3312	Blast furnaces & steel mills	1	1	465.4	1.2365	100
3315	Steel wire & related products	1	1	323.8	16.5610	100
3482	Small-arms ammunition	2	1	129.9	15.8860	98
3523	Farm machinery & equipment	4	2	141.4	1.5020	94
3531	Construction machinery	5	4	111.4	.9244	98
3661	Telephone & telegraph apparatus	1	1	534.9	3.3440	100
3711	Motor vehicles & passenger-car bodies	3	2	2,495.7	2.4581	100
3713	Truck & bus bodies	4	2	37.0	1.4896	95
4011	*Line-haul-operating railroads*	4	3	143.5	1.0074	99
4911	*Electric services*	1	1	433.9	.7157	100
4924	*Natural-gas distribution*	2	1	362.8	2.8945	98
5065	*Electronic-parts wholesalers*	6	3	471.2	2.6304	94
6025	*National banks, federal reserve system*	16	3	308.6	.2883	84
7011	*Hotels, motels, & tourist courts*	25	4	100.8	.5782	62
8062	*General medical & surgical hospitals*	18	16	671.2	.4645	99
Jasper	**All mfg.**	98	40	1,269.1	.0652	86
2328	Men's & boys' work clothing	2	2	71.4	1.4737	100
8062	*General medical & surgical hospitals*	4	4	71.0	.0491	100
Jefferson	**All mfg.**	34	12	502.0	.0258	86
Johnson	**All mfg.**	11	4	55.6	.0029	65
Knox	**All mfg.**	2		2.7	.0001	0
Laclede	**All mfg.**	23	6	153.4	.0079	61
Lafayette	**All mfg.**	21	4	79.9	.0041	38
Lawrence	**All mfg.**	26	8	244.8	.0126	67
Lewis	**All mfg.**	3	1	16.8	.0009	71
Lincoln	**All mfg.**	9	3	23.2	.0012	54
Linn	**All mfg.**	9	3	78.8	.0040	71
Livingston	**All mfg.**	12	3	81.1	.0042	51
McDonald	**All mfg.**	13	5	126.0	.0065	76
Macon	**All mfg.**	4	2	120.9	.0062	97
Madison	**All mfg.**	8	1	30.1	.0015	33
Maries	**All mfg.**	6	1	37.5	.0019	74
Marion	**All mfg.**	27	9	189.7	.0097	67
Miller	**All mfg.**	11	3	71.7	.0037	73
Mississippi	**All mfg.**	6	1	37.0	.0019	38
Moniteau	**All mfg.**	6	4	60.9	.0031	90
Monroe	**All mfg.**	3	2	22.3	.0011	96
Montgomery	**All mfg.**	13	2	45.5	.0023	30
Morgan	**All mfg.**	8	2	28.4	.0015	54
New Madrid	**All mfg.**	5	3	31.9	.0016	82
Newton	**All mfg.**	25	9	212.8	.0109	78
Nodaway	**All mfg.**	13	2	109.8	.0056	61
Oregon	**All mfg.**	7		22.2	.0011	0
Osage	**All mfg.**	7	1	22.5	.0012	44
Ozark	**All mfg.**	2		3.8	.0002	0
Pemiscot	**All mfg.**	7	5	57.8	.0030	92
Perry	**All mfg.**	10	3	61.8	.0032	75
Pettis	**All mfg.**	33	15	294.6	.0151	73
Phelps	**All mfg.**	10	4	92.3	.0047	58
Pike	**All mfg.**	11	4	186.8	.0096	81
Platte	**All mfg.**	5		20.9	.0011	0
Polk	**All mfg.**	7	2	37.5	.0019	61
Pulaski	**All mfg.**	8	2	29.0	.0015	67
8062	*General medical & surgical hospitals*	2	2	57.4	.0397	100
Putnam	**All mfg.**	1		1.7	.0001	0
Ralls	**All mfg.**	1		1.0	.0001	0
Randolph	**All mfg.**	13	5	162.4	.0083	80
Ray	**All mfg.**	7	1	27.3	.0014	37
Reynolds	**All mfg.**	2	1	6.0	.0003	63
Ripley	**All mfg.**	4	2	24.3	.0012	72
St. Charles	**All mfg.**	63	12	733.7	.0377	81
2869	Industrial organic chemicals n.e.c.	1	1	338.4	.9203	100
3662	Radio & TV communication equipment	1	1	153.4	.4695	100
St. Clair	**All mfg.**	1		4.4	.0002	0
Ste. Genevieve	**All mfg.**	7	5	91.0	.0047	96
St. Francois	**All mfg.**	26	3	119.2	.0061	51
8062	*General medical & surgical hospitals*	4	4	101.2	.0700	100
St. Louis	**All mfg.**	202	41	2,346.0	.1205	74
3585	Refrigeration & heating equipment	3	1	152.5	1.2256	96
3711	Motor vehicles & passenger-car bodies	1	1	910.6	.8969	100
3713	Truck & bus bodies	2	1	65.1	2.6209	99
8062	*General medical & surgical hospitals*	3	2	52.6	.0364	93
St. Louis city	**All mfg.**	1,161	291	15,187.5	.7801	82
1622	*Bridge & tunnel construction*	7	3	122.4	2.3706	92
2051	Bread, cake, & related products	16	6	170.8	1.3663	87
2082	Malt beverages	1	1	1,143.5	9.5810	100
2099	Food preparations n.e.c.	10	2	258.0	2.8215	80
2711	Newspapers	13	3	75.2	.3525	67
2751	Letterpress commercial printing	35	5	58.4	1.2244	45
2752	Lithographic commercial printing	29	5	182.6	1.2362	47
2819	Industrial inorganic chemicals n.e.c.	4	2	183.3	1.5656	96
2833	Medicinals & botanicals	1	1	223.4	7.0016	100
2834	Pharmaceutical preparations	12	8	301.5	1.6795	95
2841	Soap & other detergents	13	7	549.9	6.1192	89
2851	Paints & allied products	26	1	167.0	1.8706	15
2869	Industrial organic chemicals n.e.c.	8	4	389.7	1.0598	87
3079	Miscellaneous plastics products	34	6	141.0	.4717	45
3143	Men's nonathletic footwear	1	1	42.9	2.0787	100
3321	Gray-iron foundries	10	5	87.0	1.1143	83
3411	Metal cans	2	2	209.8	2.1441	100
3433	Heating equipment, except electric	7	4	38.4	2.1939	91
3441	Fabricated structural metal	20	4	84.0	1.0227	57
3443	Fabricated plate work (boiler shops)	14	4	148.1	1.5516	80
3444	Sheet-metal work	22	2	57.5	1.0015	42
3469	Metal stampings n.e.c.	13	3	63.9	1.0028	61
3569	General industrial machinery n.e.c.	5	3	92.0	2.8138	97
3613	Switchgear & switchboard apparatus	4	4	116.7	2.6438	100
3621	Motors & generators	9	7	198.1	3.2343	97
3711	Motor vehicles & passenger-car bodies	2	1	2,273.1	2.2388	100
3714	Motor-vehicle parts & accessories	11	4	373.6	.8791	90
3721	Aircraft	2	1	2,400.6	7.4949	100
4011	*Line-haul-operating railroads*	10	4	767.3	5.3868	99
4923	*Gas transmission & distribution*	1	1	461.4	4.1236	100
4924	*Natural-gas distribution*	1	1	280.8	2.2403	100
4931	*Electric & other services combined*	2	2	951.6	2.8407	100
5084	*Industrial machinery distributors*	40	1	384.0	1.0144	23
5085	*Industrial supply distributors*	41	2	449.6	1.3419	41
6025	*National banks, federal reserve system*	13	4	595.2	.5561	89
7011	*Hotels, motels, & tourist courts*	28	7	145.8	.8363	76
7372	*Computer programming & software*	2	1	76.5	.8116	97
7374	*Data processing services*	10	2	158.8	2.4578	92
8062	*General medical & surgical hospitals*	31	29	1,439.2	.9959	100
8221	*Colleges & universities n.e.c.*	8	3	89.3	.4341	87
Saline	**All mfg.**	15	4	318.5	.0164	88

DEFINITIONS: **SIC Industry**: Classification by primary product or service. **Total Establishments**: Those with 20 or more employees. **Large Establishments**: Those with 100 or more employees. **Shipments/Receipts**: Total dollar value of goods produced or distributed, or services rendered. **% Of U.S. Ship./Recpt.**: Boldface refers to county's share of total U.S. manufacturing shipments; lightface to the SIC industry in the county and its share of that industry's total U.S. shipments/receipts. **% In Large Establishments**: Share of shipments/receipts accounted for by establishments with 100 or more employees. **All Mfg.**: Total for all manufacturing establishments with 20 or more employees. Nonmanufacturing totals do not appear due to nonavailability. **N.E.C.**: Not Elsewhere Classified.

1983 (S&MM Est.)

MISSOURI (cont.)

County SIC	Industry	Establishments Total	Establishments Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
Scotland	**All mfg.**	**2**		**7.1**	**.0004**	**0**
Scott	**All mfg.**	**25**	**10**	**166.1**	**.0085**	**65**
Shannon	**All mfg.**	**7**	**4**	**32.0**	**.0016**	**75**
Shelby	**All mfg.**	**2**	**2**	**35.3**	**.0018**	**100**
Stoddard	**All mfg.**	**16**	**9**	**170.5**	**.0088**	**89**
3144	Women's nonathletic footwear	2	2	38.1	2.3744	100
8062	*General medical & surgical hospitals*	*1*	*1*	*105.1*	*.0727*	*100*
Stone	**All mfg.**	**5**	**4**	**26.9**	**.0014**	**94**
Sullivan	**All mfg.**	**1**	**1**	**28.6**	**.0015**	**100**
Taney	**All mfg.**	**7**	**2**	**44.7**	**.0023**	**46**
Texas	**All mfg.**	**11**	**6**	**115.9**	**.0060**	**87**
Vernon	**All mfg.**	**10**	**5**	**81.2**	**.0042**	**83**
Warren	**All mfg.**	**12**	**4**	**170.3**	**.0087**	**83**
3714	Motor-vehicle parts & accessories	2	2	119.7	.2817	100
Washington	**All mfg.**	**4**	**1**	**24.9**	**.0013**	**70**
Wayne	**All mfg.**	**7**	**2**	**23.1**	**.0012**	**55**
Webster	**All mfg.**	**12**	**6**	**93.7**	**.0048**	**86**
Worth	**All mfg.**	**1**	**1**	**4.4**	**.0002**	**100**
Wright	**All mfg.**	**5**	**4**	**60.9**	**.0031**	**97**
STATE TOTAL	**All mfg.**	**3,446**	**937**	**43,433.3**	**2.2309**	**81**

MONTANA

County SIC	Industry	Establishments Total	Establishments Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
Beaverhead	**All mfg.**	**2**		**8.3**	**.0004**	**0**
Big Horn	**All mfg.**	**1**		**4.8**	**.0002**	**0**
Broadwater	**All mfg.**	**1**		**2.5**	**.0001**	**0**
Carbon	**All mfg.**	**2**		**4.0**	**.0002**	**0**
Cascade	**All mfg.**	**26**	**2**	**246.9**	**.0127**	**13**
8062	*General medical & surgical hospitals*	*3*	*3*	*66.2*	*.0458*	*100*
Chouteau	**All mfg.**	**1**	**1**	**10.3**	**.0005**	**100**
Custer	**All mfg.**	**4**		**17.8**	**.0009**	**0**
Dawson	**All mfg.**	**9**		**30.6**	**.0016**	**0**
Deer Lodge	**All mfg.**	**2**		**3.3**	**.0002**	**0**
8062	*General medical & surgical hospitals*	*2*	*2*	*128.5*	*.0889*	*100*
Fergus	**All mfg.**	**4**		**14.1**	**.0007**	**0**
Flathead	**All mfg.**	**31**	**5**	**294.5**	**.0151**	**56**
Gallatin	**All mfg.**	**23**	**4**	**136.3**	**.0070**	**50**
Glacier	**All mfg.**	**3**	**1**	**111.0**	**.0057**	**9**
Hill	**All mfg.**	**8**	**3**	**59.0**	**.0030**	**66**
Jefferson	**All mfg.**	**3**		**17.2**	**.0009**	**0**
Lake	**All mfg.**	**4**		**13.4**	**.0007**	**0**
Lewis and Clark	**All mfg.**	**19**	**3**	**119.3**	**.0061**	**58**
Liberty	**All mfg.**	**2**		**6.0**	**.0003**	**0**
Lincoln	**All mfg.**	**8**	**2**	**97.2**	**.0050**	**79**
Meagher	**All mfg.**	**2**		**13.0**	**.0007**	**0**
Mineral	**All mfg.**	**2**	**1**	**18.4**	**.0009**	**88**
Missoula	**All mfg.**	**37**	**5**	**329.6**	**.0169**	**55**
2421	General sawmills & planing mills	4	2	86.2	.7007	94
Musselshell	**All mfg.**	**1**	**1**	**10.9**	**.0006**	**100**
Park	**All mfg.**	**8**		**22.1**	**.0011**	**0**
Phillips	**All mfg.**	**1**		**9.4**	**.0005**	**0**
Pondera	**All mfg.**	**2**	**1**	**15.2**	**.0008**	**93**
Powell	**All mfg.**	**1**		**5.3**	**.0003**	**0**
Ravalli	**All mfg.**	**6**		**25.1**	**.0013**	**0**
Richland	**All mfg.**	**7**	**1**	**47.0**	**.0024**	**46**
Roosevelt	**All mfg.**	**6**	**1**	**19.6**	**.0010**	**31**
Sanders	**All mfg.**	**3**	**1**	**22.0**	**.0011**	**55**
Silver Bow	**All mfg.**	**14**	**2**	**75.5**	**.0039**	**48**
Stillwater	**All mfg.**	**2**		**3.7**	**.0002**	**0**
Valley	**All mfg.**	**3**		**6.0**	**.0003**	**0**
Yellowstone	**All mfg.**	**52**	**11**	**1,535.3**	**.0789**	**92**
8062	*General medical & surgical hospitals*	*3*	*2*	*55.7*	*.0385*	*97*
STATE TOTAL	**All mfg.**	**300**	**45**	**3,354.6**	**.1723**	**65**

NEBRASKA

County SIC	Industry	Establishments Total	Establishments Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
Adams	**All mfg.**	**27**	**6**	**167.8**	**.0086**	**37**
Antelope	**All mfg.**	**1**		**10.1**	**.0005**	**0**
Box Butte	**All mfg.**	**6**	**2**	**28.0**	**.0014**	**49**
Buffalo	**All mfg.**	**21**	**9**	**260.4**	**.0134**	**75**
Burt	**All mfg.**	**2**	**1**	**20.3**	**.0010**	**52**
Butler	**All mfg.**	**2**	**1**	**11.4**	**.0006**	**46**
Cass	**All mfg.**	**7**	**1**	**49.8**	**.0026**	**53**
Cedar	**All mfg.**	**2**		**30.7**	**.0016**	**0**
Chase	**All mfg.**	**1**		**6.1**	**.0003**	**0**
Cheyenne	**All mfg.**	**8**	**1**	**96.5**	**.0050**	**8**
Clay	**All mfg.**	**3**		**8.5**	**.0004**	**0**
Colfax	**All mfg.**	**3**	**2**	**189.9**	**.0098**	**96**
Cuming	**All mfg.**	**6**	**2**	**144.1**	**.0074**	**91**
Custer	**All mfg.**	**3**	**1**	**21.4**	**.0011**	**78**
Dakota	**All mfg.**	**9**	**2**	**824.8**	**.0424**	**96**
2011	Meat-packing plants	1	1	788.7	1.7862	100
Dawson	**All mfg.**	**24**	**7**	**370.9**	**.0191**	**70**
Deuel	**All mfg.**	**1**		**13.2**	**.0007**	**0**
Dixon	**All mfg.**	**1**	**1**	**10.4**	**.0005**	**100**
Dodge	**All mfg.**	**35**	**8**	**616.4**	**.0317**	**70**
2011	Meat-packing plants	2	1	326.4	.7392	97
Douglas	**All mfg.**	**263**	**75**	**4,677.1**	**.2402**	**81**
1623	*Pipe- & utility-line construction*	*4*	*2*	*341.7*	*5.9441*	*98*
1629	*Heavy construction n.e.c.*	*5*	*2*	*853.3*	*3.6041*	*99*
2011	Meat-packing plants	20	8	1,075.5	2.4357	82
3523	Farm machinery & equipment	5	1	97.5	1.0356	84
3561	Pumps & pumping equipment	6	1	141.0	2.6665	92
3661	Telephone & telegraph apparatus	1	1	780.0	4.8763	100
4011	*Line-haul-operating railroads*	*2*	*2*	*612.7*	*4.3014*	*100*
4911	*Electric services*	*1*	*1*	*213.5*	*.3521*	*100*
6025	*National banks, federal reserve system*	*7*	*2*	*169.0*	*.1579*	*87*
7011	*Hotels, motels, & tourist courts*	*13*	*3*	*38.0*	*.2180*	*64*
8062	*General medical & surgical hospitals*	*10*	*9*	*404.9*	*.2802*	*100*
Fillmore	**All mfg.**	**1**		**2.5**	**.0001**	**0**
Furnas	**All mfg.**	**2**		**13.1**	**.0007**	**0**
Gage	**All mfg.**	**13**	**5**	**145.0**	**.0074**	**67**
Garden	**All mfg.**	**2**	**2**	**11.2**	**.0006**	**100**
Garfield	**All mfg.**	**2**		**8.4**	**.0004**	**0**
Hall	**All mfg.**	**38**	**9**	**365.4**	**.0188**	**66**
3523	Farm machinery & equipment	5	2	149.6	1.5891	94
Hamilton	**All mfg.**	**6**	**1**	**31.5**	**.0016**	**33**
Harlan	**All mfg.**	**1**		**3.2**	**.0002**	**0**
Hitchcock	**All mfg.**	**1**		**2.5**	**.0001**	**0**
Holt	**All mfg.**	**2**	**1**	**21.0**	**.0011**	**53**
Jefferson	**All mfg.**	**7**	**2**	**51.2**	**.0026**	**19**
Johnson	**All mfg.**	**1**	**1**	**17.4**	**.0009**	**100**
Kearney	**All mfg.**	**4**		**33.7**	**.0017**	**0**
Keith	**All mfg.**	**3**	**1**	**35.1**	**.0018**	**91**
Kimball	**All mfg.**	**3**		**11.7**	**.0006**	**0**
Lancaster	**All mfg.**	**92**	**36**	**1,268.3**	**.0651**	**84**
3041	Rubber & plastic hose & belting	1	1	112.8	5.9537	100
8062	*General medical & surgical hospitals*	*7*	*6*	*177.3*	*.1227*	*98*
8221	*Colleges & universities n.e.c.*	*3*	*1*	*59.2*	*.2878*	*92*
Lincoln	**All mfg.**	**6**		**39.5**	**.0020**	**0**
Madison	**All mfg.**	**31**	**9**	**395.2**	**.0203**	**67**
Merrick	**All mfg.**	**1**	**1**	**10.5**	**.0005**	**100**
Morrill	**All mfg.**	**1**	**1**	**64.1**	**.0033**	**100**
Nemaha	**All mfg.**	**7**	**3**	**43.1**	**.0022**	**72**
4912	*Nuclear power*	*1*	*1*	*213.1*	*1.5649*	*100*
Nuckolls	**All mfg.**	**4**	**2**	**66.4**	**.0034**	**78**
Otoe	**All mfg.**	**11**	**2**	**89.4**	**.0046**	**30**
Pawnee	**All mfg.**	**1**		**1.0**	**.0001**	**0**
Phelps	**All mfg.**	**5**	**1**	**58.3**	**.0030**	**71**
Pierce	**All mfg.**	**2**		**9.0**	**.0005**	**0**
Platte	**All mfg.**	**31**	**9**	**338.9**	**.0174**	**77**
3523	Farm machinery & equipment	8	4	96.8	1.0282	88
3676	Electronic resistors	1	1	58.4	6.3534	100
Polk	**All mfg.**	**2**		**3.2**	**.0002**	**0**
Red Willow	**All mfg.**	**10**	**2**	**83.1**	**.0043**	**43**
Richardson	**All mfg.**	**8**	**1**	**60.2**	**.0031**	**51**
Rock	**All mfg.**	**1**		**6.0**	**.0003**	**0**
Saline	**All mfg.**	**10**	**5**	**259.7**	**.0133**	**91**
Sarpy	**All mfg.**	**7**	**2**	**61.5**	**.0032**	**54**
Saunders	**All mfg.**	**7**		**28.6**	**.0015**	**0**
Scotts Bluff	**All mfg.**	**23**	**7**	**470.7**	**.0242**	**61**
Seward	**All mfg.**	**2**	**2**	**53.4**	**.0027**	**100**
Sheridan	**All mfg.**	**2**		**39.3**	**.0020**	**0**
Thayer	**All mfg.**	**4**	**1**	**38.2**	**.0020**	**58**
Thurston	**All mfg.**	**5**	**1**	**19.5**	**.0010**	**38**
Valley	**All mfg.**	**1**		**2.1**	**.0001**	**0**
Washington	**All mfg.**	**4**	**2**	**45.7**	**.0023**	**91**
Wayne	**All mfg.**	**3**	**1**	**15.5**	**.0008**	**70**
8221	*Colleges & universities n.e.c.*	*1*	*1*	*66.7*	*.3243*	*100*
Webster	**All mfg.**	**2**		**12.9**	**.0007**	**0**
Wheeler	**All mfg.**	**1**	-	**6.0**	**.0003**	**0**
York	**All mfg.**	**14**	**1**	**69.1**	**.0035**	**7**
STATE TOTAL	**All mfg.**	**809**	**230**	**11,969.1**	**.6148**	**75**

DEFINITIONS **SIC Industry**: Classification by primary product or service **Total Establishments**: Those with 20 or more employees **Large Establishments**: Those with 100 or more employees **Shipments/Receipts**: Total dollar value of goods produced or distributed, or services rendered **% Of U.S. Ship./Recpt.**: Boldface refers to county's share of total U.S. manufacturing shipments, lightface to the SIC industry in the county and its share of that industry's total U.S. shipments/receipts **% In Large Establishments**: Share of shipments/receipts accounted for by establishments with 100 or more employees **All Mfg.**: Total for all manufacturing establishments with 20 or more employees. Nonmanufacturing totals do not appear due to nonavailability **N.E.C.**: Not Elsewhere Classified

1983 (S&MM Est.)

NEVADA

County SIC	Industry	Establishments		Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
		Total	Large			
Carson City	**All mfg.**	**10**	**2**	**71.4**	**.0037**	**52**
Churchill	**All mfg.**	**1**		**8.0**	**.0004**	**0**
Clark	**All mfg.**	**63**	**11**	**606.6**	**.0312**	**67**
4911	*Electric services*	*7*	*1*	*203.3*	*.3353*	*84*
7011	*Hotels, motels, & tourist courts*	*46*	*22*	*606.2*	*3.4769*	*95*
8062	*General medical & surgical hospitals*	*9*	*7*	*152.2*	*.1053*	*96*
Douglas	**All mfg.**	**2**	**2**	**63.8**	**.0033**	**100**
7011	*Hotels, motels, & tourist courts*	*3*	*3*	*136.9*	*.7852*	*100*
Elko	**All mfg.**	**2**		**7.0**	**.0004**	**0**
Esmeralda	**All mfg.**	**1**		**2.0**	**.0001**	**0**
Humboldt	**All mfg.**	**1**		**1.4**	**.0001**	**0**
Lander	**All mfg.**	**3**		**24.6**	**.0013**	**0**
Lyon	**All mfg.**	**3**	**1**	**45.2**	**.0023**	**49**
Nye	**All mfg.**	**2**		**11.4**	**.0006**	**0**
Pershing	**All mfg.**	**1**		**5.7**	**.0003**	**0**
Washoe	**All mfg.**	**69**	**13**	**581.0**	**.0298**	**51**
6025	*National banks, federal reserve system*	*2*	*2*	*213.9*	*.1998*	*100*
7011	*Hotels, motels, & tourist courts*	*19*	*4*	*168.6*	*.9670*	*86*
8062	*General medical & surgical hospitals*	*3*	*3*	*134.6*	*.0931*	*100*
White Pine						
1021	*Copper-ore mining*	*1*	*1*	*88.6*	*3.9039*	*100*
STATE TOTAL	**All mfg.**	**158**	**29**	**1,428.1**	**.0734**	**58**

NEW HAMPSHIRE

County SIC	Industry	Establishments		Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
		Total	Large			
Belknap	**All mfg.**	**42**	**14**	**229.0**	**.0118**	**60**
Carroll	**All mfg.**	**18**	**4**	**60.4**	**.0031**	**53**
Cheshire	**All mfg.**	**72**	**21**	**473.1**	**.0243**	**65**
Coos	**All mfg.**	**15**	**7**	**403.9**	**.0207**	**94**
2611	Pulp mills	2	1	295.7	9.2821	97
Grafton	**All mfg.**	**51**	**12**	**269.8**	**.0139**	**63**
8062	*General medical & surgical hospitals*	*5*	*3*	*88.3*	*.0611*	*90*
8221	*Colleges & universities n.e.c.*	*2*	*2*	*105.2*	*.5114*	*100*
Hillsborough	**All mfg.**	**341**	**123**	**3,415.4**	**.1754**	**80**
2641	Paper coating & glazing	2	1	316.5	5.5958	98
3021	Rubber & plastic footwear	3	3	62.7	9.4428	100
3079	Miscellaneous plastics products	19	7	111.6	.3733	71
3144	Women's nonathletic footwear	6	5	52.3	3.2594	94
3554	Paper-industries machinery	3	2	90.6	7.2526	94
3573	Electronic computing equipment	19	9	349.6	.8885	85
3613	Switchgear & switchboard apparatus	4	3	93.5	2.1182	99
3662	Radio & TV communication equipment	3	2	354.4	1.0847	99
3679	Electronic components n.e.c.	24	11	200.8	1.6238	88
3825	Electricity-measuring instruments	3	2	92.3	1.6442	96
4911	*Electric services*	*2*	*2*	*325.0*	*.5360*	*100*
8062	*General medical & surgical hospitals*	*6*	*6*	*151.0*	*.1045*	*100*
Merrimack	**All mfg.**	**84**	**28**	**658.3**	**.0338**	**81**
2751	Letterpress commercial printing	4	1	25.8	.5409	91
8062	*General medical & surgical hospitals*	*4*	*4*	*121.4*	*.0840*	*100*
Rockingham	**All mfg.**	**125**	**39**	**1,331.4**	**.0684**	**79**
3069	Fabricated rubber products n.e.c.	2	2	54.3	.9522	100
3149	Nonrubber footwear n.e.c.	3	3	19.0	2.6704	100
7011	*Hotels, motels, & tourist courts*	*9*	*1*	*85.4*	*.4898*	*91*
8062	*General medical & surgical hospitals*	*4*	*3*	*50.9*	*.0352*	*94*
Strafford	**All mfg.**	**59**	**22**	**753.2**	**.0387**	**84**
3069	Fabricated rubber products n.e.c.	2	2	182.2	3.1949	100
3612	Transformers	1	1	76.2	2.7408	100
Sullivan	**All mfg.**	**34**	**13**	**331.5**	**.0170**	**82**
3532	Mining machinery	1	1	42.6	2.3754	100
STATE TOTAL	**All mfg.**	**841**	**283**	**7,926.0**	**.4071**	**79**

NEW JERSEY

County SIC	Industry	Establishments		Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
		Total	Large			
Atlantic	**All mfg.**	**88**	**23**	**633.2**	**.0325**	**66**
3262	Vitreous china food utensils	1	1	46.5	16.6846	100
4911	*Electric services*	*1*	*1*	*281.0*	*.4635*	*100*
7011	*Hotels, motels, & tourist courts*	*18*	*9*	*283.0*	*1.6232*	*94*
8062	*General medical & surgical hospitals*	*4*	*3*	*92.8*	*.0642*	*96*
Bergen	**All mfg.**	**1,264**	**310**	**10,640.9**	**.5466**	**67**
2052	Cookies & crackers	3	2	237.4	5.2690	97
2253	Knit-outerwear mills	9	3	48.9	1.6652	63
2335	Women's & misses' dresses	16	3	52.6	1.2619	63
2651	Folding paperboard boxes	8	2	71.0	2.0761	71
2653	Corrugated & solid fiber boxes	13	9	162.9	1.5762	86
2711	Newspapers	9	3	94.9	.4449	88
2721	Periodicals	9	3	137.9	1.2836	79
2731	Book publishing	17	9	471.2	6.2056	93
2732	Book printing	4	2	94.1	3.3260	95
2751	Letterpress commercial printing	31	6	50.4	1.0566	56
2752	Lithographic commercial printing	36	3	236.5	1.6012	34
2833	Medicinals & botanicals	7	1	196.9	6.1711	70
2834	Pharmaceutical preparations	13	5	141.1	.7860	68
2842	Polishes & sanitation goods	12	3	132.6	3.0526	58
2844	Toilet preparations	17	10	470.2	5.3649	91
2869	Industrial organic chemicals n.e.c.	18	6	444.7	1.2094	69
2893	Printing ink	14	3	97.8	8.5400	47
3079	Miscellaneous plastics products	46	17	252.1	.8433	69
3444	Sheet-metal work	19	1	50.1	.8726	33
3573	Electronic computing equipment	17	6	222.7	.5660	73
3579	Office machines n.e.c.	6	1	136.7	2.8088	90
3599	Machinery, except electrical, n.e.c.	21	1	55.7	.6266	38
3621	Motors & generators	4	3	94.1	1.5364	99
3662	Radio & TV communication equipment	12	3	218.9	.6700	84
3679	Electronic components n.e.c.	24	5	122.1	.9874	73
3728	Aircraft equipment n.e.c.	8	3	184.4	1.9494	90
3811	Engineering & scientific instruments	11	3	71.5	2.6633	81
3841	Surgical & medical instruments	9	5	127.6	4.2053	93
3842	Surgical appliances & supplies	6	3	72.5	1.6272	87
3861	Photographic equipment & supplies	15	4	326.2	1.8000	65
3949	Sporting & athletic goods n.e.c.	6	2	65.1	2.2282	88
3999	Manufactures n.e.c.	11	3	55.9	2.0718	68
5084	*Industrial-machinery distributors*	*42*	*1*	*407.5*	*1.0765*	*9*
5085	*Industrial-supply distributors*	*28*	*1*	*510.3*	*1.5230*	*65*
6025	*National banks, federal reserve system*	*10*	*5*	*387.8*	*.3623*	*93*
7011	*Hotels, motels, & tourist courts*	*11*	*1*	*49.4*	*.2833*	*74*
8062	*General medical & surgical hospitals*	*9*	*8*	*378.6*	*.2620*	*99*
Burlington	**All mfg.**	**225**	**64**	**1,910.9**	**.0982**	**76**
3211	Flat glass	2	2	76.7	4.5652	100
3573	Electronic computing equipment	7	5	178.1	.4526	94
3662	Radio & TV communication equipment	8	3	282.1	.8634	91
8062	*General medical & surgical hospitals*	*8*	*8*	*198.2*	*.1372*	*100*
Camden	**All mfg.**	**353**	**73**	**2,922.2**	**.1501**	**69**
3296	Mineral wool	3	3	174.3	7.4682	100
3662	Radio & TV communication equipment	11	4	548.9	1.6800	93
8062	*General medical & surgical hospitals*	*9*	*9*	*283.7*	*.1963*	*100*
Cape May	**All mfg.**	**26**	**3**	**106.1**	**.0054**	**26**
8062	*General medical & surgical hospitals*	*2*	*2*	*57.5*	*.0398*	*100*
Cumberland	**All mfg.**	**125**	**43**	**1,254.7**	**.0644**	**75**
2311	Men's & boys' suits & coats	6	6	51.3	1.6010	100
3221	Glass containers	6	4	253.6	5.1548	97
3229	Pressed & blown glass n.e.c.	4	2	120.7	3.6870	98
3231	Products of purchased glass	15	4	81.4	3.1660	53
8062	*General medical & surgical hospitals*	*4*	*4*	*69.9*	*.0484*	*100*
Essex	**All mfg.**	**1,021**	**205**	**8,037.8**	**.4129**	**68**
1629	*Heavy construction n.e.c.*	*6*	*3*	*725.1*	*3.0626*	*99*
2051	Bread, cake, & related products	9	4	68.3	.5464	84
2082	Malt beverages	2	2	571.8	4.7909	100
2381	Fabric dress & work gloves	2	1	17.8	6.2698	93
2751	Letterpress commercial printing	26	4	43.3	.9078	46
2834	Pharmaceutical preparations	8	6	1,066.1	5.9385	100
2851	Paints & allied products	25	6	248.0	2.7779	60
2865	Cyclic crudes & intermediates	10	5	329.3	4.3058	84
3079	Miscellaneous plastics products	42	9	179.0	.5988	55
3499	Fabricated metal products n.e.c.	13	2	71.4	1.6959	67
3544	Special dies, tools, jigs, & fixtures	23	2	28.7	.9642	35
3559	Special-industry machinery n.e.c.	16	4	92.2	2.1314	75
3599	Machinery, except electrical, n.e.c.	14	2	66.7	.7503	64
3641	Electric lamps	7	5	154.6	7.1984	98
3661	Telephone & telegraph apparatus	3	2	348.7	2.1800	99
3662	Radio & TV communication equipment	15	5	224.5	.6871	73
3679	Electronic components n.e.c.	26	8	165.2	1.3360	78
3825	Electricity-measuring instruments	6	5	88.3	1.5730	98
3911	Precious-metal jewelry	19	6	100.5	4.1809	64
3944	Games, toys, & children's vehicles	5	2	104.6	2.3843	93
4931	*Electric & other services combined*	*3*	*1*	*1,887.8*	*5.6355*	*99*
6025	*National banks, federal reserve system*	*9*	*4*	*499.8*	*.4669*	*96*
8062	*General medical & surgical hospitals*	*19*	*19*	*806.8*	*.5583*	*100*
8221	*Colleges & universities n.e.c.*	*7*	*5*	*93.4*	*.4541*	*93*
Gloucester	**All mfg.**	**122**	**32**	**4,699.3**	**.2414**	**94**
2911	Petroleum refining	2	2	3,648.0	2.0112	100
Hudson	**All mfg.**	**791**	**178**	**7,238.4**	**.3718**	**73**
2095	Roasted coffee	2	2	689.7	12.1040	100
2253	Knit-outerwear mills	33	5	96.7	3.2930	34
2331	Women's & misses' blouses	11	3	61.3	2.0577	77
2337	Women's & misses' suits & coats	47	4	252.9	6.4924	32
2339	Women's & misses' outerwear n.e.c.	19	5	55.3	1.1823	54
2653	Corrugated & solid fiber boxes	10	5	101.0	.9772	76
2844	Toilet preparations	5	3	593.0	6.7661	98
2869	Industrial organic chemicals n.e.c.	7	4	385.4	1.0481	93
3079	Miscellaneous plastics products	24	7	142.9	.4780	58
3171	Women's handbags & purses	4	3	60.1	12.4922	98
3357	Nonferrous wire drawing & insulating	2	2	323.0	3.7619	100
3561	Pumps & pumping equipment	6	3	81.0	1.5318	92
3661	Telephone & telegraph apparatus	2	2	462.4	2.8908	100
3731	Ship building & repairing	3	3	57.4	.6468	100
3999	Manufactures n.e.c.	8	2	104.1	3.8581	90
8062	*General medical & surgical hospitals*	*10*	*10*	*331.1*	*.2291*	*100*
Hunterdon	**All mfg.**	**74**	**18**	**569.9**	**.0293**	**67**

NEW JERSEY (cont.)

County SIC	Industry	1983 (S&MM Est.) Establishments Total	Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
Mercer	**All mfg.**	**235**	**79**	**2,463.8**	**.1266**	**82**
2711	Newspapers	7	5	96.5	.4524	93
3429	Hardware n.e.c.	1	1	210.2	3.7600	100
3573	Electronic computing equipment	4	3	226.3	.5751	98
3585	Refrigeration & heating equipment	3	3	170.2	1.3679	100
3643	Current-carrying wiring devices	1	1	46.0	1.5819	100
3662	Radio & TV communication equipment	5	2	109.7	.3358	85
3996	Hard-surface floor coverings n.e.c.	2	2	79.5	13.7401	100
6025	*National banks, federal reserve system*	*7*	*2*	*269.4*	*.2517*	*87*
8062	*General medical & surgical hospitals*	*6*	*5*	*160.5*	*.1111*	*99*
8221	*Colleges & universities n.e.c.*	*4*	*3*	*110.6*	*.5377*	[illegible]
Middlesex	**All mfg.**	**706**	**208**	**11,083.6**	**.5693**	**83**
2052	Cookies & crackers	1	1	109.4	2.4281	100
2641	Paper coating & glazing	5	1	125.8	2.2242	77
2647	Sanitary paper products	4	2	599.8	6.3011	96
2751	Letterpress commercial printing	14	3	29.2	.6122	62
2819	Industrial inorganic chemicals n.e.c.	13	5	108.1	.9233	74
2821	Plastics materials & synthetic resins	10	5	228.8	1.3078	85
2833	Medicinals & botanicals	3	2	593.3	18.5947	98
2834	Pharmaceutical preparations	11	8	548.2	3.0537	98
2844	Toilet preparations	12	6	874.7	9.9803	96
2869	Industrial organic chemicals n.e.c.	11	3	609.4	1.6573	70
3079	Miscellaneous plastics products	42	12	245.8	.8222	62
3331	Primary copper	1	1	248.3	4.7484	100
3356	Nonferrous rolling & drawing n.e.c.	1	1	238.2	6.4646	100
3357	Nonferrous-wire drawing & insulating	5	3	155.4	1.8099	89
3411	Metal cans	7	6	238.6	2.4384	94
3573	Electronic computing equipment	10	4	139.7	.3550	80
3585	Refrigeration & heating equipment	5	4	166.2	1.3357	98
3662	Radio & TV communication equipment	7	3	112.9	.3455	84
3679	Electronic components n.e.c.	13	5	57.4	.4642	76
3711	Motor vehicles & passenger-car bodies	2	2	987.4	.9725	100
3944	Games, toys, & children's vehicles	9	6	217.2	4.9509	94
8062	*General medical & surgical hospitals*	*8*	*8*	*293.0*	*.2028*	*100*
8221	*Colleges & universities n.e.c.*	*1*	*1*	*167.9*	*.8163*	*100*
Monmouth	**All mfg.**	**282**	**68**	**2,680.0**	**.1377**	**75**
2654	Sanitary food containers	2	1	122.3	4.6717	98
3079	Miscellaneous plastics products	18	6	135.0	.4516	74
3221	Glass containers	2	2	109.0	2.2156	100
3573	Electronic computing equipment	9	5	311.1	.7907	93
3662	Radio & TV communication equipment	9	4	188.9	.5782	87
6025	*National banks, federal reserve system*	*4*	*3*	*188.0*	*.1756*	*95*
7372	*Computer programming & software*	*5*	*3*	*117.2*	*1.2433*	*97*
8062	*General medical & surgical hospitals*	*4*	*4*	*210.3*	*.1455*	*100*
Morris	**All mfg.**	**362**	**102**	**3,483.6**	**.1789**	**70**
2834	Pharmaceutical preparations	6	4	266.0	1.4817	93
2844	Toilet preparations	3	3	184.2	2.1017	100
3079	Miscellaneous plastics products	29	11	168.5	.5637	71
3662	Radio & TV communication equipment	6	4	255.0	.7805	96
3679	Electronic components n.e.c.	15	4	52.3	.422[illegible]	50
3811	Engineering & scientific instruments	9	3	42.1	1.5682	76
4911	*Electric services*	*7*	*d*	*712.8*	*1.1757*	*98*
8062	*General medical & surgical hospitals*	*7*	*6*	*212.0*	*.1467*	*99*
Ocean	**All mfg.**	**75**	**11**	**619.5**	**.0318**	**73**
2865	Cyclic crudes & intermediates	1	1	312.0	4.0796	100
4912	*Nuclear power*	*1*	*1*	*262.8*	*1.9299*	*100*
8062	*General medical & surgical hospitals*	*5*	*4*	*115.3*	*.0798*	*97*
Passaic	**All mfg.**	**747**	**148**	**5,537.4**	**.2844**	**64**
2051	Bread, cake, & related products	7	3	150.0	1.2000	92
2261	Cotton-finishing plants	17	2	29.4	2.6911	24
2337	Women's & misses' suits & coats	29	6	188.9	4.8494	40
2834	Pharmaceutical preparations	5	3	128.2	.7141	93
2844	Toilet preparations	3	3	246.4	2.8114	100
2869	Industrial organic chemicals n.e.c.	7	2	356.8	.9704	83
3079	Miscellaneous plastics products	36	9	211.1	.7062	64
3576	Scales & balances, except laboratory	2	2	69.1	12.7162	100
3662	Radio & TV communication equipment	7	4	173.9	.5323	93
3679	Electronic components n.e.c.	17	4	243.3	1.9675	89
6025	*National banks, federal reserve system*	*6*	*4*	*429.1*	*.4009*	*96*
7372	*Computer programming & software*	*3*	*2*	*73.8*	*.7829*	*98*
7374	*Data-processing services*	*3*	*1*	*273.7*	*4.2362*	*99*
8062	*General medical & surgical hospitals*	*6*	*6*	*222.2*	*.1538*	*100*
Salem	**All mfg.**	**26**	**9**	**1,309.5**	**.0673**	**95**
2869	Industrial organic chemicals n.e.c.	1	1	1,015.3	2.7612	100
Somerset	**All mfg.**	**150**	**41**	**2,741.9**	[illegible]	**85**
2821	Plastics materials & synthetic resins	2	1	423.3	2.4196	99
2834	Pharmaceutical preparations	3	3	270.0	1.5040	100
2865	Cyclic crudes & intermediates	6	3	373.0	4.8772	91
2952	Asphalt felts & coatings	2	2	139.6	4.9391	100
3674	Semiconductors & related devices	3	2	246.0	1.8300	99
3842	Surgical appliances & supplies	2	1	144.3	3.2387	97
Sussex	**All mfg.**	**40**	**10**	**248.5**	**.0128**	**60**
Union	**All mfg.**	**804**	**207**	**11,933.0**	**.6129**	**85**
2052	Cookies & crackers	1	1	109.4	2.4281	100
2511	Wood household furniture	5	2	49.9	.8425	89
2834	Pharmaceutical preparations	15	11	1,399.6	7.7963	98
2865	Cyclic crudes & intermediates	5	3	314.2	4.1084	87
2911	Petroleum refining	[illegible]	1	2,993.5	1.6504	100
3079	Miscellaneous plastics products	49	12	230.3	.7704	57
3452	Bolts, nuts, rivets, & washers	9	4	118.4	2.8580	88
3469	Metal stampings n.e.c.	19	5	86.0	1.3497	56
3544	Special dies, tools, jigs, & fixtures	31	2	41.9	1.4076	26
3599	Machinery, except electrical, n.e.c.	15	3	66.0	.7424	65
3679	Electronic components n.e.c.	15	7	255.5	2.0662	92
3711	Motor vehicles & passenger-car bodies	1	1	1,538.5	1.5153	100
5051	*Metals service centers & sales offices*	*13*	*2*	*825.2*	*1.5056*	*66*
6025	*National banks, federal reserve system*	*4*	*4*	*314.8*	*.2941*	*100*
8062	*General medical & surgical hospitals*	*9*	*9*	*321.9*	*.2228*	*100*
Warren	**All mfg.**	**93**	**26**	**1,188.0**	**.0610**	**77**
2819	Industrial inorganic chemicals n.e.c.	2	1	105.1	.8977	96
2833	Medicinals & botanicals	2	1	201.7	6.3215	94
3561	Pumps & pumping equipment	1	1	154.0	2.9123	100
STATE TOTAL	**All mfg.**	**7,609**	**1,858**	**81,302.2**	**4.1760**	**76**

NEW MEXICO

County SIC	Industry	1983 (S&MM Est.) Establishments Total	Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
Bernalillo	**All mfg.**	**170**	**50**	**1,758.7**	**.0903**	**78**
1611	*Highway & street construction*	*7*	*5*	*133.4*	*.8375*	*96*
3662	Radio & TV communication equipment	7	4	239.7	.7336	95
3724	Aircraft engines & engine parts	2	1	161.3	1.0626	97
4911	*Electric services*	*2*	*1*	*188.2*	*.3104*	*94*
6025	*National banks, federal reserve system*	*4*	*2*	*179.3*	*.1675*	*96*
8062	*General medical & surgical hospitals*	*9*	*9*	*330.4*	*.2234*	*100*
Catron	**All mfg.**	**2**	**1**	**21.6**	**.0011**	**66**
Chaves	**All mfg.**	**24**	**2**	**102.5**	**.0053**	**19**
Cibola	**All mfg.**	**7**		**35.2**	**.0018**	**0**
Colfax	**All mfg.**	**7**	**1**	**58.1**	**.0030**	**36**
Curry	**All mfg.**	**8**		**46.2**	**.0024**	**0**
Dona Ana	**All mfg.**	**23**	**2**	**364.2**	**.0187**	**71**
2032	Canned food specialties	1	1	237.2	6.0119	100
Eddy	**All mfg.**	**20**	**6**	**631.7**	**.0324**	**90**
Grant	**All mfg.**	**3**		**5.4**	**.0003**	**0**
1021	*Copper-ore mining*	*6*	*4*	*220.6*	*9.7202*	*98*
Harding	**All mfg.**	**1**		**1.9**	**.0001**	**0**
Hidalgo	**All mfg.**	**1**	**1**	**116.6**	**.0060**	**100**
Lea	**All mfg.**	**19**	**3**	**1,003.1**	**.0515**	**68**
Lincoln	**All mfg.**	**2**		**4.9**	**.0003**	**0**
Los Alamos	**All mfg.**	**7**	**1**	**42.7**	**.0022**	**28**
Luna	**All mfg.**	**5**	**2**	**99.4**	**.0051**	**82**
McKinley	**All mfg.**	**16**	**2**	**407.8**	**.0209**	**12**
Otero	**All mfg.**	**11**	**2**	**69.6**	**.0036**	**37**
Quay	**All mfg.**	**3**		**8.5**	**.0004**	**0**
Rio Arriba	**All mfg.**	**5**		**13.1**	**.0007**	**0**
Roosevelt	**All mfg.**	**8**	**1**	**52.4**	**.0027**	**26**
Sandoval	**All mfg.**	**8**		**18.2**	**.0009**	**0**
8062	*General medical & surgical hospitals*	*1*	*1*	*86.0*	*.0595*	*100*
San Juan	**All mfg.**	**19**	**1**	**472.5**	**.0243**	**42**
San Miguel	**All mfg.**	**7**		**19.2**	**.0010**	**0**
Santa Fe	**All mfg.**	**10**	**1**	**38.2**	**.0020**	**36**
Socorro	**All mfg.**	**3**		**10.7**	**.0005**	**0**
Taos	**All mfg.**	**5**		**6.1**	**.0003**	**0**
Torrance	**All mfg.**	**1**		**3.5**	**.0002**	**0**
Valencia	**All mfg.**	**1**		**5.2**	**.0003**	**0**
8062	*General medical & surgical hospitals*	*2*	*1*	*50.3*	*.0348*	*97*
STATE TOTAL	**All mfg.**	**396**	**76**	**5,417.2**	**.2783**	**64**

NEW YORK

County SIC	Industry	1983 (S&MM Est.) Establishments Total	Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
Albany	**All mfg.**	**137**	**45**	**1,769.8**	**.0909**	**85**
2011	Meat-packing plants	2	2	327.8	.7424	100
3291	Abrasive products	1	1	133.6	4.4100	100
3312	Blast furnaces & steel mills	1	1	159.6	.4240	100
4931	*Electric & other services combined*	*1*	*1*	*347.4*	*1.0371*	*100*
6025	*National banks, federal reserve system*	*3*	*2*	*229.7*	*.2146*	*96*
8062	*General medical & surgical hospitals*	*6*	*6*	*312.3*	*.2161*	*100*
8221	*Colleges & universities n.e.c.*	*10*	*5*	*196.4*	*.9548*	*92*
Allegany	**All mfg.**	**20**	**10**	**310.9**	**.0160**	**91**
3443	Fabricated plate work (boiler shops)	3	1	104.4	1.0938	96

DEFINITIONS: **SIC Industry:** Classification by primary product or service. **Total Establishments:** Those with 20 or more employees. **Large Establishments:** Those with 100 or more employees. **Shipments/Receipts:** Total dollar value of goods produced or distributed, or services rendered. **% Of U.S. Ship./Recpt.:** Boldface refers to county's share of total U.S. manufacturing shipments; lightface to the SIC industry in the county and its share of that industry's total U.S. shipments/receipts. **% In Large Establishments:** Share of shipments/receipts accounted for by establishments with 100 or more employees. **All Mfg.:** Total for all manufacturing establishments with 20 or more employees. Nonmanufacturing totals do not appear due to nonavailability. **N.E.C.:** Not Elsewhere Classified.

1983 (S&MM Est.)

County SIC	Industry	Establishments		Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
		Total	Large			
Bronx	**All mfg.**	**355**	**69**	**2,035.9**	**.1046**	**56**
2753	Engraving & plate printing	1	1	28.2	8.1128	100
3079	Miscellaneous plastics products	19	3	85.0	.2843	44
3444	Sheet-metal work	10	3	51.7	.9004	66
3679	Electronic components n.e.c.	3	1	56.5	.4569	87
8062	*General medical & surgical hospitals*	*14*	*14*	*1,041.4*	*.7206*	*100*
8221	*Colleges & universities n.e.c.*	*8*	*5*	*108.2*	*.5260*	*91*
Broome	**All mfg.**	**127**	**42**	**2,873.4**	**.1476**	**93**
1629	*Heavy construction n.e.c.*	*3*	*2*	*97.0*	*.4097*	*94*
3143	Men's nonathletic footwear	2	2	77.1	3.7358	100
3149	Nonrubber footwear n.e.c.	2	1	16.8	2.3612	94
3573	Electronic computing equipment	2	1	1,026.0	2.6076	100
3662	Radio & TV communication equipment	2	1	325.2	.9953	98
3679	Electronic components n.e.c.	6	5	67.1	.5426	94
3728	Aircraft equipment n.e.c.	2	2	196.2	2.0741	100
3861	Photographic equipment & supplies	3	3	400.6	2.2105	100
8062	*General medical & surgical hospitals*	*4*	*4*	*180.8*	*.1251*	*100*
Cattaraugus	**All mfg.**	**73**	**25**	**859.5**	**.0441**	**76**
3563	Air & gas compressors	1	1	234.5	8.9327	100
Cayuga	**All mfg.**	**40**	**13**	**498.5**	**.0256**	**85**
3674	Semiconductors & related devices	2	2	110.9	.8250	100
Chautauqua	**All mfg.**	**123**	**51**	**1,389.6**	**.0714**	**83**
2033	Canned fruits & vegetables	5	3	130.5	1.4259	93
2511	Wood household furniture	9	5	52.2	.8813	78
3562	Ball & roller bearings	1	1	151.3	4.6411	100
8062	*General medical & surgical hospitals*	*5*	*3*	*78.3*	*.0542*	*89*
Chemung	**All mfg.**	**61**	**22**	**1,084.8**	**.0557**	**90**
3221	Glass containers	1	1	92.8	1.8863	100
3711	Motor vehicles & passenger-car bodies	2	2	359.4	.3540	100
8062	*General medical & surgical hospitals*	*2*	*2*	*94.0*	*.0650*	*100*
Chenango	**All mfg.**	**36**	**13**	**519.7**	**.0267**	**82**
2834	Pharmaceutical preparations	1	1	175.9	.9798	100
Clinton	**All mfg.**	**25**	**11**	**458.8**	**.0236**	**88**
8062	*General medical & surgical hospitals*	*3*	*3*	*76.2*	*.0527*	*100*
Columbia	**All mfg.**	**31**	**11**	**204.8**	**.0105**	**64**
Cortland	**All mfg.**	**26**	**12**	**554.2**	**.0285**	**90**
3579	Office machines n.e.c.	1	1	377.9	7.7647	100
Delaware	**All mfg.**	**27**	**11**	**465.7**	**.0239**	**88**
3678	Electronic connectors	1	1	169.5	6.3353	100
Dutchess	**All mfg.**	**99**	**37**	**2,069.0**	**.1063**	**91**
3573	Electronic computing equipment	2	1	1,026.5	2.6088	100
3674	Semiconductors & related devices	3	2	330.7	2.4601	98
3679	Electronic components n.e.c.	2	2	147.1	1.1896	100
4931	*Electric & other services combined*	*3*	*2*	*199.5*	*.5955*	*96*
8062	*General medical & surgical hospitals*	*9*	*7*	*223.1*	*.1544*	*98*
Erie	**All mfg.**	**609**	**195**	**8,457.7**	**.4344**	**84**
2311	Men's & boys' suits & coats	5	1	49.5	1.5448	85
2711	Newspapers	4	1	84.0	.3938	91
2751	Letterpress commercial printing	17	4	78.4	1.6437	81
3011	Tires & inner tubes	1	1	192.7	1.8351	100
3079	Miscellaneous plastics products	17	5	153.0	.5118	75
3312	Blast furnaces & steel mills	6	6	1,128.6	2.9984	100
3423	Hand & edge tools n.e.c.	5	2	67.7	2.3405	85
3443	Fabricated plate work (boiler shops)	9	6	91.4	9576	92
3462	Iron & steel forgings	4	2	98.2	2.6787	96
3465	Automotive stampings	1	1	453.5	5.2917	100
3496	Miscellaneous fabricated wire products	9	4	25.1	1.4981	82
3542	Metal-forming machine tools	5	3	55.9	5.5900	96
3559	Special-industry machinery n.e.c.	5	2	116.3	2.6886	96
3563	Air & gas compressors	2	2	121.9	4.6435	100
3564	Blowers & exhaust & ventilation fans	3	2	54.6	3.4327	94
3621	Motors & generators	3	1	272.8	4.4540	98
3662	Radio & TV communication equipment	7	4	201.3	.6161	92
3714	Motor-vehicle parts & accessories	8	5	620.6	1.4603	97
3832	Optical instruments & lenses	1	1	116.9	3.9330	100
3944	Games, toys, & children's vehicles	2	2	149.8	3.4146	100
5085	*Industrial-supply distributors*	*49*		*330.7*	*.9870*	*0*
6025	*National banks, federal reserve system*	*6*	*2*	*1,186.9*	*1.1089*	*99*
8062	*General medical & surgical hospitals*	*21*	*21*	*888.5*	*.6148*	*100*
8221	*Colleges & universities n.e.c.*	*8*	*4*	*170.5*	*8289*	*96*
Essex	**All mfg.**	**11**	**2**	**209.0**	**.0107**	**68**
Franklin	**All mfg.**	**14**	**3**	**85.0**	**.0044**	**40**
8062	*General medical & surgical hospitals*	*4*	*4*	*56.7*	*.0392*	*100*
Fulton	**All mfg.**	**72**	**19**	**540.2**	**.0277**	**73**
3111	Leather tanning & finishing	21	5	98.0	6.4635	49
3151	Leather gloves & mittens	17	4	39.7	25.0000	60
3944	Games, toys, & children's vehicles	2	2	188.1	4.2876	100
Genesee	**All mfg.**	**44**	**11**	**429.0**	**.0220**	**67**
3264	Porcelain electrical supplies	1	1	47.6	8.6608	100
8062	*General medical & surgical hospitals*	*3*	*3*	*54.1*	*.0374*	*100*
Greene	**All mfg.**	**18**	**7**	**137.2**	**.0070**	**82**
Hamilton	**All mfg.**	**1**		**10.1**	**.0005**	**0**
Herkimer	**All mfg.**	**36**	**14**	**638.4**	**.0328**	**89**
3484	Small arms	1	1	180.7	15.3304	100
3573	Electronic computing equipment	1	1	210.7	.5355	100
Jefferson	**All mfg.**	**38**	**15**	**491.5**	**.0252**	**79**
2621	Paper mills, except building paper	4	2	199.8	9578	91

1983 (S&MM Est.)

County SIC	Industry	Establishments		Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
		Total	Large			
8062	*General medical & surgical hospitals*	*4*	*3*	*89.5*	*.0619*	*96*
Kings	**All mfg.**	**1,294**	**253**	**8,018.9**	**.4119**	**61**
2051	Bread, cake, & related products	13	5	106.3	.8504	82
2253	Knit-outerwear mills	66	13	193.2	6.5793	48
2392	House furnishings n.e.c.	21	4	158.9	5.4092	52
2522	Metal office furniture	1C	3	161.8	4.9557	76
2645	Die-cut paper & board	12	5	85.7	6.8431	79
2652	Set-up paperboard boxes	8	4	35.7	7.6136	88
2731	Book publishing	2	1	144.7	1.9057	97
2751	Letterpress commercial printing	27	1	32.8	.6877	8
2834	Pharmaceutical preparations	3	1	325.3	1.8120	97
3079	Miscellaneous plastics products	40	8	159.6	.5339	39
3161	Luggage	12	5	51.9	6.9880	78
3429	Hardware n.e.c.	9	3	93.2	1.6671	84
3469	Metal stampings n.e.c.	21	3	67.5	1.0593	34
3643	Current-carrying wiring devices	5	2	107.3	3.6899	95
3648	Lighting equipment n.e.c.	10	5	88.4	7.5356	82
3679	Electronic components n.e.c.	8	4	96.7	.7820	94
3731	Ship building & repairing	7	3	64.0	.7211	80
3942	Dolls & stuffed toy animals	24	7	93.6	24.3750	66
3944	Games, toys, & children's vehicles	12	6	139.1	3.1707	85
3999	Manufactures n.e.c.	20	4	51.0	1.8901	43
4924	*Natural-gas distribution*	*1*	*1*	*437.7*	*3.4920*	*100*
6025	*National banks, federal reserve system*	*2*	*1*	*162.0*	*.1514*	*96*
8062	*General medical & surgical hospitals*	*24*	*22*	*1,461.0*	*1.0110*	*100*
8221	*Colleges & universities n.e.c.*	*12*	*7*	*226.7*	*1.1021*	*95*
Lewis	**All mfg.**	**19**	**8**	**315.5**	**.0162**	**78**
Livingston	**All mfg.**	**28**	**11**	**326.0**	**.0167**	**82**
3443	Fabricated plate work (boiler shops)	1	1	80.3	.8413	100
Madison	**All mfg.**	**24**	**6**	**182.6**	**.0097**	**56**
Monroe	**All mfg.**	**416**	**121**	**10,832.9**	**.5564**	**92**
2311	Men's & boys' suits & coats	2	1	70.3	2.1940	97
2711	Newspapers	5	1	114.4	.5363	93
2752	Lithographic commercial printing	9	2	127.6	.8639	68
3079	Miscellaneous plastics products	11	3	95.8	.3205	76
3433	Heating equipment, except electric	1	1	111.0	6.3418	100
3541	Metal-cutting machine tools	10	4	92.9	2.5074	87
3544	Special dies, tools, jigs, & fixtures	30	4	62.5	2.0997	50
3573	Electronic computing equipment	7	5	126.6	.3218	[illegible]
3592	Carburetors, pistons, rings, & valves	1	1	286.4	12.0905	100
3661	Telephone & telegraph apparatus	2	1	215.5	1.3472	98
3662	Radio & TV communication equipment	6	4	297.7	.9112	96
3823	Industrial process-control instruments	4	2	115.8	3.3963	98
3832	Optical instruments & lenses	10	5	403.9	13.5888	97
3851	Ophthalmic goods	8	7	99.6	9.2971	99
3861	Photographic equipment & supplies	13	9	6,424.1	35.4486	99
4931	*Electric & other services combined*	*1*	*1*	*351.5*	*1.0493*	*100*
6025	*National banks, federal reserve system*	*7*	*4*	*497.8*	*.4651*	*96*
8062	*General medical & surgical hospitals*	*8*	*8*	*484.4*	*.3352*	*100*
8221	*Colleges & universities n.e.c.*	*5*	*3*	*75.6*	*.3675*	*96*
Montgomery	**All mfg.**	**58**	**27**	**630.5**	**.0324**	**74**
2381	Fabric dress & work gloves	1	1	18.4	6.4812	100
Nassau	**All mfg.**	**1,125**	**279**	**9,646.7**	**.4955**	**75**
2339	Women's & misses' outerwear n.e.c.	7	5	65.0	1.3897	94
2731	Book publishing	11	4	246.0	3.2397	86
2751	Letterpress commercial printing	24	3	28.7	.6017	37
2752	Lithographic commercial printing	25	8	245.3	1.6607	67
2834	Pharmaceutical preparations	15	8	185.2	1.0316	81
2844	Toilet preparations	12	4	158.2	1.8051	67
3079	Miscellaneous plastics products	56	10	251.4	.8410	48
3442	Metal doors, sash, & trim	20	4	65.0	1.5074	52
3573	Electronic computing equipment	23	9	296.5	.7535	79
3599	Machinery, except electrical, n.e.c.	41	5	124.5	1.4005	38
3643	Current-carrying wiring devices	10	4	47.6	1.6369	71
3662	Radio & TV communication equipment	27	8	421.0	1.2885	81
3679	Electronic components n.e.c.	47	18	332.2	2.6865	80
3721	Aircraft	3	2	2,359.9	7.3678	100
3728	Aircraft equipment n.e.c.	20	8	201.4	2.1291	84
3811	Engineering & scientific instruments	14	4	57.6	2.1456	67
3825	Electricity-measuring instruments	14	7	99.0	1.7636	83
3861	Photographic equipment & supplies	10	3	390.1	2.1526	86
4931	*Electric & other services combined*	*4*	*2*	*936.4*	*2.7953*	*99*
5065	*Electronic-parts wholesalers*	*14*	*7*	*723.2*	*4.0372*	*85*
6025	*National banks, federal reserve system*	*7*	*6*	*335.4*	*.3134*	*99*
7372	*Computer programming & software*	*16*	*6*	*154.9*	*1.6433*	*77*
7374	*Data-processing services*	*11*	*5*	*141.4*	*2.1885*	*90*
8062	*General medical & surgical hospitals*	*21*	*20*	*1,110.0*	*.7681*	*100*
8221	*Colleges & universities n.e.c.*	*10*	*8*	*408.4*	*1.9855*	*98*
New York (Manhattan)	**All mfg.**	**3,294**	**565**	**16,296.0**	**.8370**	**56**
1622	*Bridge & tunnel construction*	*7*	*3*	*164.9*	*3.1938*	*81*
1629	*Heavy construction n.e.c.*	*26*	*12*	*565.5*	*2.3885*	*88*
2211	Cotton-weaving mills	13	5	37.5	[illegible]	62
2221	Synthetics- & silk-weaving mills	20	5	166.8	1.8762	59
2241	Narrow-fabric mills	34	4	68.5	7.5582	32
2253	Knit-outerwear mills	34	5	99.3	3.3816	43
2311	Men's & boys' suits & coats	44	14	156.2	4.8749	69
2321	Men's & boys' shirts & nightwear	33	6	77.9	2.0127	34
2323	Men's & boys' neckwear	39	4	86.3	29.2741	28

1983 (S&MM Est.)

County SIC	Industry	Establishments Total	Establishments Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
NEW YORK (New York, cont.)						
2329	Men's & boys' clothing n.e.c.	22	7	55.7	3.7935	74
2331	Women's & misses' blouses	55	7	152.3	5.1123	29
2335	Women's & misses' dresses	165	19	345.8	8.2957	31
2337	Women's & misses' suits & coats	100	23	595.5	15.2877	51
2339	Women's & misses' outerwear n.e.c.	83	15	224.4	4.7977	39
2341	Women's & children's underwear	79	11	151.3	5.7209	31
2342	Brassieres, girdles, & allied garments	21	10	64.2	9.7420	73
2351	Millinery	24	2	29.6	45.3292	23
2352	Hats & caps, except millinery	27	2	45.6	8.2266	17
2361	Girls' & children's dresses & blouses	37	14	131.6	11.6501	72
2369	Girls' & children's outerwear n.e.c.	32	8	59.3	6.8177	54
2371	Fur goods	73	3	152.0	65.2921	13
2384	Robes & dressing gowns	19	5	55.8	15.2877	56
2387	Apparel belts	38	6	130.2	25.4247	37
2391	Curtains & draperies	23	5	66.0	6.8259	47
2392	House furnishings n.e.c.	29	7	174.0	5.9232	53
2395	Pleating, stitching, & tucking	34	4	156.7	21.9406	39
2396	Automotive & apparel trimmings	40	1	208.5	8.8935	9
2711	Newspapers	25	13	792.9	3.7172	96
2721	Periodicals	242	48	3,235.7	30.1180	70
2731	Book publishing	114	43	1,963.5	25.8587	84
2741	Miscellaneous publishing	44	11	278.2	11.1169	71
2751	Letterpress commercial printing	191	26	284.9	5.9730	41
2752	Lithographic commercial printing	98	8	567.3	3.8408	28
2753	Engraving & plate printing	10	4	26.9	7.7388	74
2789	Bookbinding & related work	26	2	52.4	6.3786	28
2791	Typesetting	40	5	125.5	14.2177	31
2793	Photoengraving	21	9	53.0	21.4662	79
2834	Pharmaceutical preparations	6	1	160.8	.8957	83
3079	Miscellaneous plastics products	25	1	70.0	.2342	10
3171	Women's handbags & purses	42	9	96.6	20.0790	58
3172	Personal leather goods n.e.c.	32	6	54.1	15.8326	44
3652	Phonograph records & pre-recorded tape	20	6	195.6	12.5667	77
3873	Watches, clocks, & watchcases	19	3	51.0	4.0386	44
3911	Precious-metal jewelry	131	14	499.4	20.7754	36
3915	Jewelers' materials & lapidary work	27	2	94.6	15.9286	28
3961	Costume jewelry	56	8	110.9	12.9149	35
3963	Buttons	26	5	32.8	33.5378	51
3993	Signs & advertising displays	34	3	57.9	3.4540	29
3999	Manufactures n.e.c.	58	3	106.9	3.9619	13
4011	*Line-haul-operating railroads*	*11*	*10*	*277.6*	*1.9489*	*99*
4911	*Electric services*	*2*	*2*	*558.9*	*.9218*	*100*
4931	*Electric & other services combined*	*2*	*2*	*4,177.5*	*12.4707*	*100*
5051	*Metals service centers & sales offices*	*67*	*19*	*5,681.5*	*10.7309*	*83*
5063	*Electrical-power-equipment wholesalers*	*27*	*4*	*810.9*	*2.2633*	*71*
5081	*Commercial-equipment wholesalers*	*40*	*8*	*500.2*	*4.0077*	*64*
5084	*Industrial-machinery distributors*	*51*	*4*	*875.1*	*2.3118*	*42*
6025	*National banks, federal reserve system*	*33*	*20*	*14,014.4*	*13.0932*	*99*
7011	*Hotels, motels, & tourist courts*	*72*	*39*	*1,297.2*	*7.4402*	*95*
7372	*Computer programming & software*	*32*	*8*	*245.4*	*2.6033*	*75*
7374	*Data-processing services*	*52*	*11*	*317.1*	*4.9079*	*69*
8062	*General medical & surgical hospitals*	*35*	*33*	*3,141.3*	*2.1737*	*100*
8221	*Colleges & universities n.e.c.*	*32*	*18*	*995.7*	*.8407*	*96*
Niagara	**All mfg.**	**143**	**55**	**4,432.9**	**.2277**	**92**
2819	Industrial inorganic chemicals n.e.c.	4	3	102.0	.8712	98
2821	Plastics materials & synthetic resins	3	3	298.0	1.7034	100
2869	Industrial organic chemicals n.e.c.	7	3	1,256.8	3.4180	96
3291	Abrasive products	3	3	197.5	6.5192	100
3624	Carbon & graphite products	3	3	141.4	10.7171	100
3714	Motor-vehicle parts & accessories	3	1	926.2	2.1793	98
3728	Aircraft equipment n.e.c.	1	1	301.7	3.1895	100
8062	*General medical & surgical hospitals*	*5*	*5*	*136.6*	*.0945*	*100*
Oneida	**All mfg.**	**146**	**44**	**1,667.2**	**.0856**	**80**
3357	Nonferrous-wire drawing & insulating	3	2	183.8	2.1407	93
3546	Power-driven hand tools	1	1	74.0	5.2497	100
3662	Radio & TV communication equipment	2	1	130.3	.3988	97
3914	Silverware & plated & stainless ware	2	2	108.9	19.0052	100
8062	*General medical & surgical hospitals*	*8*	*8*	*260.0*	*.1799*	*100*
Onondaga	**All mfg.**	**276**	**84**	**3,199.1**	**.1643**	**79**
2812	Alkalies & chlorine	3	2	89.7	6.2244	97
2844	Toilet preparations	1	1	227.8	2.5992	100
3262	Vitreous china food utensils	1	1	37.0	13.2759	100
3312	Blast furnaces & steel mills	1	1	226.1	.6007	100
3585	Refrigeration & heating equipment	1	1	137.5	1.1051	100
3662	Radio & TV communication equipment	7	5	151.4	4634	94

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1983 (S&MM Est.)

County SIC	Industry	Establishments Total	Establishments Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
3671	Electron tubes	2	2	158.4	6.3655	100
3714	Motor-vehicle parts & accessories	4	3	356.3	.8384	99
4931	*Electric & other services combined*	*1*	*1*	*980.1*	*2.9258*	*100*
6025	*National banks, federal reserve system*	*5*	*3*	*242.5*	*.2266*	*97*
8062	*General medical & surgical hospitals*	*6*	*5*	*275.1*	*.1904*	*99*
8221	*Colleges & universities n.e.c.*	*4*	*1*	*68.5*	*.3330*	*86*
Ontario	**All mfg.**	**58**	**21**	**444.3**	**.0228**	**73**
Orange	**All mfg.**	**137**	**45**	**1,286.7**	**.0661**	**76**
8062	*General medical & surgical hospitals*	*10*	*8*	*160.5*	*.1111*	*95*
8221	*Colleges & universities n.e.c.*	*2*	*1*	*77.2*	*.3753*	*98*
Orleans	**All mfg.**	**18**	**4**	**185.7**	**.0095**	**70**
3944	Games, toys, & children's vehicles	1	1	88.1	2.0082	100
Oswego	**All mfg.**	**47**	**18**	**1,195.6**	**.0614**	**92**
2066	Chocolate & cocoa products	1	1	251.4	11.4107	100
4912	*Nuclear power*	*2*	*2*	*614.8*	*4.5149*	*100*
Otsego	**All mfg.**	**18**	**3**	**93.1**	**.0048**	**33**
8062	*General medical & surgical hospitals*	*2*	*2*	*64.6*	*.0447*	*100*
Putnam	**All mfg.**	**17**	**4**	**84.4**	**.0043**	**59**
Queens	**All mfg.**	**898**	**238**	**6,451.2**	**.3314**	**70**
1623	*Pipe- & utility-line construction*	*8*	*3*	*75.5*	*1.3134*	*85*
2013	Sausages & other prepared meats	9	6	206.8	1.9450	91
2026	Fluid milk	4	4	206.3	1.2061	100
2051	Bread, cake, & related products	7	5	96.9	.7752	91
2086	Bottled & canned soft drinks	5	4	185.2	1.0805	98
2253	Knit-outerwear mills	25	6	98.2	3.3441	57
2339	Women's & misses' outerwear n.e.c.	7	3	53.1	1.1353	82
2643	Bags, except textile bags	5	2	177.9	2.8557	94
2653	Corrugated & solid fiber boxes	12	4	104.8	1.0140	71
2751	Letterpress commercial printing	23	3	33.1	.6939	34
2782	Blankbooks & looseleaf binders	4	2	91.2	4.2968	94
3079	Miscellaneous plastics products	28	8	127.5	.4265	50
3357	Nonferrous-wire drawing & insulating	2	1	148.4	1.7284	97
3442	Metal doors, sash, & trim	13	4	64.5	1.4958	77
3499	Fabricated metal products n.e.c.	14	3	66.7	1.5842	68
3579	Office machines n.e.c.	2	1	190.9	3.9224	98
3643	Current-carrying wiring devices	2	2	51.7	1.7779	100
3662	Radio & TV communication equipment	18	6	286.7	.8775	82
3694	Engine electrical equipment	2	2	83.7	1.8856	100
3873	Watches, clocks, & watchcases	5	3	72.1	5.7095	95
3993	Signs & advertising displays	20	4	39.4	2.3504	41
3999	Manufactures n.e.c.	12	4	45.7	1.6937	65
4011	*Line-haul-operating railroads*	*2*	*2*	*118.9*	*.8347*	*100*
5063	*Electrical-power-equipment wholesalers*	*8*	*2*	*1,730.0*	*4.8287*	*95*
8062	*General medical & surgical hospitals*	*18*	*17*	*757.5*	*.5242*	*99*
8221	*Colleges & universities n.e.c.*	*7*	*5*	*189.5*	*.9213*	*98*
Rensselaer	**All mfg.**	**63**	**20**	**744.7**	**.0383**	**81**
2321	Men's & boys' shirts & nightwear	2	2	58.5	1.5114	100
3292	Asbestos products	2	1	52.3	5.9089	91
8062	*General medical & surgical hospitals*	*3*	*3*	*93.5*	*.0647*	*100*
Richmond	**All mfg.**	**34**	**10**	**667.6**	**.0343**	**75**
2841	Soap & other detergents	1	1	255.1	2.8387	100
8062	*General medical & surgical hospitals*	*6*	*6*	*400.7*	*.2773*	*100*
Rockland	**All mfg.**	**102**	**40**	**1,621.3**	**.0833**	**88**
2834	Pharmaceutical preparations	2	2	504.0	2.8075	100
2844	Toilet preparations	1	1	151.8	1.7320	100
4931	*Electric & other services combined*	*3*	*1*	*291.9*	*.8714*	*95*
8062	*General medical & surgical hospitals*	*6*	*6*	*266.7*	*.1846*	*100*
St. Lawrence	**All mfg.**	**34**	**14**	**734.0**	**.0377**	**90**
3334	Primary aluminum	2	2	413.3	6.4518	100
Saratoga	**All mfg.**	**43**	**15**	**635.9**	**.0327**	**75**
2621	Paper mills, except building paper	4	3	157.5	.7550	97
Schenectady	**All mfg.**	**54**	**17**	**1,940.6**	**.0997**	**95**
3511	Turbines & turbine-generator set units	3	3	1,584.3	52.9973	100
3621	Motors & generators	1	1	53.6	8751	100
8062	*General medical & surgical hospitals*	*4*	*4*	*127.3*	*.0881*	*100*
Schoharie	**All mfg.**	**4**		**9.2**	**.0005**	**0**
Schuyler	**All mfg.**	**8**	**4**	**100.4**	**.0052**	**81**
Seneca	**All mfg.**	**14**	**6**	**327.6**	**.0168**	**95**
3561	Pumps & pumping equipment	1	1	76.0	1.4372	100
3671	Electron tubes	1	1	196.6	7.9007	100
Steuben	**All mfg.**	**37**	**17**	**1,197.5**	**.0615**	**92**
2084	Wines, brandy, & brandy spirits	5	3	190.9	7.3432	94
3229	Pressed & blown glass n.e.c.	2	2	573.4	17.5153	100
3563	Air & gas compressors	1	1	135.4	5.1577	100
8062	*General medical & surgical hospitals*	*5*	*5*	*101.8*	*.0704*	*100*
Suffolk	**All mfg.**	**798**	**233**	**6,332.4**	**.3253**	**72**
2051	Bread, cake, & related products	1	1	87.4	.6992	100
2711	Newspapers	17	4	206.1	.9662	87
2844	Toilet preparations	9	2	340.9	3.8896	82
3079	Miscellaneous plastics products	34	12	188.1	6292	68
3573	Electronic computing equipment	18	8	555.5	1.4118	90
3599	Machinery, except electrical, n.e.c.	17	3	56.8	6390	56
3651	Radio & TV receiving sets	8	3	96.5	1.4183	83
3662	Radio & TV communication equipment	40	23	743.9	2.2768	88
3679	Electronic components n.e.c.	36	11	221.8	1.7937	77
3721	Aircraft	2	1	361.3	1.1280	99
3728	Aircraft equipment n.e.c.	20	6	223.3	2.3606	73

1983 (S&MM Est.)

NEW YORK (Suffolk, cont.)

County SIC	Industry	Establishments Total	Establishments Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
3825	Electricity-measuring instruments	12	5	117.1	2.0860	85
3841	Surgical & medical instruments	9	3	56.2	1.8522	77
4911	*Electric services*	*9*	*3*	*242.7*	*.4003*	*91*
8062	*General medical & surgical hospitals*	*20*	*19*	*1,110.8*	*.7687*	*100*
8221	*Colleges & universities n.e.c.*	*4*	*3*	*227.4*	*1.1055*	*98*
Sullivan	**All mfg.**	**14**	**2**	**60.4**	**.0031**	**25**
7011	*Hotels, motels, & tourist courts*	*11*	*6*	*98.5*	*.5650*	*94*
Tioga	**All mfg.**	**18**	**10**	**464.3**	**.0238**	**95**
3574	Calculating & accounting machines	1	1	378.9	22.0946	100
Tompkins	**All mfg.**	**28**	**7**	**351.8**	**.0181**	**82**
3574	Calculating & accounting machines	1	1	155.0	9.0384	100
4931	*Electric & other services combined*	*2*	*1*	*415.1*	*1.2392*	*99*
8221	*Colleges & universities n.e.c.*	*2*	*2*	*104.3*	*.5071*	*100*
Ulster	**All mfg.**	**84**	**21**	**599.1**	**.0308**	**74**
3564	Blowers & exhaust & ventilation fans	2	1	60.6	3.8099	97
8062	*General medical & surgical hospitals*	*3*	*3*	*58.4*	*.0404*	*100*
Warren	**All mfg.**	**44**	**15**	**677.2**	**.0348**	**81**
8062	*General medical & surgical hospitals*	*2*	*2*	*88.3*	*.0611*	*100*
Washington	**All mfg.**	**24**	**13**	**508.1**	**.0261**	**94**
3629	Electrical industrial apparatus n.e.c.	1	1	84.9	7.7365	100
Wayne	**All mfg.**	**50**	**23**	**710.7**	**.0365**	**81**
2033	Canned fruits & vegetables	12	9	163.8	1.7898	93
3079	Miscellaneous plastics products	3	1	169.0	.5653	97
3293	Gaskets, packing, & sealing devices	2	2	73.4	4.2861	100
Westchester	**All mfg.**	**512**	**130**	**5,465.3**	**.2807**	**77**
1611	*Highway & street construction*	*6*	*4*	*86.3*	*.5418*	*96*
2721	Periodicals	7	1	352.5	3.2811	91
2741	Miscellaneous publishing	9	4	77.3	3.0889	82
2834	Pharmaceutical preparations	8	5	202.3	1.1269	93
3079	Miscellaneous plastics products	17	3	78.4	.2623	51
3357	Nonferrous-wire drawing & insulating	6	5	169.7	1.9765	97
3662	Radio & TV communication equipment	10	2	106.4	.3257	65
3678	Electronic connectors	4	2	115.8	4.3282	94
3679	Electronic components n.e.c.	16	7	68.3	.5523	72
3711	Motor vehicles & passenger-car bodies	1	1	1,569.9	1.5462	100
4912	*Nuclear power*	*2*	*2*	*405.3*	*2.9764*	*100*
5063	*Electrical-power-equipment wholesalers*	*15*	*2*	*570.9*	*1.5935*	*68*
5081	*Commercial-equipment wholesalers*	*11*	*3*	*158.5*	*1.2699*	*82*
6025	*National banks, federal reserve system*	*6*	*3*	*265.3*	*.2479*	*96*
7372	*Computer programming & software*	*10*	*4*	*941.1*	*9.9837*	*98*
7374	*Data-processing services*	*4*	*2*	*70.3*	*1.0881*	*93*
8062	*General medical & surgical hospitals*	*21*	*16*	*570.9*	*.3951*	*97*
Wyoming	**All mfg.**	**24**	**8**	**203.9**	**.0105**	**80**
3694	Engine electrical equipment	1	1	59.7	1.3449	100
Yates	**All mfg.**	**8**	**5**	**85.9**	**.0044**	**83**
STATE TOTAL	**All mfg.**	**12,036**	**3,034**	**114,826.4**	**5.8980**	**76**

NORTH CAROLINA

County SIC	Industry	Establishments Total	Establishments Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
Alamance	**All mfg.**	**179**	**67**	**1,994.6**	**.1025**	**79**
2211	Cotton-weaving mills	3	3	77.1	1.4339	100
2221	Synthetics- & silk-weaving mills	4	4	350.3	3.9402	100
2251	Women's full- & knee-length hosiery	17	6	80.6	5.8614	74
2252	Hosiery n.e.c.	31	15	163.9	11.7122	82
2281	Yarn-spinning mills, except wool	8	4	74.6	1.5754	87
2282	Throwing & winding mills, except wool	7	5	149.8	7.6514	92
3662	Radio & TV communication equipment	1	1	349.0	1.0682	100
Alexander	**All mfg.**	**32**	**13**	**245.6**	**.0126**	**82**
2512	Upholstered wood household furniture	10	5	80.3	1.8287	88
Alleghany	**All mfg.**	**6**	**4**	**65.4**	**.0034**	**93**
Anson	**All mfg.**	**28**	**13**	**192.0**	**.0099**	**76**
Ashe	**All mfg.**	**10**	**5**	**128.3**	**.0066**	**86**
Avery	**All mfg.**	**7**	**4**	**49.8**	**.0026**	**73**
Beaufort	**All mfg.**	**28**	**12**	**483.3**	**.0248**	**87**
3634	Electric housewares & fans	1	1	133.0	3.8203	100
Bertie	**All mfg.**	**15**	**7**	**181.4**	**.0093**	**83**
Bladen	**All mfg.**	**19**	**8**	**125.4**	**.0064**	**61**
Brunswick	**All mfg.**	**15**	**2**	**204.1**	**.0105**	**74**
4912	*Nuclear power*	*2*	*2*	*822.8*	*6.0424*	*100*
Buncombe	**All mfg.**	**145**	**53**	**1,373.8**	**.0706**	**78**
2231	Wool-fabric weaving & finishing mills	2	1	35.6	4.2125	98
3613	Switchgear & switchboard apparatus	2	2	91.7	2.0774	100
8062	*General medical & surgical hospitals*	*7*	*7*	*160.3*	*.1109*	*100*

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1983 (S&MM Est.)

County SIC	Industry	Establishments Total	Establishments Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
Burke	**All mfg.**	**73**	**33**	**768.5**	**.0395**	**84**
2251	Women's full- & knee-length hosiery	4	3	53.4	3.[illegible]834	95
2252	Hosiery n.e.c.	15	2	44.5	3.1799	53
2511	Wood household furniture	4	4	113.5	1.9163	100
2512	Upholstered wood household furniture	8	3	53.6	1.2207	87
8062	*General medical & surgical hospitals*	*3*	*3*	*114.7*	*.0794*	*100*
Cabarrus	**All mfg.**	**54**	**25**	**512.5**	**.0263**	**80**
2211	Cotton-weaving mills	4	4	129.7	2.4121	100
2251	Women's full- & knee-length hosiery	9	6	57.3	4.1670	92
2261	Cotton-finishing plants	3	3	98.1	8.9794	100
Caldwell	**All mfg.**	**67**	**31**	**680.6**	**.0350**	**84**
2511	Wood household furniture	14	13	307.6	5.1933	99
2512	Upholstered wood household furniture	8	4	77.4	1.7627	86
Carteret	**All mfg.**	**20**	**5**	**129.9**	**.0067**	**45**
Caswell	**All mfg.**	**6**	**1**	**36.4**	**.0019**	**58**
Catawba	**All mfg.**	**295**	**102**	**2,151.5**	**.1105**	**75**
2251	Women's full- & knee-length hosiery	11	4	62.6	4.5524	78
2252	Hosiery n.e.c.	42	7	127.8	9.1325	49
2257	Circular-knit fabric mills	4	3	180.4	5.7822	97
2381	Fabric dress & work gloves	5	4	20.3	7.1504	93
2511	Wood household furniture	15	9	182.8	3.0863	91
2512	Upholstered wood household furniture	64	28	403.5	9.1890	79
3612	Transformers	1	1	47.6	1.7121	100
Chatham	**All mfg.**	**27**	**19**	**360.9**	**.0185**	**88**
2281	Yarn-spinning mills, except wool	4	4	59.2	1.2502	100
Cherokee	**All mfg.**	**15**	**9**	**175.6**	**.0090**	**85**
Chowan	**All mfg.**	**10**	**5**	**62.2**	**.0032**	**70**
Clay	**All mfg.**	**6**	**2**	**32.8**	**.0017**	**43**
Cleveland	**All mfg.**	**92**	**42**	**1,319.6**	**.0678**	**88**
2221	Synthetics- & silk-weaving mills	6	6	307.2	3.4554	100
2281	Yarn-spinning mills, except wool	10	7	141.4	2.9861	93
3229	Pressed & blown glass n.e.c.	1	1	75.5	2.3063	100
Columbus	**All mfg.**	**35**	**11**	**519.4**	**.0267**	**82**
2631	Paperboard mills	1	1	321.8	2.9107	100
Craven	**All mfg.**	**33**	**9**	**266.9**	**.0137**	**66**
Cumberland	**All mfg.**	**69**	**25**	**989.3**	**.0508**	**76**
3011	Tires & inner tubes	1	1	224.7	2.1399	100
8062	*General medical & surgical hospitals*	*2*	*2*	*118.7*	*.0821*	*100*
Currituck	**All mfg.**	**1**		**8.0**	**.0004**	**0**
Dare	**All mfg.**	**4**		**6.0**	**.0003**	**0**
Davidson	**All mfg.**	**113**	**45**	**1,150.9**	**.0591**	**85**
2252	Hosiery n.e.c.	12	5	58.7	4.1947	66
2321	Men's & boys' shirts & nightwear	3	3	46.4	1.1988	100
2511	Wood household furniture	12	10	297.8	5.0279	99
3229	Pressed & blown glass n.e.c.	1	1	94.4	2.9836	100
Davie	**All mfg.**	**20**	**10**	**291.5**	**.0150**	**92**
Duplin	**All mfg.**	**32**	**16**	**479.0**	**.0246**	**80**
2261	Cotton-finishing plants	1	1	24.9	2.2792	100
Durham	**All mfg.**	**78**	**24**	**3,191.3**	**.1639**	**94**
2111	Cigarettes	2	2	1,288.6	9.8414	100
2211	Cotton-weaving mills	1	1	36.5	.6788	100
3573	Electronic computing equipment	1	1	962.8	2.4469	100
3861	Photographic equipment & supplies	1	1	217.4	1.1996	100
8062	*General medical & surgical hospitals*	*4*	*3*	*121.2*	*.0839*	*97*
Edgecombe	**All mfg.**	**59**	**24**	**866.6**	**.0445**	**79**
2257	Circular-knit fabric mills	3	2	160.8	5.1540	93
Forsyth	**All mfg.**	**147**	**63**	**7,580.7**	**.3894**	**97**
2111	Cigarettes	1	1	4,582.1	34.9950	100
2131	Chewing & smoking tobacco & snuff	3	3	272.6	33.1630	100
2251	Women's full- & knee-length hosiery	3	3	138.3	10.0575	100
2322	Men's & boys' underwear	1	1	39.1	9.4834	100
3353	Aluminum sheet, plate, & foil	1	1	505.5	5.8789	100
3498	Fabricated pipe & fittings	1	1	89.6	3.3573	100
3661	Telephone & telegraph apparatus	1	1	612.8	3.8311	100
8062	*General medical & surgical hospitals*	*4*	*3*	*198.5*	*.1374*	*99*
Franklin	**All mfg.**	**23**	**7**	**171.1**	**.0088**	**63**
Gaston	**All mfg.**	**260**	**115**	**2,623.3**	**.1347**	**85**
2269	Textile-finishing plants n.e.c.	4	3	44.2	6.1016	93
2281	Yarn-spinning mills, except wool	51	46	795.6	16.8015	99
2284	Thread mills	8	5	115.7	15.4535	86
2296	Tire cord & fabric	1	1	132.5	12.2187	100
3552	Textile machinery	40	5	69.8	6.5787	45
3714	Motor vehicle parts & accessories	2	2	133.9	.3151	100
Gates	**All mfg.**	**4**		**11.8**	**.0006**	**0**
Graham	**All mfg.**	**4**	**4**	**41.7**	**.0021**	**100**
Granville	**All mfg.**	**36**	**17**	**601.8**	**.0309**	**83**
8062	*General medical & surgical hospitals*	*2*	*2*	*61.9*	*.0428*	*100*
Greene	**All mfg.**	**11**	**3**	**40.5**	**.0021**	**41**
Guilford	**All mfg.**	**462**	**141**	**4,233.9**	**.2175**	**74**
2111	Cigarettes	1	1	572.7	4.3739	100
2211	Cotton-weaving mills	4	3	83.4	1.5510	98
2251	Women's full- & knee-length hosiery	8	5	49.0	3.5634	85
2252	Hosiery n.e.c.	8	5	67.8	4.8449	93
2261	Cotton-finishing plants	1	1	43.4	3.9725	100
2297	Nonwoven fabrics	1	1	220.8	16.8730	100
2341	Women's & children's underwear	4	4	59.7	2.2573	100

1983 (S&MM Est.)

County SIC	Industry	Establishments		Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
		Total	Large			
2511	Wood household furniture	13	6	82.4	1.3912	78
25'2	Upholstered wood household furniture	51	12	217.0	4.9418	62
2521	Wood office furniture	3	3	87.4	6.9042	100
2649	Converted paper products n.e.c.	5	1	66.2	2.4568	71
3079	Miscellaneous plastics products	20	6	135.6	.4536	62
3552	Textile machinery	9	2	31.5	2.9689	83
8062	*General medical & surgical hospitals*	*5*	*4*	*146.8*	*.1016*	*99*
Halifax	**All mfg.**	**38**	**18**	**658.8**	**.0338**	**84**
2211	Cotton-weaving mills	2	2	45.7	.8499	100
2221	Synthetics- & silk-weaving mills	1	1	175.1	1.9695	100
Harnett	**All mfg.**	**34**	**16**	**311.4**	**.0160**	**79**
2211	Cotton-weaving mills	1	1	36.5	.6788	100
Haywood	**All mfg.**	**20**	**8**	**860.7**	**.0442**	**96**
2611	Pulp mills	1	1	256.3	8.0453	100
2621	Paper mills, except building paper	1	1	367.4	1.7612	100
3041	Rubber & plastic hose & belting	1	1	126.6	6.2916	100
Henderson	**All mfg.**	**47**	**15**	**505.8**	**.0260**	**83**
3648	Lighting equipment n.e.c.	1	1	65.2	5.5579	100
Hertford	**All mfg.**	**20**	**10**	**304.3**	**.0156**	**58**
Hoke	**All mfg.**	**6**	**3**	**52.1**	**.0027**	**81**
Hyde	**All mfg.**	**6**		**16.1**	**.0008**	**0**
Iredell	**All mfg.**	**113**	**42**	**1,070.8**	**.0550**	**80**
2211	Cotton-weaving mills	1	1	36.5	.6788	100
2221	Synthetics- & silk-weaving mills	2	2	137.5	1.5466	100
2281	Yarn-spinning mills, except wool	6	6	83.9	1.7718	100
2328	Men's & boys' work clothing	1	1	96.2	1.9856	100
Jackson	**All mfg.**	**5**	**2**	**46.3**	**.0024**	**71**
Johnston	**All mfg.**	**51**	**17**	**617.3**	**.0317**	**69**
Jones	**All mfg.**	**2**		**3.5**	**.0002**	**0**
Lee	**All mfg.**	**59**	**26**	**556.5**	**.0286**	**78**
Lenoir	**All mfg.**	**42**	**15**	**926.7**	**.0476**	**84**
2321	Men's & boys' shirts & nightwear	3	3	60.2	1.5554	100
2824	Noncellulosic synthetic organic fibers	1	1	408.7	4.0013	100
8062	*General medical & surgical hospitals*	*2*	*2*	*92.5*	*.0640*	*100*
Lincoln	**All mfg.**	**49**	**16**	**417.7**	**.0215**	**70**
McDowell	**All mfg.**	**37**	**16**	**589.6**	**.0303**	**90**
2221	Synthetics- & silk-weaving mills	2	2	140.0	1.5747	100
2281	Yarn-spinning mills, except wool	2	2	57.5	1.2143	100
2511	Wood household furniture	3	3	56.3	.9505	100
2834	Pharmaceutical preparations	1	1	150.7	.8395	100
Macon	**All mfg.**	**8**	**3**	**69.5**	**.0036**	**82**
Madison	**All mfg.**	**5**	**4**	**35.1**	**.0018**	**91**
Martin	**All mfg.**	**17**	**9**	**251.6**	**.0129**	**85**
Mecklenburg	**All mfg.**	**432**	**115**	**3,797.1**	**.1950**	**70**
1611	*Highway & street construction*	*6*	*2*	*102.2*	*.6416*	*93*
1629	*Heavy construction n.e.c.*	*5*	*2*	*475.3*	*2.0075*	*97*
2051	Bread, cake, & related products	4	3	82.3	.6584	92
2052	Cookies & crackers	3	2	123.5	2.7410	97
2751	Letterpress commercial printing	9	3	26.7	.5598	76
2865	Cyclic crudes & intermediates	5	2	286.9	3.7514	84
3079	Miscellaneous plastics products	19	6	166.4	.5566	73
3552	Textile machinery	22	6	55.1	5.1932	61
4911	*Electric services*	*1*	*1*	*1,171.3*	*1.9319*	*100*
5084	*Industrial-machinery distributors*	*45*	*2*	*448.0*	*1.1835*	*15*
6025	*National banks, federal reserve system*	*4*	*2*	*932.0*	*.8707*	*99*
7011	*Hotels, motels, & tourist courts*	*14*	*3*	*48.7*	*.2793*	*56*
8062	*General medical & surgical hospitals*	*7*	*7*	*274.1*	*.1897*	*100*
Mitchell	**All mfg.**	**14**	**5**	**110.3**	**.0057**	**83**
Montgomery	**All mfg.**	**40**	**18**	**277.7**	**.0143**	**75**
2252	Hosiery n.e.c.	11	4	85.3	6.0955	86
Moore	**All mfg.**	**43**	**15**	**428.6**	**.0220**	**78**
Nash	**All mfg.**	**64**	**22**	**840.9**	**.0432**	**83**
2834	Pharmaceutical preparations	1	1	251.2	1.3993	100
New Hanover	**All mfg.**	**67**	**23**	**1,236.9**	**.0635**	**77**
2824	Noncellulosic synthetic organic fibers	1	1	326.9	3.2004	100
3443	Fabricated plate work (boiler shops)	2	2	143.4	1.5023	100
8062	*General medical & surgical hospitals*	*2*	*2*	*80.4*	*.0556*	*100*
Northampton	**All mfg.**	**20**	**6**	**142.5**	**.0073**	**66**
Onslow	**All mfg.**	**17**	**10**	**336.2**	**.0173**	**81**
8062	*General medical & surgical hospitals*	*2*	*2*	*62.8*	*.0435*	*100*
Orange	**All mfg.**	**17**	**6**	**93.3**	**.0048**	**70**
8062	*General medical & surgical hospitals*	*1*	*1*	*147.3*	*.1019*	*100*
8221	*Colleges & universities n.e.c.*	*1*	*1*	*247.0*	*1.2008*	*100*
Pamlico	**All mfg.**	**8**		**35.3**	**.0018**	**0**
Pasquotank	**All mfg.**	**16**	**2**	**93.9**	**.0048**	**49**
Pender	**All mfg.**	**6**	**3**	**37.2**	**.0019**	**92**
Perquimans	**All mfg.**	**1**	**1**	**8.6**	**.0004**	**100**
Person	**All mfg.**	**17**	**7**	**258.3**	**.0133**	**84**
2231	Wool-fabric weaving & finishing mills	1	1	24.9	2.9464	100
Pitt	**All mfg.**	**52**	**18**	**891.4**	**.0458**	**82**
2141	Tobacco stemming & redrying	4	3	258.2	7.4689	97
Polk	**All mfg.**	**11**	**5**	**81.4**	**.0042**	**81**
Randolph	**All mfg.**	**112**	**39**	**1,116.2**	**.0573**	**79**
2221	Synthetics- & silk-weaving mills	2	2	250.2	2.8142	100
2251	Women's full- & knee-length hosiery	17	8	115.7	8.4139	[illegible]
2511	Wood household furniture	5	4	54.4	.9185	[illegible]
Richmond	**All mfg.**	**42**	**14**	**569.3**	**.0292**	**83**
2221	Synthetics- & silk-weaving mills	3	3	198.2	2.2293	100
3714	Motor-vehicle parts & accessories	1	1	114.0	.2682	100
Robeson	**All mfg.**	**76**	**32**	**823.2**	**.0423**	**79**
2281	Yarn-spinning mills, except wool	4	4	60.7	1.2819	100
3021	Rubber & plastic footwear	1	1	50.7	7.6355	100
Rockingham	**All mfg.**	**50**	**30**	**1,749.4**	**.0899**	**97**
2082	Malt beverages	1	1	500.4	4.1927	100
2111	Cigarettes	1	1	572.7	4.3739	100
2211	Cotton-weaving mills	4	4	79.4	1.4766	100
2254	Knit-underwear mills	1	1	32.6	3.4699	100
2281	Yarn-spinning mills, except wool	5	5	137.2	2.8974	100
Rowan	**All mfg.**	**83**	**36**	**1,101.3**	**.0566**	**84**
2211	Cotton-weaving mills	4	3	65.8	1.2237	97
2281	Yarn-spinning mills, except wool	6	5	162.3	3.4274	97
2824	Noncellulosic synthetic organic fibers	1	1	277.9	2.7207	100
8062	*General medical & surgical hospitals*	*1*	*1*	*58.6*	*.0406*	*100*
Rutherford	**All mfg.**	**50**	**20**	**646.3**	**.0332**	**82**
2211	Cotton-weaving mills	8	7	164.2	3.0537	99
2221	Synthetics- & silk-weaving mills	2	2	187.6	2.1101	100
Sampson	**All mfg.**	**33**	**11**	**396.6**	**.0204**	**84**
Scotland	**All mfg.**	**27**	**13**	**319.6**	**.0164**	**77**
Stanly	**All mfg.**	**48**	**21**	**654.6**	**.0336**	**84**
2251	Women's full- & knee-length hosiery	2	2	91.1	6.6250	100
2281	Yarn-spinning mills, except wool	4	4	60.5	1.2776	100
2321	Men's & boys' shirts & nightwear	2	2	34.4	.8888	100
Stokes	**All mfg.**	**6**	**2**	**55.9**	**.0029**	**87**
Surry	**All mfg.**	**61**	**31**	**738.5**	**.0379**	**90**
2231	Wool-fabric weaving & finishing mills	1	1	67.0	7.9281	100
2252	Hosiery n.e.c.	9	4	119.0	8.5036	90
2253	Knit-outerwear mills	3	3	106.4	3.6234	100
2339	Women's & misses' outerwear n.e.c.	3	3	62.4	1.3341	100
2511	Wood household furniture	4	3	55.5	.9370	97
3634	Electric housewares & fans	1	1	76.0	2.1830	100
Swain	**All mfg.**	**8**	**4**	**60.8**	**.0031**	**81**
Transylvania	**All mfg.**	**8**	**5**	**435.2**	**.0224**	**99**
2621	Paper mills, except building paper	1	1	229.6	1.1007	100
Tyrrell	**All mfg.**	**3**		**15.9**	**.0008**	**0**
Union	**All mfg.**	**67**	**34**	**704.0**	**.0362**	**82**
Vance	**All mfg.**	**37**	**12**	**381.4**	**.0196**	**76**
2281	Yarn-spinning mills, except wool	2	2	104.6	2.2089	100
Wake	**All mfg.**	**149**	**61**	**1,977.8**	**.1016**	**83**
3494	Valves & pipe fittings	3	2	84.9	.9775	96
3661	Telephone & telegraph apparatus	2	1	167.2	1.0453	97
3679	Electronic components n.e.c.	8	3	74.6	.6033	85
3825	Electricity-measuring instruments	1	1	90.6	1.6139	100
4911	*Electric services*	*3*	*1*	*180.1*	*.2971*	*95*
6025	*National banks, federal reserve system*	*2*	*1*	*212.6*	*.1986*	*98*
8062	*General medical & surgical hospitals*	*6*	*4*	*186.1*	*.1288*	*97*
8221	*Colleges & universities n.e.c.*	*4*	*1*	*64.3*	*.3126*	*92*
Warren	**All mfg.**	**9**	**4**	**56.6**	**.0029**	**59**
Washington	**All mfg.**	**9**	**6**	**542.7**	**.0279**	**97**
2631	Paperboard mills	1	1	459.7	4.1580	100
Watauga	**All mfg.**	**12**	**6**	**114.3**	**.0059**	**92**
Wayne	**All mfg.**	**60**	**27**	**629.1**	**.0323**	**76**
8062	*General medical & surgical hospitals*	*4*	*4*	*115.2*	*.0797*	*100*
Wilkes	**All mfg.**	**37**	**14**	**643.8**	**.0331**	**90**
2016	Poultry-dressing plants	1	1	326.6	3.5483	100
2251	Women's full- & knee-length hosiery	2	1	41.8	3.0398	97
Wilson	**All mfg.**	**55**	**23**	**1,116.4**	**.0573**	**89**
2141	Tobacco stemming & redrying	4	3	341.3	9.8727	97
3011	Tires & inner tubes	1	1	224.7	2.1399	100
8062	*General medical & surgical hospitals*	*2*	*2*	*51.3*	*.0355*	*100*
Yadkin	**All mfg.**	**9**	**4**	**95.3**	**.0049**	**90**
Yancey	**All mfg.**	**8**	**5**	**55.4**	**.0028**	**89**
STATE TOTAL	**All mfg.**	**4,981**	**1,906**	**65,310.9**	**3.3547**	**83**

NORTH DAKOTA

County SIC	Industry	Establishments		Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
		Total	Large			
Adams	**All mfg.**	**2**		**8.8**	**.0005**	**0**
Barnes	**All mfg.**	**3**		**4.6**	**.0002**	**0**
Benson	**All mfg.**	**2**	**1**	**5.5**	**.0003**	**73**
Bottineau	**All mfg.**	**2**		**6.5**	**.0003**	**0**
Burke	**All mfg.**	**1**		**14.4**	**.0007**	**0**
Burleigh	**All mfg.**	**25**	**4**	**144.2**	**.0074**	**24**
8062	*General medical & surgical hospitals*	*2*	*2*	*53.2*	*.0368*	*100*
Cass	**All mfg.**	**42**	**7**	**297.8**	**.0153**	**49**
3523	Farm machinery & equipment	4	2	74.9	.7956	89
8062	*General medical & surgical hospitals*	*4*	*4*	*114.9*	*.0795*	*100*
Dickey	**All mfg.**	**4**		**11.6**	**.0006**	**0**
Eddy	**All mfg.**	**1**		**2.6**	**.0001**	**0**
Emmons	**All mfg.**	**1**		**6.6**	**.0003**	**0**
Foster	**All mfg.**	**2**		**4.0**	**.0002**	**0**
Grand Forks	**All mfg.**	**25**	**6**	**182.0**	**.0093**	**47**
8062	*General medical & surgical hospitals*	*4*	*3*	*57.3*	*.0397*	*97*

1983 (S&MM Est.)

County SIC	Industry	Establishments		Shipments Receipts ($ Mil.)	% Of U.S. Ship Recpt	% In Large Estab
		Total	Large			
North Dakota (cont.)						
Griggs	**All mfg.**	**2**	**1**	**14.6**	**.0007**	**79**
Hettinger	**All mfg.**	**1**		**5.2**	**.0003**	**0**
McHenry	**All mfg.**	**1**		**13.2**	**.0007**	**0**
McIntosh	**All mfg.**	**2**		**9.2**	**.0005**	**0**
McLean	**All mfg.**	**1**	**1**	**31.6**	**.0016**	**100**
Morton	**All mfg.**	**14**	**1**	**479.1**	**.0246**	**88**
Mountrail	**All mfg.**	**2**		**7.6**	**.0004**	**0**
Nelson	**All mfg.**	**2**		**9.8**	**.0005**	**0**
Pembina	**All mfg.**	**4**	**1**	**29.7**	**.0015**	**68**
Pierce	**All mfg.**	**1**		**3.5**	**.0002**	**0**
Ramsey	**All mfg.**	**6**		**11.0**	**.0006**	**0**
Ransom	**All mfg.**	**3**		**42.9**	**.0022**	**0**
Richland	**All mfg.**	**13**	**2**	**71.2**	**.0037**	**51**
Rolette	**All mfg.**	**3**	**1**	**19.4**	**.0010**	**37**
Sargent	**All mfg.**	**4**	**1**	**24.9**	**.0013**	**39**
Sheridan	**All mfg.**	**1**		**1.5**	**.0001**	**0**
Sioux	**All mfg.**	**1**		**9.9**	**.0005**	**0**
Stark	**All mfg.**	**13**	**1**	**117.9**	**.0061**	**28**
Stutsman	**All mfg.**	**11**	**3**	**95.4**	**.0049**	**54**
Towner	**All mfg.**	**1**		**1.4**	**.0001**	**0**
Traill	**All mfg.**	**4**	**1**	**33.8**	**.0017**	**81**
Walsh	**All mfg.**	**1**		**1.5**	**.0001**	**0**
Ward	**All mfg.**	**11**	**2**	**52.3**	**.0027**	**43**
8062	*General medical & surgical hospitals*	*4*	*3*	*70.5*	*.0488*	*98*
Williams	**All mfg.**	**7**	**1**	**137.8**	**.0071**	**2**
STATE TOTAL	**All mfg.**	**219**	**34**	**1,913.0**	**.0983**	**49**
OHIO						
Adams	**All mfg.**	**5**	**3**	**53.6**	**.0028**	**87**
Allen	**All mfg.**	**97**	**38**	**2,814.0**	**.1445**	**91**
3621	Motors & generators	3	3	70.7	1.1543	100
3714	Motor-vehicle parts & accessories	6	5	348.7	.8205	97
3795	Tanks & tank components	1	1	450.0	33.4076	100
8062	*General medical & surgical hospitals*	*5*	*4*	*161.3*	*.1116*	*98*
Ashland	**All mfg.**	**40**	**18**	**530.4**	**.0272**	**85**
3069	Fabricated rubber products n.e.c.	7	6	91.2	1.5992	99
3561	Pumps & pumping equipment	3	3	107.0	2.0235	100
3714	Motor-vehicle parts & accessories	2	2	121.9	.2868	100
Ashtabula	**All mfg.**	**114**	**35**	**1,093.1**	**.0561**	**76**
3079	Miscellaneous plastics products	18	7	199.6	.6677	85
Athens	**All mfg.**	**11**	**3**	**74.3**	**.0038**	**45**
8062	*General medical & surgical hospitals*	*4*	*4*	*68.5*	*.0474*	*100*
Auglaize	**All mfg.**	**41**	**15**	**485.0**	**.0249**	**82**
3069	Fabricated rubber products n.e.c.	2	2	72.3	1.2678	100
Belmont	**All mfg.**	**31**	**14**	**331.4**	**.0170**	**87**
1211	*Bituminous-coal & lignite mining*	*13*	*6*	*382.5*	*2.0817*	*91*
Brown	**All mfg.**	**6**	**2**	**31.6**	**.0016**	**59**
Butler	**All mfg.**	**137**	**47**	**2,352.0**	**.1208**	**91**
2621	Paper mills, except building paper	5	5	511.6	2.4525	100
3312	Blast furnaces & steel mills	1	1	598.4	1.5898	100
3316	Cold-rolled steel sheet, strip, & bars	1	1	42.8	1.9509	100
3465	Automotive stampings	1	1	340.1	3.9685	100
3499	Fabricated metal products n.e.c.	7	3	104.3	2.4773	91
8062	*General medical & surgical hospitals*	*4*	*4*	*116.9*	*.0809*	*100*
Carroll	**All mfg.**	**11**	**4**	**67.2**	**.0035**	**56**
Champaign	**All mfg.**	**23**	**8**	**276.6**	**.0142**	**82**
Clark	**All mfg.**	**113**	**32**	**767.2**	**.0394**	**72**
3536	Hoists, industrial cranes, & monorails	1	1	42.7	4.3053	100
3713	Truck & bus bodies	1	1	92.1	3.7079	100
8062	*General medical & surgical hospitals*	*2*	*2*	*88.6*	*.0613*	*100*
Clermont	**All mfg.**	**41**	**8**	**214.5**	**.0110**	**56**
3559	Special-industry machinery n.e.c.	1	1	56.9	1.3154	100
Clinton	**All mfg.**	**31**	**10**	**234.2**	**.0120**	**73**
Columbiana	**All mfg.**	**92**	**23**	**579.0**	**.0297**	**68**
8062	*General medical & surgical hospitals*	*2*	*2*	*55.2*	*.0382*	*100*
Coshocton	**All mfg.**	**26**	**10**	**295.4**	**.0152**	**81**
Crawford	**All mfg.**	**53**	**14**	**527.5**	**.0271**	**79**
3562	Ball & roller bearings	1	1	67.1	2.0767	100
3713	Truck & bus bodies	2	2	37.2	1.4976	100
Cuyahoga	**All mfg.**	**1,885**	**490**	**17,983.2**	**.9237**	**77**
1611	*Highway & street construction*	*8*	*4*	*174.7*	*1.0968*	*93*
1629	*Heavy construction n.e.c.*	*15*	*6*	*266.0*	*1.1235*	*90*
2038	Frozen food specialties	2	2	197.4	4.2406	100
2051	Bread, cake, & related products	9	6	135.2	1.0816	95
2086	Bottled & canned soft drinks	6	4	154.7	.9026	96
2311	Men's & boys' suits & coats	3	3	95.4	2.9773	100
2542	Metal partitions & fixtures	8	4	114.0	5.1830	92
2653	Corrugated & solid fiber boxes	16	7	136.9	1.3246	68
2711	Newspapers	13	6	267.2	1.2527	94
2751	Letterpress commercial printing	34	4	44.0	.9225	36
2752	Lithographic commercial printing	41	3	202.4	1.3703	18
2819	Industrial inorganic chemicals n.e.c.	7	4	221.5	1.8918	91
2851	Paints & allied products	23	4	274.2	3.0713	57
2891	Adhesives & sealants	8	2	133.1	5.6917	81
2899	Chemical preparations n.e.c.	23	5	146.9	2.6062	54
3079	Miscellaneous plastics products	55	12	296.2	.9908	62
3269	Pottery products n.e.c.	4	2	35.1	11.7588	95
3312	Blast furnaces & steel mills	6	3	1,150.4	3.0563	98
3316	Cold-rolled steel sheet, strip, & bars	3	2	95.4	4.3484	99
3317	Steel pipe & tubes	4	4	119.6	3.6459	100
3321	Gray-iron foundries	7	4	269.7	3.4542	97
3341	Secondary nonferrous metals	13	6	192.1	4.4465	70
3351	Copper rolling & drawing	5	4	186.0	4.0196	92
3361	Aluminum foundries	20	10	131.8	4.1987	81
3429	Hardware n.e.c.	14	5	88.9	1.5902	67
3433	Heating equipment, except electric	10	3	45.7	2.6110	79
3441	Fabricated structural metal	29	7	106.2	1.2930	54
3444	Sheet-metal work	22	3	56.4	.9823	38
3451	Screw-machine products	36	4	78.2	3.8488	40
3452	Bolts, nuts, rivets, & washers	32	15	233.5	5.7571	78
3462	Iron & steel forgings	26	7	138.6	3.7807	61
3463	Nonferrous forgings	3	1	201.1	17.9907	97
3465	Automotive stampings	5	3	392.7	4.5823	99
3469	Metal stampings n.e.c.	42	15	191.3	3.0022	69
3471	Plating & polishing	41		46.6	2.4028	0
3494	Valves & pipe fittings	18	3	97.5	1.1226	45
3496	Miscellaneous fabricated wire products	13	4	37.4	2.2322	76
3499	Fabricated metal products n.e.c.	37	6	166.5	3.9547	55
3524	Lawn & garden equipment	2	2	64.6	4.6595	100
3531	Construction machinery	12	8	229.1	1.9010	94
3537	Industrial trucks & tractors	10	4	74.3	4.5898	85
3541	Metal-cutting machine tools	22	9	191.0	5.1552	87
3544	Special dies, tools, jigs, & fixtures	76	7	110.1	3.6989	42
3545	Machine-tool accessories	21	7	144.1	5.9031	87
3559	Special-industry machinery n.e.c.	30	11	176.6	4.0826	81
3564	Blowers & exhaust & ventilation fans	8	4	46.0	2.8920	83
3568	Power-transmission equipment n.e.c.	13	5	97.7	5.3373	87
3569	General industrial machinery n.e.c.	13	5	72.0	2.2021	81
3592	Carburetors, pistons, rings, & valves	4	2	197.2	8.3249	97
3599	Machinery, except electrical, n.e.c.	74	4	149.7	1.6840	16
3621	Motors & generators	8	5	162.9	2.6596	96
3622	Industrial controls	12	6	154.4	3.7296	91
3623	Electric welding apparatus	5	2	177.4	10.6617	94
3624	Carbon & graphite products	5	5	100.3	7.6233	98
3641	Electric lamps	3	3	133.9	6.2346	100
3662	Radio & TV communication equipment	11	7	306.9	.9393	95
3679	Electronic components n.e.c.	6	3	50.3	.4069	93
3692	Dry & wet primary batteries	1	1	108.4	9.5667	100
3694	Engine electrical equipment	3	2	70.5	1.5882	93
3711	Motor vehicles & passenger-car bodies	1	1	511.8	.5041	100
3714	Motor-vehicle parts & accessories	42	26	2,217.5	5.2177	97
3724	Aircraft engines & engine parts	3	1	179.5	1.1825	91
3728	Aircraft equipment n.e.c.	10	3	116.2	1.2284	88
3842	Surgical appliances & supplies	7	1	105.0	2.3566	80
4011	*Line-haul-operating railroads*	*3*	*2*	*863.0*	*6.0586*	*100*
4911	*Electric services*	*4*	*2*	*906.9*	*1.4958*	*98*
4924	*Natural-gas distribution*	*3*	*1*	*249.0*	*1.9866*	*96*
5051	*Metals service centers & sales offices*	*59*	*4*	*1,611.9*	*2.9410*	*22*
5084	*Industrial-machinery distributors*	*61*	*1*	*546.8*	*1.4445*	*20*
5085	*Industrial-supply distributors*	*75*	*2*	*685.2*	*2.0450*	*10*
6025	*National banks, federal reserve system*	*8*	*5*	*1,323.7*	*1.2367*	*98*
7011	*Hotels, motels, & tourist courts*	*32*	*8*	*126.3*	*.7244*	*66*
7372	*Computer programming & software*	*7*	*4*	*104.9*	*1.1128*	*91*
8062	*General medical & surgical hospitals*	*35*	*32*	*1,540.0*	*1.0657*	*99*
8221	*Colleges & universities n.e.c.*	*10*	*4*	*86.1*	*.4186*	*91*
Darke	**All mfg.**	**41**	**10**	**395.5**	**.0203**	**71**
3714	Motor-vehicle parts & accessories	1	1	159.5	.3753	100
Defiance	**All mfg.**	**25**	**11**	**501.9**	**.0258**	**90**
3321	Gray-iron foundries	1	1	269.2	3.4478	100
Delaware	**All mfg.**	**35**	**12**	**530.4**	**.0272**	**89**
Erie	**All mfg.**	**74**	**29**	**921.2**	**.0473**	**86**
3714	Motor-vehicle parts & accessories	2	2	245.0	.5765	100
8062	*General medical & surgical hospitals*	*3*	*3*	*62.7*	*.0434*	*100*
Fairfield	**All mfg.**	**53**	**25**	**781.2**	**.0401**	**90**
3229	Pressed & blown glass n.e.c.	3	3	274.9	8.3972	100
3567	Industrial process furnaces & ovens	1	1	39.1	4.5683	100
Fayette	**All mfg.**	**26**	**11**	**362.7**	**.0186**	**84**
Franklin	**All mfg.**	**517**	**137**	**8,204.8**	**.3187**	**81**

DEFINITIONS: **SIC Industry**: Classification by primary product or service. **Total Establishments**: Those with 20 or more employees. **Large Establishments**: Those with 100 or more employees. **Shipments/Receipts**: Total dollar value of goods produced or distributed, or services rendered. **% Of U.S. Ship./Recpt.**: Boldface refers to county's share of total U.S. manufacturing shipments, lightface to the SIC industry in the county and its share of that industry's total U.S. shipments/receipts. **% In Large Establishments**: Share of shipments/receipts accounted for by establishments with 100 or more employees. **All Mfg.**: Total for all manufacturing establishments with 20 or more employees. Nonmanufacturing totals do not appear due to nonavailability. **N.E.C.**: Not Elsewhere Classified.

1983 (S&MM Est)

County SIC	Industry	Establishments Total	Establishments Large	Shipments/ Receipts ($ Mil)	% Of U S Ship / Recpt	% In Large Estab
2023	Condensed & evaporated milk	1	1	289.5	6.1221	100
2051	Bread, cake, & related products	12	4	115.6	.9248	81
2295	Coated fabrics, not rubberized	1	1	85.6	8.2817	100
2721	Periodicals	6	2	167.0	1.5544	89
2751	Letterpress commercial printing	14	1	25.8	.5409	48
3079	Miscellaneous plastics products	23	7	202.6	.6777	80
3429	Hardware n.e.c.	1	1	236.4	4.2287	100
3444	Sheet-metal work	15	4	79.3	1.3811	78
3532	Mining machinery	1	1	69.0	3.8474	100
3562	Ball & roller bearings	1	1	84.7	2.5982	100
3585	Refrigeration & heating equipment	7	5	195.9	1.5744	97
3632	Household refrigerators & freezers	2	1	229.6	7.4401	99
3661	Telephone & telegraph apparatus	2	1	607.4	3.7973	99
3714	Motor-vehicle parts & accessories	8	4	160.5	.3777	90
3721	Aircraft	1	1	155.5	.4855	100
4911	*Electric services*	*5*	*3*	*494.8*	*.8161*	*98*
4924	*Natural-gas distribution*	*7*	*4*	*1,029.2*	*8.2111*	*96*
5085	*Industrial-supply distributors*	*23*	*1*	*625.6*	*1.8672*	*74*
6025	*National banks, federal reserve system*	*3*	*3*	*425.1*	*.3972*	*100*
7011	*Hotels, motels, & tourist courts*	*26*	*1*	*40.5*	*.2323*	*10*
8062	*General medical & surgical hospitals*	*12*	*12*	*720.2*	*.4984*	*100*
8221	*Colleges & universities n.e.c.*	*9*	*4*	*340.5*	*1.6554*	*97*
Fulton	**All mfg.**	**54**	**18**	**574.6**	**.0295**	**77**
2511	Wood household furniture	5	3	60.7	1.0248	92
Gallia	**All mfg.**	**9**	**3**	**95.4**	**.0049**	**73**
8062	*General medical & surgical hospitals*	*2*	*2*	*80.6*	*.0558*	*100*
Geauga	**All mfg.**	**50**	**13**	**309.6**	**.0159**	**69**
3069	Fabricated rubber products n.e.c.	9	7	136.4	2.3918	98
3079	Miscellaneous plastics products	10	3	73.3	.2452	72
Greene	**All mfg.**	**36**	**9**	**247.9**	**.0127**	**67**
Guernsey	**All mfg.**	**32**	**11**	**334.5**	**.0172**	**87**
3573	Electronic computing equipment	1	1	171.6	.4361	100
Hamilton	**All mfg.**	**896**	**279**	**17,425.0**	**.8950**	**89**
2011	Meat-packing plants	6	1	432.2	.9788	80
2051	Bread, cake, & related products	11	8	170.6	1.3647	96
2079	Shortening & cooking oils n.e.c.	2	2	496.6	10.3837	100
2085	Distilled liquor, except brandy	1	1	236.2	5.6247	100
2086	Bottled & canned soft drinks	7	4	247.8	1.4458	94
2099	Food preparations n.e.c.	7	3	135.5	1.4818	80
2311	Men's & boys' suits & coats	7	4	41.1	1.2827	93
2651	Folding paperboard boxes	7	3	131.9	3.8570	93
2653	Corrugated & solid fiber boxes	9	6	107.3	1.0382	94
2711	Newspapers	9	4	171.4	.8035	93
2741	Miscellaneous publishing	6	3	71.3	2.8492	89
2751	Letterpress commercial printing	29	4	37.5	.7862	41
2752	Lithographic commercial printing	30	6	297.0	2.0108	64
2771	Greeting-card publishing	2	1	219.1	9.8694	99
2834	Pharmaceutical preparations	4	3	225.3	1.2550	98
2841	Soap & other detergents	8	4	1,991.6	22.1624	98
2844	Toilet preparations	4	3	375.7	4.2867	99
2865	Cyclic crudes & intermediates	4	2	371.5	4.8576	93
2869	Industrial organic chemicals n.e.c.	5	2	363.0	.9872	89
2899	Chemical preparations n.e.c.	10	3	107.5	1.9072	79
3079	Miscellaneous plastics products	24	9	274.0	.9166	85
3144	Women's nonathletic footwear	3	3	64.9	4.0446	100
3411	Metal cans	2	2	226.0	2.3096	100
3444	Sheet-metal work	21	3	63.9	1.1129	53
3469	Metal stampings n.e.c.	11	3	58.5	.9181	70
3494	Valves & pipe fittings	8	4	308.4	3.5507	94
3496	Miscellaneous fabricated wire products	5	2	45.4	2.7096	96
3499	Fabricated metal products n.e.c.	10	5	60.2	1.4299	84
3541	Metal-cutting machine tools	22	10	220.5	5.9514	89
3544	Special dies, tools, jigs, & fixtures	27	3	33.1	1.1120	39
3561	Pumps & pumping equipment	5	2	104.3	1.9724	88
3563	Air & gas compressors	3	2	118.3	4.5063	98
3621	Motors & generators	3	2	59.1	.9649	96
3634	Electric housewares & fans	1	1	76.0	2.1830	100
3643	Current-carrying wiring devices	7	4	57.5	1.9774	89
3662	Radio & TV communication equipment	3	1	123.1	.3768	94
3711	Motor vehicles & passenger-car bodies	3	2	2,607.4	2.5681	99
3714	Motor-vehicle parts & accessories	10	4	204.0	.4800	87
3724	Aircraft engines & engine parts	1	1	2,130.1	14.0321	100
4011	*Line-haul-operating railroads*	*5*	*3*	*103.9*	*.7294*	*98*
4931	*Electric & other services combined*	*2*	*1*	*810.9*	*2.4207*	*98*
5084	*Industrial-machinery distributors*	*44*	*1*	*361.2*	*.9542*	*8*
5085	*Industrial-supply distributors*	*55*		*367.8*	*1.0977*	*0*
6025	*National banks, federal reserve system*	*3*	*2*	*264.7*	*.2473*	*99*
7011	*Hotels, motels, & tourist courts*	*20*	*3*	*65.1*	*.3734*	*60*
8062	*General medical & surgical hospitals*	*19*	*19*	*802.9*	*.5556*	*100*
8221	*Colleges & universities n.e.c.*	*7*	*2*	*103.6*	*.5037*	*93*
Hancock	**All mfg.**	**50**	**12**	**910.0**	**.0467**	**74**
3011	Tires & inner tubes	2	1	171.0	1.6285	98
3633	Household laundry equipment	1	1	210.5	8.1570	100
3674	Semiconductors & related devices	1	1	143.2	1.0653	100
Hardin	**All mfg.**	**18**	**7**	**283.4**	**.0146**	**87**
3714	Motor-vehicle parts & accessories	1	1	125.4	.2951	100

1983 (S&MM Est)

County SIC	Industry	Establishments Total	Establishments Large	Shipments/ Receipts ($ Mil)	% Of U S Ship / Recpt	% In Large Estab
Harrison	**All mfg.**	**9**	**1**	**33.0**	**.0017**	**55**
1211	*Bituminous-coal & lignite mining*	*7*	*7*	*452.5*	*2.4627*	*100*
Henry	**All mfg.**	**23**	**8**	**512.5**	**.0263**	**88**
2032	Canned food specialties	1	1	309.1	7.8342	100
Highland	**All mfg.**	**21**	**8**	**228.2**	**.0117**	**85**
Hocking	**All mfg.**	**10**	**5**	**82.5**	**.0042**	**84**
Holmes	**All mfg.**	**32**	**8**	**186.0**	**.0096**	**58**
Huron	**All mfg.**	**49**	**19**	**583.8**	**.0300**	**69**
Jackson	**All mfg.**	**22**	**7**	**135.4**	**.0070**	**71**
Jefferson	**All mfg.**	**32**	**11**	**1,155.0**	**.0593**	**95**
3312	Blast furnaces & steel mills	2	2	877.7	2.3318	100
8062	*General medical & surgical hospitals*	*2*	*2*	*75.3*	*.0521*	*100*
Knox	**All mfg.**	**28**	**10**	**292.9**	**.0150**	**80**
Lake	**All mfg.**	**270**	**60**	**2,485.5**	**.1277**	**74**
2253	Knit-outerwear mills	1	1	45.8	1.5597	100
2869	Industrial organic chemicals n.e.c.	3	1	763.3	2.0759	93
3069	Fabricated rubber products n.e.c.	7	3	103.5	1.8149	92
3451	Screw-machine products	12	2	44.6	2.1951	60
3536	Hoists, industrial cranes, & monorails	2	2	47.3	4.7691	100
3537	Industrial trucks & tractors	3	2	101.4	6.2639	99
3823	Industrial process-control instruments	3	2	126.9	3.7218	98
8062	*General medical & surgical hospitals*	*2*	*2*	*54.9*	*.0380*	*100*
Lawrence	**All mfg.**	**18**	**7**	**296.4**	**.0152**	**90**
3321	Gray-iron foundries	1	1	72.7	.9311	100
Licking	**All mfg.**	**67**	**28**	**1,178.6**	**.0605**	**90**
3296	Mineral wool	2	2	250.9	10.7502	100
3321	Gray-iron foundries	1	1	128.3	1.6432	100
3714	Motor-vehicle parts & accessories	2	2	281.5	.6624	100
Logan	**All mfg.**	**23**	**11**	**207.1**	**.0106**	**77**
Lorain	**All mfg.**	**186**	**62**	**3,230.9**	**.1660**	**90**
3312	Blast furnaces & steel mills	1	1	332.5	.8834	100
3317	Steel pipe & tubes	2	2	265.0	8.0783	100
3321	Gray-iron foundries	5	5	95.0	1.2167	100
3423	Hand & edge tools n.e.c.	1	1	60.5	2.0915	100
3711	Motor vehicles & passenger-car bodies	1	1	690.7	.6803	100
3713	Truck & bus bodies	2	1	74.8	3.0114	98
3714	Motor-vehicle parts & accessories	3	2	210.3	.4948	98
3731	Ship building & repairing	1	1	53.6	.6040	100
8062	*General medical & surgical hospitals*	*6*	*5*	*150.1*	*.1039*	*98*
Lucas	**All mfg.**	**408**	**105**	**3,375.3**	**.4302**	**90**
2711	Newspaper	3	1	71.1	.3333	95
2911	Petroleum refining	3	3	3,063.4	1.6889	100
3079	Miscellaneous plastics products	12	4	75.6	.2529	74
3229	Pressed & blown glass n.e.c.	3	2	129.1	3.9436	99
3361	Aluminum foundries	3	3	110.5	3.5201	100
3465	Automotive stampings	8	2	172.9	2.0175	87
3544	Special dies, tools, jigs, & fixtures	28	3	30.7	1.0314	36
3563	Air & gas compressors	2	1	82.3	3.1350	93
3694	Engine electrical equipment	2	1	145.6	3.2801	98
3711	Motor vehicles & passenger-car bodies	1	1	1,444.3	1.4225	100
3714	Motor-vehicle parts & accessories	7	5	729.8	1.7172	99
4911	*Electric services*	*1*	*1*	*222.1*	*.3663*	*100*
5085	*Industrial-supply distributors*	*26*	*2*	*283.6*	*.8464*	*45*
8062	*General medical & surgical hospitals*	*10*	*10*	*517.1*	*.3578*	*100*
Madison	**All mfg.**	**16**	**5**	**142.0**	**.0073**	**70**
Mahoning	**All mfg.**	**192**	**52**	**1,359.1**	**.0698**	**69**
3442	Metal doors, sash, & trim	6	3	120.2	2.7875	95
3743	Railroad equipment	1	1	70.8	2.4024	100
8062	*General medical & surgical hospitals*	*3*	*3*	*151.1*	*.1046*	*100*
Marion	**All mfg.**	**54**	**18**	**976.7**	**.0502**	**89**
3531	Construction machinery	1	1	220.5	1.8297	100
3585	Refrigeration & heating equipment	1	1	137.5	1.1051	100
Medina	**All mfg.**	**109**	**30**	**605.3**	**.0311**	**59**
Meigs	**All mfg.**	**8**		**21.3**	**.0011**	**0**
Mercer	**All mfg.**	**23**	**8**	**442.9**	**.0227**	**89**
3523	Farm machinery & equipment	3	2	135.9	1.4435	98
3751	Motorcycles, bicycles, & parts	1	1	144.4	11.2663	100
Miami	**All mfg.**	**96**	**28**	**1,156.9**	**.0594**	**83**
3551	Food-products machinery	2	2	188.0	8.9100	100
3621	Motors & generators	1	1	53.6	.8751	100
3623	Electric welding apparatus	2	1	145.9	8.7686	98
3728	Aircraft equipment n.e.c.	3	2	79.6	.8415	98
Monroe	**All mfg.**	**3**	**3**	**731.4**	**.0376**	**100**
3334	Primary aluminum	1	1	377.4	5.8914	100
3353	Aluminum sheet, plate, & foil	1	1	344.4	4.0053	100
Montgomery	**All mfg.**	**504**	**126**	**6,559.8**	**.3369**	**87**
2621	Paper mills, except building paper	5	5	182.6	.8753	100
2711	Newspapers	5	1	82.3	.3858	86
2721	Periodicals	3	2	363.3	3.3816	99
2761	Manifold business forms	4	3	196.4	3.6075	95
3079	Miscellaneous plastics products	16	5	84.7	.2833	70
3321	Gray-iron foundries	5	3	79.9	1.0233	94
3544	Special dies, tools, jigs, & fixtures	71	13	103.6	3.4805	50
3545	Machine tool accessories	10	2	56.3	2.3063	81
3561	Pumps & pumping equipment	5	2	84.7	1.6018	87

1983 (S&MM Est.)

OHIO (Montgomery, cont.)

County SIC	Industry	Establishments		Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
		Total	Large			
3569	General industrial machinery n.e.c.	7	1	74.4	2.2755	88
3573	Electronic computing equipment	2	1	455.0	1.1564	99
3585	Refrigeration & heating equipment	3	3	692.1	5.5624	100
3599	Machinery, except electrical, n.e.c.	30	3	79.7	.8966	42
3679	Electronic components n.e.c.	8	3	52.5	.4246	80
3714	Motor-vehicle parts & accessories	7	4	2,051.3	4.8266	99
4931	*Electric & other services combined*	*1*	*1*	*556.6*	*1.6616*	*100*
6025	*National banks, federal reserve system*	*6*	*3*	*302.6*	*.2827*	*97*
7372	*Computer programming & software*	*10*	*4*	*397.2*	*4.2137*	*95*
8062	*General medical & surgical hospitals*	*10*	*9*	*553.0*	*.3827*	*100*
Morgan	**All mfg.**	**8**	**3**	**145.3**	**.0075**	**90**
Morrow	**All mfg.**	**9**	**5**	**80.9**	**.0042**	**87**
Muskingum	**All mfg.**	**62**	**20**	**625.0**	**.0321**	**76**
3221	Glass containers	1	1	87.4	1.7765	100
8062	*General medical & surgical hospitals*	*2*	*2*	*70.8*	*.0490*	*100*
Noble	**All mfg.**	**5**	**2**	**58.8**	**.0030**	**52**
Ottawa	**All mfg.**	**25**	**7**	**180.5**	**.0093**	**71**
4912	*Nuclear power*	*2*	*2*	*203.8*	*1.4966*	*100*
Paulding	**All mfg.**	**11**	**4**	**87.3**	**.0045**	**84**
Perry	**All mfg.**	**15**	**6**	**75.6**	**.0039**	**65**
Pickaway	**All mfg.**	**19**	**9**	**536.1**	**.0275**	**92**
2821	Plastics materials & synthetic resins	2	2	277.8	1.5879	100
3641	Electric lamps	1	1	81.4	3.7901	100
Pike	**All mfg.**	**8**	**2**	**338.7**	**.0174**	**96**
2819	Industrial inorganic chemicals n.e.c.	2	1	312.5	2.6690	99
Portage	**All mfg.**	**105**	**25**	**573.9**	**.0295**	**65**
3079	Miscellaneous plastics products	16	5	100.3	.3355	65
8221	*Colleges & universities n.e.c.*	*2*	*1*	*57.6*	*.2800*	*94*
Preble	**All mfg.**	**20**	**4**	**132.8**	**.0068**	**64**
Putnam	**All mfg.**	**16**	**6**	**371.3**	**.0191**	**91**
3671	Electron tubes	1	1	262.2	10.5369	100
Richland	**All mfg.**	**104**	**38**	**1,691.5**	**.0869**	**89**
3312	Blast furnaces & steel mills	2	2	265.9	.7064	100
3561	Pumps & pumping equipment	4	3	79.0	1.4940	93
3631	Household cooking equipment	2	2	172.7	6.0364	100
3633	Household laundry equipment	1	1	200.6	7.7734	100
3714	Motor-vehicle parts & accessories	2	1	345.4	.8127	99
3822	Environmental controls	2	2	78.0	4.9568	100
8062	*General medical & surgical hospitals*	*4*	*3*	*68.0*	*.0471*	*94*
Ross	**All mfg.**	**20**	**5**	**609.9**	**.0313**	**92**
2621	Paper mills, except building paper	1	1	459.3	2.2018	100
Sandusky	**All mfg.**	**75**	**25**	**885.8**	**.0455**	**84**
3633	Household laundry equipment	1	1	263.2	10.1992	100
Scioto	**All mfg.**	**23**	**7**	**301.5**	**.0155**	**82**
3312	Blast furnaces & steel mills	1	1	172.9	.4594	100
8062	*General medical & surgical hospitals*	*3*	*3*	*58.3*	*.0403*	*100*
Seneca	**All mfg.**	**53**	**23**	**985.2**	**.0506**	**84**
3519	Internal-combustion engines n.e.c.	1	1	164.0	1.8252	100
3621	Motors & generators	1	1	53.6	.8751	100
3694	Engine electrical equipment	1	1	69.8	1.5725	100
Shelby	**All mfg.**	**46**	**15**	**549.8**	**.0282**	**87**
3469	Metal stampings n.e.c.	1	1	57.6	.9040	100
3585	Refrigeration & heating equipment	1	1	210.9	1.6950	100
Stark	**All mfg.**	**290**	**84**	**5,324.4**	**.2735**	**88**
2011	Meat-packing plants	1	1	315.4	.7143	100
2013	Sausages & other prepared meats	2	1	144.0	1.3544	93
3069	Fabricated rubber products n.e.c.	6	4	61.9	1.0854	90
3079	Miscellaneous plastics products	14	3	79.5	.2659	64
3253	Ceramic wall & floor tile	5	5	54.1	12.3347	100
3312	Blast furnaces & steel mills	3	3	1,182.2	3.1408	100
3316	Cold-rolled steel sheet, strip, & bars	3	3	61.7	2.8123	100
3317	Steel pipe & tubes	3	2	63.8	1.9449	96
3325	Steel foundries n.e.c.	3	3	126.6	4.4639	100
3399	Primary metal products n.e.c.	4	2	103.4	7.6649	96
3462	Iron & steel forgings	[illegible]	3	114.6	3.1260	96
3465	Automotive stampings	1	1	173.3	2.0222	100
3536	Hoists, industrial cranes, & monorails	2	2	53.1	5.3539	100
3562	Ball & roller bearings	3	2	308.0	15.5828	99
3635	Household vacuum cleaners	1	1	242.8	27.7011	100
4911	*Electric services*	*3*	*1*	*685.6*	*1.1308*	*99*
8062	*General medical & surgical hospitals*	*4*	*4*	*181.3*	*.1255*	*100*
Summit	**All mfg.**	**424**	**107**	**4,613.4**	**.2370**	**81**
1611	*Highway & street construction*	*9*	*4*	*128.1*	*.8043*	*88*
2812	Alkalies & chlorine	2	1	76.0	5.2737	97
2822	Synthetic rubber	4	4	354.9	11.4721	100
3011	Tires & inner tubes	3	2	542.0	5.1616	99
3069	Fabricated rubber products n.e.c.	27	8	106.8	1.8728	59
3079	Miscellaneous plastics products	23	5	103.4	.3459	48
3443	Fabricated plate work (boiler shops)	5	1	510.8	5.3514	98
3444	Sheet-metal work	8	3	65.3	1.1373	84
3465	Automotive stampings	5	3	497.0	5.7993	98
3544	Special dies, tools, jigs, & fixtures	35	9	67.3	2.2610	66
3559	Special-industry machinery n.e.c.	16	3	55.9	1.2923	54
3569	General industrial machinery n.e.c.	7	2	47.3	1.4467	78
3728	Aircraft equipment n.e.c.	5	2	390.7	4.1303	98
4911	*Electric services*	*1*	*1*	*541.5*	*.8931*	*100*
6025	*National banks, federal reserve system*	*3*	*2*	*189.4*	*.1770*	*98*
8062	*General medical & surgical hospitals*	*10*	*10*	*441.8*	*.3057*	*100*
Trumbull	**All mfg.**	**151**	**47**	**6,679.3**	**.3431**	**96**
3312	Blast furnaces & steel mills	4	3	1,403.4	3.7285	99
3316	Cold-rolled steel sheet, strip, & bars	3	2	50.1	2.2836	98
3317	Steel pipe & tubes	3	1	53.7	1.6370	91
3356	Nonferrous rolling & drawing n.e.c.	2	2	161.8	4.3911	100
3465	Automotive stampings	1	1	306.2	3.5729	100
3641	Electric lamps	2	2	107.3	4.9960	100
3694	Engine electrical equipment	2	1	599.3	13.5011	100
3711	Motor vehicles & passenger-car bodies	1	1	2,778.7	2.7368	100
3743	Railroad equipment	2	2	201.4	6.8338	100
8062	*General medical & surgical hospitals*	*4*	*4*	*133.2*	*.0922*	*100*
Tuscarawas	**All mfg.**	**95**	**23**	**622.8**	**.0320**	**66**
Union	**All mfg.**	**18**	**8**	**593.4**	**.0305**	**95**
2874	Phosphatic fertilizers	1	1	367.0	7.1380	100
Van Wert	**All mfg.**	**24**	**9**	**283.0**	**.0145**	**76**
Vinton	**All mfg.**	**8**	**2**	**59.5**	**.0031**	**71**
Warren	**All mfg.**	**45**	**12**	**240.4**	**.0123**	**63**
Washington	**All mfg.**	**44**	**16**	**858.1**	**.0441**	**89**
2522	Metal office furniture	1	1	112.0	3.4304	100
3312	Blast furnaces & steel mills	1	1	146.3	.3887	100
Wayne	**All mfg.**	**95**	**33**	**959.3**	**.0493**	**81**
3079	Miscellaneous plastics products	3	1	105.8	.3539	97
3713	Truck & bus bodies	4	4	46.0	1.8519	100
8062	*General medical & surgical hospitals*	*4*	*3*	*81.2*	*.0562*	*95*
Williams	**All mfg.**	**48**	**25**	**559.0**	**.02[illegible]7**	**87**
3546	Power-driven hand tools	1	1	58.1	4.12[illegible]	100
Wood	**All mfg.**	**60**	**21**	**939.2**	**.0482**	**88**
3211	Flat glass	1	1	159.6	9.4994	100
3714	Motor-vehicle parts & accessories	3	2	393.3	.9254	99
Wyandot	**All mfg.**	**19**	**7**	**141.7**	**.0073**	**82**
3079	Miscellaneous plastics products	6	4	71.1	.2378	94
STATE TOTAL	**All mfg.**	**8,[illegible]**	**2,581**	**119,670.2**	**6.1468**	**84**

OKLAHOMA

County SIC	Industry	Establishments		Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
		Total	Large			
Adair	**All mfg.**	**4**	**1**	**47.8**	**.0025**	**78**
Alfalfa	**All mfg.**	**1**		**1.3**	**.0001**	**0**
Atoka	**All mfg.**	**4**	**1**	**16.5**	**.0008**	**32**
Beaver	**All mfg.**	**1**		**1.9**	**.0001**	**0**
Beckham	**All mfg.**	**3**		**14.1**	**.0007**	**0**
Blaine	**All mfg.**	**8**	**3**	**70.7**	**.0036**	**65**
Bryan	**All mfg.**	**18**	**3**	**96.6**	**.0050**	**44**
Caddo	**All mfg.**	**6**	**2**	**88.0**	**.0045**	**40**
Canadian	**All mfg.**	**12**	**2**	**61.4**	**.0032**	**30**
Carter	**All mfg.**	**19**	**4**	**889.7**	**.0457**	**95**
3011	Tires & inner tubes	1	1	247.0	2.3522	100
Cherokee	**All mfg.**	**1**	**1**	**4.2**	**.0002**	**100**
Choctaw	**All mfg.**	**7**		**18.7**	**.0010**	**0**
Cleveland	**All mfg.**	**31**	**6**	**321.2**	**.0165**	**64**
8062	*General medical & surgical hospitals*	*4*	*3*	*96.8*	*.0670*	*95*
8221	*Colleges & universities n.e.c.*	*1*	*1*	*49.4*	*.2402*	*100*
Coal	**All mfg.**	**1**	**1**	**10.6**	**.0005**	**100**
Comanche	**All mfg.**	**25**	**6**	**220.0**	**.0113**	**71**
8062	*General medical & surgical hospitals*	*4*	*4*	*90.3*	*.0625*	*100*
Cotton	**All mfg.**	**1**	**1**	**6.3**	**.0003**	**100**
Craig	**All mfg.**	**6**	**1**	**28.0**	**.0014**	**43**
Creek	**All mfg.**	**27**	**8**	**284.3**	**.0146**	**69**
Custer	**All mfg.**	**15**	**3**	**169.5**	**.0087**	**76**
Delaware	**All mfg.**	**5**		**8.9**	**.0005**	**0**
Ellis	**All mfg.**	**2**		**64.9**	**.0033**	**0**
Garfield	**All mfg.**	**25**	**10**	**1,769.0**	**.0909**	**96**
Garvin	**All mfg.**	**11**	**3**	**536.4**	**.0276**	**97**
Grady	**All mfg.**	**24**	**4**	**235.2**	**.0121**	**53**
Grant	**All mfg.**	**2**		**9.0**	**.0005**	**0**
Greer	**All mfg.**	**2**		**2.3**	**.0001**	**0**
Harmon	**All mfg.**	**1**		**6.6**	**.0003**	**0**
Haskell	**All mfg.**	**1**		**6.0**	**.0003**	**0**
Hughes	**All mfg.**	**2**	**2**	**14.1**	**.0007**	**100**
Jackson	**All mfg.**	**7**	**2**	**47.7**	**.0025**	**67**

DEFINITIONS **SIC Industry**: Classification by primary product or service. **Total Establishments**: Those with 20 or more employees. **Large Establishments**: Those with 100 or more employees. **Shipments/Receipts**: Total dollar value of goods produced or distributed, or services rendered. **% Of U.S. Ship./Recpt.**: Boldface refers to county's share of total U.S. manufacturing shipments; lightface to the SIC industry in the county and its share of that industry's total U.S. shipments/receipts. **% In Large Establishments**: Share of shipments/receipts accounted for by establishments with 100 or more employees. **All Mfg.**: Total for all manufacturing establishments with 20 or more employees. Nonmanufacturing totals do not appear due to nonavailability. **N.E.C.**: Not Elsewhere Classified.

County SIC	Industry	1983 (S&MM Est) Establishments Total	 Large	 Shipments Receipts ($ Mil)	 % Of U S Ship Recpt	 % In Large Estab
OKLAHOMA (cont)						
Jefferson	**All mfg.**	**5**		**14.6**	**.0007**	**0**
Johnston	**All mfg.**	**4**		**7.3**	**.0004**	**0**
Kay	**All mfg.**	**48**	**9**	**6,137.0**	**.3152**	**98**
2911	Petroleum refining	1	1	5,773.5	3.1830	100
Kingfisher	**All mfg.**	**2**		**6.3**	**.0003**	**0**
Kiowa	**All mfg.**	**7**	**1**	**39.3**	**.0020**	**23**
Latimer	**All mfg.**	**1**	**1**	**7.8**	**.0004**	**100**
Le Flore	**All mfg.**	**8**	**4**	**44.1**	**.0023**	**83**
Lincoln	**All mfg.**	**10**	**4**	**495.6**	**.0255**	**96**
Logan	**All mfg.**	**5**	**3**	**57.2**	**.0029**	**96**
Love	**All mfg.**	**2**	**2**	**26.6**	**.0014**	**100**
McClain	**All mfg.**	**3**		**6.7**	**.0003**	**0**
McCurtain	**All mfg.**	**13**	**6**	**263.3**	**.0135**	**90**
2421	General sawmills & planing mills	4	1	103.9	.8446	86
McIntosh	**All mfg.**	**4**	**2**	**27.6**	**.0014**	**89**
Major	**All mfg.**	**3**	**1**	**19.1**	**.0010**	**62**
Marshall	**All mfg.**	**7**	**2**	**21.9**	**.0011**	**63**
Mayes	**All mfg.**	**21**	**10**	**501.7**	**.0258**	**76**
Murray	**All mfg.**	**4**	**1**	**54.7**	**.0028**	**95**
Muskogee	**All mfg.**	**42**	**14**	**591.8**	**.0304**	**83**
8062	*General medical & surgical hospitals*	*2*	*2*	*70.2*	*.0486*	*100*
Noble	**All mfg.**	**3**	**1**	**93.7**	**.0048**	**56**
Nowata	**All mfg.**	**3**	**1**	**13.8**	**.0007**	**79**
Okfuskee	**All mfg.**	**6**	**2**	**28.2**	**.0014**	**47**
Oklahoma	**All mfg.**	**338**	**75**	**5,358.3**	**.2752**	**85**
1311	*Crude petroleum & natural gas*	*113*	*1*	*1,765.8*	*4.3952*	*5*
1381	*Oil- & gas-well drilling services*	*44*	*1*	*203.3*	*3.7384*	*18*
1382	*Oil- & gas-field exploration services*	*48*	*1*	*37.7*	*4.4410*	*12*
1611	*Highway & street construction*	*13*	*4*	*148.4*	*.9317*	*82*
2013	Sausages & other prepared meats	5	2	193.6	1.8209	90
2086	Bottled & canned soft drinks	6	2	143.9	.8396	84
2711	Newspapers	3	1	76.7	.3596	92
3011	Tires & inner tubes	1	1	231.1	2.2008	100
3441	Fabricated structural metal	7	3	67.5	.8218	86
3573	Electronic computing equipment	1	1	180.6	.4590	100
3661	Telephone & telegraph apparatus	1	1	523.6	3.2734	100
3711	Motor vehicles & passenger-car bodies	1	1	1,883.9	1.8555	100
3714	Motor-vehicle parts & accessories	8	3	224.7	.5287	86
3721	Aircraft	1	1	131.6	.4109	100
4911	*Electric services*	*1*	*1*	*425.2*	*.7013*	*100*
5084	*Industrial-machinery distributors*	*39*	*3*	*540.5*	*1.4279*	*50*
6025	*National banks, federal reserve system*	*24*	*4*	*303.2*	*.2833*	*66*
7011	*Hotels, motels, & tourist courts*	*24*	*4*	*46.1*	*.2644*	*39*
8062	*General medical & surgical hospitals*	*16*	*15*	*508.4*	*.3518*	*99*
Okmulgee	**All mfg.**	**17**	**2**	**122.4**	**.0063**	**44**
Osage	**All mfg.**	**4**	**4**	**343.6**	**.0176**	**100**
Ottawa	**All mfg.**	**21**	**5**	**370.0**	**.0190**	**90**
3011	Tires & inner tubes	1	1	256.8	2.4456	100
Pawnee	**All mfg.**	**2**		**4.3**	**.0002**	**0**
Payne	**All mfg.**	**18**	**5**	**426.7**	**.0219**	**86**
8221	*Colleges & universities n.e.c.*	*1*	*1*	*49.4*	*.2402*	*100*
Pittsburg	**All mfg.**	**18**	**6**	**169.2**	**.0087**	**67**
Pontotoc	**All mfg.**	**23**	**7**	**166.7**	**.0086**	**64**
Pottawatomie	**All mfg.**	**29**	**5**	**210.9**	**.0108**	**68**
Pushmataha	**All mfg.**	**2**		**5.6**	**.0003**	**0**
Rogers	**All mfg.**	**24**	**4**	**137.2**	**.0070**	**57**
Seminole	**All mfg.**	**21**	**5**	**105.7**	**.0054**	**55**
Sequoyah	**All mfg.**	**8**	**1**	**80.9**	**.0042**	**70**
Stephens	**All mfg.**	**20**	**3**	**531.3**	**.0273**	**91**
3533	Oil-field machinery	2	1	466.1	5.5666	99
Texas	**All mfg.**	**8**	**1**	**237.5**	**.0122**	**5**
Tillman	**All mfg.**	**8**	**2**	**24.5**	**.0013**	**64**
Tulsa	**All mfg.**	**485**	**120**	**6,383.6**	**.3279**	**83**
1311	*Crude petroleum & natural gas*	*85*	*4*	*1,360.6*	*3.3866*	*20*
1381	*Oil- & gas-well drilling services*	*22*	*5*	*303.2*	*5.5755*	*68*
1382	*Oil- & gas-field exploration services*	*29*	*2*	*153.6*	*18.0940*	*87*
1623	*Pipe- & utility-line construction*	*13*	*2*	*99.8*	*1.7361*	*73*
2911	Petroleum refining	3	2	2,464.8	1.3589	97
3079	Miscellaneous plastics products	16	4	84.0	.2810	62
3441	Fabricated structural metal	16	4	81.4	.9911	61
3443	Fabricated plate work (boiler shops)	28	12	240.7	2.5217	78
3531	Construction machinery	11	5	207.9	1.7251	91

DEFINITIONS **SIC Industry**: Classification by primary product or service. **Total Establishments**: Those with 20 or more employees. **Large Establishments**: Those with 100 or more employees. **Shipments Receipts**: Total dollar value of goods produced or distributed, or services rendered. **% Of U.S. Ship. Recpt.**: Boldface refers to county's share of total U.S. manufacturing shipments, lightface to the SIC industry in the county and its share of that industry's total U.S. shipments receipts. **% In Large Establishments**: Share of shipments receipts accounted for by establishments with 100 or more employees. **All Mfg.**: Total for all manufacturing establishments with 20 or more employees. Nonmanufacturing totals do not appear due to nonavailability. **N.E.C.**: Not Elsewhere Classified.

County SIC	Industry	1983 (S&MM Est) Establishments Total	 Large	 Shipments Receipts ($ Mil)	 % Of U S Ship Recpt	 % In Large Estab
3533	Oil-field machinery	28	11	480.3	5.7362	83
3559	Special-industry machinery n.e.c.	12	4	52.6	1.2160	66
3561	Pumps & pumping equipment	10	3	128.7	2.4339	79
3721	Aircraft	2	1	337.9	1.0550	99
3728	Aircraft equipment n.e.c.	6	1	127.7	1.3500	91
4911	*Electric services*	*2*	*1*	*317.3*	*.5233*	*98*
5084	*Industrial-machinery distributors*	*40*	*3*	*655.8*	*1.7324*	*55*
6025	*National banks, federal reserve system*	*12*	*5*	*256.5*	*.2396*	*85*
8062	*General medical & surgical hospitals*	*10*	*8*	*414.1*	*.2866*	*99*
Wagoner	**All mfg.**	**3**	**3**	**46.2**	**.0024**	**100**
Washington	**All mfg.**	**14**	**5**	**184.6**	**.0095**	**87**
Washita	**All mfg.**	**3**	**1**	**11.9**	**.0006**	**37**
Woods	**All mfg.**	**1**		**2.9**	**.0001**	**0**
Woodward	**All mfg.**	**7**	**1**	**46.3**	**.0024**	**69**
STATE TOTAL	**All mfg.**	**1,547**	**383**	**28,479.5**	**1.4628**	**85**
OREGON						
Baker	**All mfg.**	**11**	**5**	**116.8**	**.0060**	**76**
Benton	**All mfg.**	**36**	**7**	**259.5**	**.0133**	**60**
Clackamas	**All mfg.**	**128**	**31**	**1,097.3**	**.0564**	**74**
2421	General sawmills & planing mills	12	5	93.4	.7592	74
2621	Paper mills, except building paper	2	2	218.8	1.0489	100
3425	Hand saws & saw blades	2	1	63.5	12.4583	95
Clatsop	**All mfg.**	**22**	**6**	**275.6**	**.0142**	**68**
Columbia	**All mfg.**	**27**	**7**	**423.2**	**.0217**	**79**
2621	Paper mills, except building paper	2	2	215.9	1.0350	100
Coos	**All mfg.**	**50**	**14**	**547.9**	**.0281**	**68**
2421	General sawmills & planing mills	12	6	112.6	.9153	83
2436	Softwood veneer & plywood	7	4	141.6	3.3206	91
2492	Particleboard	1	1	54.2	8.8591	100
Crook	**All mfg.**	**11**	**5**	**104.0**	**.0053**	**75**
Curry	**All mfg.**	**7**	**4**	**164.1**	**.0084**	**95**
Deschutes	**All mfg.**	**36**	**8**	**218.5**	**.0112**	**59**
Douglas	**All mfg.**	**60**	**18**	**1,073.7**	**.0552**	**79**
2436	Softwood veneer & plywood	11	9	616.4	14.4549	98
8062	*General medical & surgical hospitals*	*6*	*3*	*62.4*	*.0432*	*90*
Grant	**All mfg.**	**5**	**2**	**36.5**	**.0019**	**69**
Harney	**All mfg.**	**2**	**1**	**34.6**	**.0018**	**94**
Hood River	**All mfg.**	**15**	**5**	**100.9**	**.0052**	**65**
Jackson	**All mfg.**	**87**	**24**	**715.7**	**.0368**	**62**
2421	General sawmills & planing mills	10	4	97.3	.7909	72
2436	Softwood veneer & plywood	14	11	277.0	6.4958	95
8062	*General medical & surgical hospitals*	*3*	*3*	*61.2*	*.0423*	*100*
Jefferson	**All mfg.**	**6**	**2**	**79.4**	**.0041**	**75**
Josephine	**All mfg.**	**27**	**12**	**259.6**	**.0133**	**77**
Klamath	**All mfg.**	**31**	**8**	**344.8**	**.0177**	**64**
2499	Wood products n.e.c.	1	1	98.3	2.8999	100
Lake	**All mfg.**	**8**	**2**	**45.3**	**.0023**	**38**
Lane	**All mfg.**	**196**	**50**	**1,870.9**	**.0961**	**70**
2421	General sawmills & planing mills	27	11	304.3	2.4735	82
2436	Softwood veneer & plywood	20	14	405.9	9.5186	88
2631	Paperboard mills	1	1	355.7	3.2173	100
8062	*General medical & surgical hospitals*	*6*	*3*	*81.8*	*.0566*	*86*
Lincoln	**All mfg.**	**20**	**2**	**273.4**	**.0140**	**71**
2631	Paperboard mills	1	1	183.9	1.6634	100
Linn	**All mfg.**	**80**	**31**	**1,261.9**	**.0648**	**81**
2436	Softwood veneer & plywood	11	10	317.0	7.4338	99
3339	Primary nonferrous metals n.e.c.	2	2	261.5	14.8622	100
Malheur	**All mfg.**	**10**	**2**	**142.4**	**.0073**	**88**
2037	Frozen fruits & vegetables	1	1	88.0	1.7951	100
Marion	**All mfg.**	**136**	**28**	**878.4**	**.0451**	**61**
2033	Canned fruits & vegetables	11	7	159.0	1.7373	90
2037	Frozen fruits & vegetables	9	4	164.5	3.3556	86
8062	*General medical & surgical hospitals*	*4*	*1*	*75.2*	*.0520*	*86*
Morrow	**All mfg.**	**3**	**3**	**59.0**	**.0030**	**100**
Multnomah	**All mfg.**	**581**	**124**	**5,613.3**	**.2883**	**73**
2253	Knit-outerwear mills	4	1	67.6	2.3021	91
2339	Women's & misses' outerwear n.e.c.	2	2	80.5	1.7211	100
2431	Millwork	12	5	83.5	1.6849	78
2651	Folding paperboard boxes	5	3	79.8	2.3335	96
2711	Newspapers	5	1	85.6	.4013	88
3325	Steel foundries n.e.c.	6	3	110.4	3.8927	90
3537	Industrial trucks & tractors	4	3	66.4	4.1018	99
3711	Motor vehicles & passenger-car bodies	2	2	984.3	.9695	100
3728	Aircraft equipment n.e.c.	2	1	118.3	1.2506	99
3731	Ship building & repairing	7	3	73.6	.8293	88
3743	Railroad equipment	1	1	65.3	2.2157	100
4911	*Electric services*	*6*	*5*	*662.1*	*1.0921*	*98*
5084	*Industrial-machinery distributors*	*39*		*302.6*	*.7994*	*0*
5085	*Industrial supply distributors*	*46*		*313.6*	*.9360*	*0*
6025	*National banks, federal reserve system*	*3*	*2*	*1,380.1*	*1.2894*	*100*
7011	*Hotels, motels, & tourist courts*	*16*	*2*	*38.7*	*.2220*	*43*
8062	*General medical & surgical hospitals*	*17*	*14*	*660.7*	*.4572*	*99*
8221	*Colleges & universities n.e.c.*	*3*	*3*	*52.9*	*.2572*	*91*

County SIC	Industry	Establishments Total	Establishments Large	1983 (S&MM Est.) Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
Polk	All mfg.	15	7	157.6	.0081	76
Tillamook	All mfg.	12	3	154.3	.0079	81
Umatilla	All mfg.	30	10	360.1	.0185	65
2037	Frozen fruits & vegetables	5	3	108.5	2.2132	91
8062	*General medical & surgical hospitals*	*5*	*2*	*50.0*	*.0346*	*80*
Union	All mfg.	13	5	124.9	.0064	71
Wallowa	All mfg.	6		36.4	.0019	0
Wasco	All mfg.	8	3	163.7	.0084	71
Washington	All mfg.	125	36	1,428.5	.0734	81
3573	Electronic computing equipment	3	3	157.5	.4003	100
3825	Electricity-measuring instruments	3	1	523.8	9.3309	99
Yamhill	All mfg.	55	7	410.5	.0211	47
STATE TOTAL	All mfg.	1,859	472	18,832.7	.9673	72

PENNSYLVANIA

County SIC	Industry	Establishments Total	Establishments Large	1983 (S&MM Est.) Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
Adams	All mfg.	53	18	440.7	.0226	79
2033	Canned fruits & vegetables	5	4	163.0	1.7810	99
3149	Nonrubber footwear n.e.c.	4	1	19.5	2.7407	86
Allegheny	All mfg.	773	206	10,589.6	.5439	83
1211	*Bituminous-coal & lignite mining*	*11*	*10*	*265.6*	*1.4455*	*99*
1611	*Highway & street construction*	*13*	*7*	*246.0*	*1.5445*	*94*
1622	*Bridge & tunnel construction*	*5*	*4*	*136.0*	*2.6340*	*97*
1629	*Heavy construction n.e.c.*	*31*	*15*	*509.4*	*2.1515*	*89*
2032	Canned food specialties	1	1	483.9	12.2646	100
2051	Bread, cake, & related products	30	6	139.8	1.1184	54
2711	Newspapers	13	4	74.6	.3497	65
2752	Lithographic commercial printing	32	4	214.8	1.4543	44
3079	Miscellaneous plastics products	18	4	85.5	.2860	54
3211	Flat glass	2	2	67.6	4.0236	100
3221	Glass containers	1	1	77.4	1.5733	100
3312	Blast furnaces & steel mills	15	12	2,888.0	7.6727	99
3325	Steel foundries n.e.c.	6	4	63.2	2.2284	90
3441	Fabricated structural metal	20	7	123.1	1.4988	70
3462	Iron & steel forgings	9	6	139.2	3.7971	94
3494	Valves & pipe fittings	9	4	94.3	1.0857	85
3498	Fabricated pipe & fittings	5	2	129.8	4.8636	89
3499	Fabricated metal products n.e.c.	7	3	60.0	1.4251	91
3547	Rolling-mill machinery	5	4	81.2	17.0017	96
3555	Printing-trades machinery	3	3	67.1	3.5865	100
3559	Special-industry machinery n.e.c.	8	2	63.5	1.4680	88
3573	Electronic computing equipment	7	4	188.6	.4793	93
3612	Transformers	1	1	119.2	4.2875	100
3634	Electric housewares & fans	2	1	105.5	3.0304	98
3644	Non-current-carrying wiring devices	4	3	138.3	5.4174	92
3662	Radio & TV communication equipment	2	1	178.8	.5472	98
3711	Motor vehicles & passenger-car bodies	1	1	690.7	.6803	100
3731	Ship building & repairing	3	2	111.2	1.2530	99
3743	Railroad equipment	3	1	146.5	4.9710	97
3823	Industrial process-control instruments	5	1	65.8	1.9298	86
4011	*Line-haul-operating railroads*	*15*	*8*	*351.2*	*2.4656*	*97*
4911	*Electric services*	*2*	*1*	*263.7*	*.4349*	*99*
4924	*Natural-gas distribution*	*7*	*2*	*458.1*	*3.6548*	*90*
5051	*Metals service centers & sales offices*	*20*	*2*	*895.1*	*1.6331*	*52*
5063	*Electrical-power-equipment wholesalers*	*21*	*3*	*420.8*	*1.1745*	*45*
5084	*Industrial-machinery distributors*	*46*		*345.2*	*.9119*	*0*
5085	*Industrial-supply distributors*	*62*		*448.0*	*1.3371*	*0*
6025	*National banks, federal reserve system*	*5*	*3*	*1,409.8*	*1.3171*	*99*
7011	*Hotels, motels, & tourist courts*	*21*	*6*	*64.1*	*.3677*	*66*
8062	*General medical & surgical hospitals*	*34*	*31*	*1,529.9*	*1.0587*	*99*
8221	*Colleges & universities n.e.c.*	*10*	*4*	*57.1*	*.2776*	*85*
Armstrong	All mfg.	41	14	434.1	.0223	84
3211	Flat glass	1	1	76.6	4.5593	100
3316	Cold-rolled steel sheet, strip, & bars	1	1	42.8	1.9509	100
Beaver	All mfg.	82	37	2,418.2	.1242	94
2821	Plastics materials & synthetic resins	2	2	237.6	1.3581	100
3312	Blast furnaces & steel mills	3	3	593.8	1.5776	100
3317	Steel pipe & tubes	4	4	515.2	15.7054	100
3452	Bolts, nuts, rivets, & washers	2	2	144.6	3.4905	100
3613	Switchgear & switchboard apparatus	1	1	181.0	4.1005	100
8062	*General medical & surgical hospitals*	*3*	*3*	*97.5*	*.0675*	*100*
Bedford	All mfg.	26	8	200.9	.0103	77
Berks	All mfg.	344	134	4,603.3	.2364	83
2065	Confectionery products	8	4	203.6	3.2087	86
2254	Knit underwear mills	13	8	76.3	8.1213	87
3312	Blast furnaces & steel mills	1	1	348.4	.9256	100
3317	Steel pipe & tubes	2	2	50.9	1.5516	100
3321	Gray-iron foundries	9	7	90.5	1.1591	91
3555	Printing-trades machinery	1	1	73.8	3.9446	100
3631	Household cooking equipment	1	1	119.7	4.1839	100
3674	Semiconductors & related devices	1	1	307.5	2.2875	100
3691	Storage batteries	3	3	174.0	6.1408	100
3711	Motor vehicles & passenger-car bodies	2	2	644.6	.6349	100
3851	Ophthalmic goods	3	2	34.6	3.2297	94
4911	*Electric services*	*1*	*1*	*225.6*	*.3721*	*100*
8062	*General medical & surgical hospitals*	*5*	*5*	*197.3*	*.1365*	*100*
Blair	All mfg.	76	33	1,058.5	.0544	82
2253	Knit-outerwear mills	1	1	61.8	2.1045	100
8062	*General medical & surgical hospitals*	*6*	*6*	*136.7*	*.0946*	*100*
Bradford	All mfg.	31	14	609.3	.0313	92
3356	Nonferrous rolling & drawing n.e.c.	1	1	222.4	6.0358	100
3546	Power-driven hand tools	1	1	52.9	3.7528	100
8062	*General medical & surgical hospitals*	*3*	*2*	*54.1*	*.0374*	*92*
Bucks	All mfg.	461	117	4,377.0	.2248	72
1611	*Highway & street construction*	*3*	*1*	*127.4*	*.7999*	*97*
2641	Paper coating & glazing	6	3	154.1	2.7245	85
2821	Plastics materials & synthetic resins	4	1	251.3	1.4365	91
3079	Miscellaneous plastics products	23	4	97.6	.3265	44
3312	Blast furnaces & steel mills	1	1	664.9	1.7665	100
3559	Special-industry machinery n.e.c.	9	3	62.2	1.4379	86
3823	Industrial process-control instruments	5	2	285.5	8.3734	97
8062	*General medical & surgical hospitals*	*10*	*8*	*215.3*	*.1490*	*99*
Butler	All mfg.	88	27	1,953.5	.1003	88
3312	Blast furnaces & steel mills	1	1	398.9	1.0598	100
8062	*General medical & surgical hospitals*	*2*	*2*	*95.5*	*.0661*	*100*
Cambria	All mfg.	75	19	862.3	.0443	81
1211	*Bituminous-coal & lignite mining*	*17*	*8*	*395.3*	*2.1514*	*90*
3312	Blast furnaces & steel mills	1	1	332.5	.8834	100
3325	Steel foundries n.e.c.	1	1	73.0	2.5740	100
3743	Railroad equipment	1	1	92.5	3.1387	100
4911	*Electric services*	*2*	*1*	*388.3*	*.6405*	*97*
8062	*General medical & surgical hospitals*	*6*	*6*	*189.4*	*.1311*	*100*
Cameron	All mfg.	6	3	56.8	.0029	88
Carbon	All mfg.	50	13	353.1	.0181	68
2331	Women's & misses' blouses	14	4	95.4	3.2023	66
Centre	All mfg.	51	23	604.8	.0311	87
3351	Copper rolling & drawing	1	1	203.2	4.3913	100
3679	Electronic components n.e.c.	4	3	55.4	.4480	93
8221	*Colleges & universities n.e.c.*	*1*	*1*	*247.0*	*1.2008*	*100*
Chester	All mfg.	287	76	3,736.7	.1919	79
2033	Canned fruits & vegetables	15	6	201.8	2.2050	80
2051	Bread, cake, & related products	2	2	126.4	1.0112	100
2819	Industrial inorganic chemicals n.e.c.	2	1	136.1	1.1624	94
2834	Pharmaceutical preparations	2	2	255.0	1.4204	100
3011	Tires & inner tubes	1	1	136.0	1.2952	100
3079	Miscellaneous plastics products	9	3	73.9	.2472	80
3312	Blast furnaces & steel mills	9	5	672.5	1.7867	97
3573	Electronic computing equipment	5	2	316.5	.8044	95
3811	Engineering & scientific instruments	5	2	50.2	1.8699	93
6025	*National banks, federal reserve system*	*6*	*1*	*162.1*	*.1514*	*79*
8062	*General medical & surgical hospitals*	*11*	*10*	*301.6*	*.2087*	*100*
Clarion	All mfg.	22	6	195.6	.0100	72
1211	*Bituminous-coal & lignite mining*	*9*	*2*	*155.5*	*.8463*	*84*
3221	Glass containers	2	2	94.6	1.9229	100
Clearfield	All mfg.	51	16	565.6	.0291	82
1211	*Bituminous-coal & lignite mining*	*23*	*5*	*169.0*	*.9198*	*50*
Clinton	All mfg.	18	7	413.6	.0212	83
3721	Aircraft	2	2	192.0	.5994	100
Columbia	All mfg.	65	21	741.1	.0381	84
2099	Food preparations n.e.c.	1	1	152.8	1.6710	100
3743	Railroad equipment	1	1	87.1	2.9554	100
Crawford	All mfg.	68	21	732.1	.0376	73
3964	Needles, pins, & fasteners	1	1	74.6	10.4658	100
Cumberland	All mfg.	93	42	1,464.4	.0752	86
2272	Tufted carpets & rugs	1	1	179.6	3.0397	100
3011	Tires & inner tubes	1	1	154.1	1.4675	100
3211	Flat glass	1	1	66.2	3.9402	100
3442	Metal doors, sash, & trim	1	1	49.8	1.1549	100
3643	Current-carrying wiring devices	3	3	108.7	3.7381	100
3679	Electronic components n.e.c.	6	4	73.1	.5912	94
8062	*General medical & surgical hospitals*	*5*	*3*	*80.2*	*.0555*	*92*
Dauphin	All mfg.	113	36	2,197.0	.1128	89
2051	Bread, cake, & related products	6	2	67.2	.5376	85
2066	Chocolate & cocoa products	1	1	628.9	28.5448	100
3312	Blast furnaces & steel mills	1	1	441.5	1.1730	100
3317	Steel pipe & tubes	1	1	50.8	1.5486	100
3579	Office machines n.e.c.	2	2	163.3	3.3553	100
3715	Truck trailers	1	1	105.2	4.2538	100
6025	*National banks, federal reserve system*	*6*	*1*	*182.7*	*.1707*	*90*
8062	*General medical & surgical hospitals*	*5*	*5*	*242.2*	*.1676*	*100*
Delaware	All mfg.	244	73	8,935.4	.4590	94
2621	Paper mills, except building paper	1	1	275.6	1.3212	100
2721	Periodicals	17	1	218.8	2.0366	69
2834	Pharmaceutical preparations	1	1	150.7	.8395	100
2911	Petroleum refining	3	3	5,360.4	2.9553	100
3079	Miscellaneous plastics products	11	4	68.8	.2301	67
3443	Fabricated plate work (boiler shops)	3	2	122.1	1.2792	97
3511	Turbines & turbine-generator set units	1	1	150.9	5.0478	100
3629	Electrical industrial apparatus n.e.c.	2	2	73.2	6.6703	100
3721	Aircraft	1	1	529.2	1.6522	100
3731	Ship building & repairing	1	1	169.6	1.9110	100
3743	Railroad equipment	2	1	83.2	2.8231	98
3842	Surgical appliances & supplies	2	2	163.3	3.6651	100

1983 (S&MM Est.)

County SIC	Industry	Establishments Total	Establishments Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt	% In Large Estab
PENNSYLVANIA (Delaware, cont.)						
3911	Precious-metal jewelry	1	1	132.8	5.5246	100
6025	*National banks, federal reserve system*	2	2	492.5	.4601	100
8062	*General medical & surgical hospitals*	8	8	285.6	.1976	100
Elk	**All mfg.**	**38**	**15**	**720.3**	**.0370**	**87**
3624	Carbon & graphite products	5	5	306.3	23.2804	100
Erie	**All mfg.**	**261**	**83**	**2,915.7**	**.1498**	**83**
2621	Paper mills, except building paper	1	1	321.5	1.5412	100
3069	Fabricated rubber products n.e.c.	3	1	65.0	1.1328	88
3079	Miscellaneous plastics products	29	10	186.3	.6232	68
3321	Gray-iron foundries	7	5	83.5	1.0694	92
3462	Iron & steel forgings	5	3	85.2	2.3241	91
3494	Valves & pipe fittings	9	5	142.8	1.6441	92
3621	Motors & generators	1	1	81.4	1.3290	100
3679	Electronic components n.e.c.	4	4	110.4	.8928	100
3743	Railroad equipment	1	1	303.6	10.3017	100
8062	*General medical & surgical hospitals*	7	6	186.3	.1289	98
Fayette	**All mfg.**	**69**	**22**	**500.2**	**.0257**	**78**
3221	Glass containers	1	1	88.3	1.7948	100
Forest	**All mfg.**	**4**	**1**	**16.5**	**.0008**	**41**
Franklin	**All mfg.**	**66**	**27**	**948.9**	**.0487**	**85**
2311	Men's & boys' suits & coats	1	1	76.0	2.3719	100
3531	Construction machinery	3	2	296.4	2.4595	99
3541	Metal-cutting machine tools	2	2	70.0	1.8893	100
8062	*General medical & surgical hospitals*	3	3	74.9	.0518	100
Fulton	**All mfg.**	**3**	**1**	**26.1**	**.0013**	**77**
Greene	**All mfg.**	**10**	**2**	**32.2**	**.0017**	**36**
1211	*Bituminous-coal & lignite mining*	6	5	236.3	1.2860	99
Huntingdon	**All mfg.**	**25**	**11**	**210.8**	**.0108**	**83**
Indiana	**All mfg.**	**37**	**8**	**249.3**	**.0128**	**59**
1211	*Bituminous-coal & lignite mining*	12	4	133.3	.7255	69
3442	Metal doors, sash, & trim	1	1	49.9	1.1572	100
3535	Conveyors & conveying equipment	2	1	54.7	2.7270	93
Jefferson	**All mfg.**	**36**	**9**	**230.1**	**.0118**	**77**
Juniata	**All mfg.**	**14**	**5**	**64.0**	**.0033**	**76**
Lackawanna	**All mfg.**	**263**	**74**	**1,938.3**	**.0996**	**71**
2327	Men's & boys' separate trousers	9	8	46.6	2.0581	98
2335	Women's & misses' dresses	50	3	113.1	2.7133	17
3671	Electron tubes	1	1	183.5	7.3742	100
8062	*General medical & surgical hospitals*	11	10	186.6	.1291	99
Lancaster	**All mfg.**	**360**	**125**	**4,854.1**	**.2493**	**83**
2017	Poultry & egg processing	1	1	41.3	3.0314	100
2026	Fluid milk	5	1	200.7	1.1734	77
2254	Knit underwear mills	2	2	43.3	4.6088	100
2341	Women's & children's underwear	16	11	93.8	3.5467	91
2751	Letterpress commercial printing	9	3	33.8	.7086	84
2834	Pharmaceutical preparations	2	2	138.2	.7698	100
3149	Nonrubber footwear n.e.c.	8	4	17.3	2.4315	74
3322	Malleable-iron foundries	4	4	52.6	11.9328	100
3353	Aluminum sheet, plate, & foil	1	1	287.1	3.3389	100
3523	Farm machinery & equipment	5	2	276.4	2.9359	97
3671	Electron tubes	1	1	196.6	7.9007	100
3674	Semiconductors & related devices	1	1	244.0	1.8151	100
3996	Hard-surface floor coverings n.e.c.	2	1	330.1	57.0515	99
6025	*National banks, federal reserve system*	10	2	278.5	.2602	83
7011	*Hotels, motels, & tourist courts*	10	1	49.0	.2810	7[illegible]
8062	*General medical & surgical hospitals*	4	4	81.5	.0564	100
Lawrence	**All mfg.**	**69**	**19**	**497.6**	**.0256**	**69**
4911	*Electric services*	1	1	229.1	.3779	100
8062	*General medical & surgical hospitals*	3	3	61.7	.0427	100
Lebanon	**All mfg.**	**110**	**39**	**1,039.7**	**.0534**	**7[illegible]**
3325	Steel foundries n.e.c.	2	2	79.0	2.7855	100
3452	Bolts, nuts, rivets, & washers	1	1	93.7	2.2618	100
3564	Blowers & exhaust & ventilation fans	2	2	48.4	3.0429	100
8062	*General medical & surgical hospitals*	4	4	92.7	.0641	100
Lehigh	**All mfg.**	**280**	**93**	**4,941.6**	**.2538**	**[illegible]**
2257	Circular knit fabric mills	7	3	175.9	5.6380	8[illegible]
2311	Men's & boys' suits & coats	4	3	48.0	1.4980	9[illegible]
2335	Women's & misses' dresses	9	4	43.6	1.0460	6[illegible]
2339	Women's & misses' outerwear n.e.c.	19	8	108.5	2.3198	[illegible]2
3585	Refrigeration & heating equipment	1	1	247.4	1.9883	100
3634	Electric housewares & fans	1	1	106.4	3.0562	100
3674	Semiconductors & related devices	1	1	396.7	2.9511	100
3711	Motor vehicles & passenger car bodies	1	1	1,569.9	1.5462	100
4911	*Electric services*	2	2	468.3	.7724	100
6025	*National banks, federal reserve system*	5	2	157.9	.1475	94
8062	*General medical & surgical hospitals*	7	6	221.8	.1535	99
Luzerne	**All mfg.**	**306**	**109**	**2,439.5**	**.1253**	**67**
2067	Chewing gum	1	1	119.0	14.3098	100
2121	Cigars	3	3	50.4	13.7931	100
2335	Women's & misses' dresses	97	15	282.6	6.7796	36
2339	Women's & misses' outerwear n.e.c.	13	3	54.3	1.1610	48
3443	Fabricated plate work (boiler shops)	5	3	104.8	1.0979	93
3496	Miscellaneous fabricated wire products	4	3	25.9	1.5458	96
3559	Special-industry machinery n.e.c.	5	3	48.6	1.1235	94
6025	*National banks, federal reserve system*	11	3	195.1	.1823	81
8062	*General medical & surgical hospitals*	10	10	218.5	.1512	100
Lycoming	**All mfg.**	**105**	**43**	**1,566.2**	**.0804**	**87**
2051	Bread, cake, & related products	1	1	100.9	.8072	100
3559	Special-industry machinery n.e.c.	1	1	48.8	1.1281	100
3724	Aircraft engines & engine parts	1	1	234.9	1.5474	100
8062	*General medical & surgical hospitals*	4	4	104.4	.0722	100
McKean	**All mfg.**	**37**	**14**	**1,549.2**	**.0796**	**95**
Mercer	**All mfg.**	**74**	**22**	**1,141.1**	**.0586**	**86**
3312	Blast furnaces & steel mills	2	2	565.1	1.5013	100
3317	Steel pipe & tubes	6	5	82.7	2.5210	96
3612	Transformers	1	1	119.2	4.2875	100
8062	*General medical & surgical hospitals*	5	5	84.5	.0585	100
Mifflin	**All mfg.**	**28**	**10**	**429.2**	**.0220**	**83**
3312	Blast furnaces & steel mills	1	1	133.0	.3533	100
3523	Farm machinery & equipment	1	1	74.2	.7882	100
Monroe	**All mfg.**	**54**	**16**	**373.9**	**.0192**	**63**
Montgomery	**All mfg.**	**770**	**233**	**7,874.5**	**.4045**	**78**
1611	*Highway & street construction*	10	4	134.6	.8451	91
1623	*Pipe- & utility-line construction*	8	2	93.4	1.6247	87
2254	Knit-underwear mills	3	2	36.5	3.8850	92
2311	Men's & boys' suits & coats	8	4	44.4	1.3857	79
2335	Women's & misses' dresses	7	4	40.3	.9668	88
2834	Pharmaceutical preparations	4	4	728.9	4.0602	100
3011	Tires & inner tubes	2	1	194.2	1.8494	98
3079	Miscellaneous plastics products	23	3	128.8	.4308	52
3317	Steel pipe & tubes	9	7	131.6	4.0117	95
3321	Gray-iron foundries	3	1	66.0	.8453	85
3361	Aluminum foundries	4	1	68.2	2.1726	93
3452	Bolts, nuts, rivets, & washers	4	2	86.6	2.0904	94
3544	Special dies, tools, jigs, & fixtures	15	3	25.3	.8500	53
3559	Special-industry machinery n.e.c.	18	4	50.6	1.1698	52
3566	Speed changers, drives, & gears	6	4	100.8	7.0371	97
3573	Electronic computing equipment	17	9	476.1	1.2100	92
3662	Radio & TV communication equipment	10	6	243.9	.7465	91
3679	Electronic components n.e.c.	16	7	109.8	.8879	78
3714	Motor-vehicle parts & accessories	6	4	185.8	.4372	93
3811	Engineering & scientific instruments	10	4	57.8	2.1530	86
3823	Industrial process-control instruments	7	4	314.2	9.2152	97
4011	*Line-haul-operating railroads*	8	1	138.7	.9737	90
5081	*Commercial-equipment wholesalers*	9	1	199.5	1.5984	80
6025	*National banks, federal reserve system*	5	4	789.7	.7378	100
7372	*Computer programming & software*	15	6	284.9	3.0224	93
8062	*General medical & surgical hospitals*	17	3	479.0	.3315	97
Montour	**All mfg.**	**10**	**7**	**247.4**	**.0127**	**97**
8062	*General medical & surgical hospitals*	2	2	133.2	.0922	100
Northampton	**All mfg.**	**254**	**75**	**2,669.1**	**.1371**	**79**
2331	Women's & misses' blouses	60	13	266.2	8.9356	48
2339	Women's & misses' outerwear n.e.c.	20	6	94.0	2.0097	69
3312	Blast furnaces & steel mills	1	1	877.7	2.3318	100
8062	*General medical & surgical hospitals*	2	2	56.7	.0392	100
Northumberland	**All mfg.**	**83**	**37**	**941.5**	**.0484**	**83**
2032	Canned food specialties	1	1	270.8	6.8635	100
2321	Men's & boys' shirts & nightwear	3	2	41.8	1.0800	93
Perry	**All mfg.**	**13**	**2**	**55.9**	**.0029**	**31**
Philadelphia	**All mfg.**	**1,326**	**373**	**14,801.4**	**.7603**	**81**
1622	*Bridge & tunnel construction*	3	2	149.0	2.8858	98
1623	*Pipe- & utility-line construction*	4	2	71.6	1.2455	96
1629	*Heavy construction n.e.c.*	7	5	956.4	4.0395	99
2011	Meat packing plants	6	3	345.4	.7822	91
2013	Sausages & other prepared meats	15	7	294.9	2.7736	88
2026	Fluid milk	11	7	230.4	1.3470	83
2051	Bread, cake, & related products	21	9	265.3	2.1223	87
2052	Cookies & crackers	5	2	283.3	6.2877	94
2065	Confectionery products	17	7	265.2	4.1795	81
2082	Malt beverages	2	2	343.1	2.8747	100
2086	Bottled & canned soft drinks	5	4	182.1	1.0625	96
2253	Knit outerwear mills	19	11	184.3	6.2762	90
2311	Men's & boys' suits & coats	41	22	355.3	11.0886	91
2329	Men's & boys' clothing n.e.c.	14	6	41.7	2.8400	73
2335	Women's & misses' dresses	21	7	98.9	2.3726	63
2339	Women's & misses' outerwear n.e.c.	15	3	48.3	1.0327	39
2361	Girls' & children's dresses & blouses	5	2	55.8	4.9398	89
2652	Set-up paperboard boxes	11	4	32.8	6.9951	65
2653	Corrugated & solid fiber boxes	14	7	147.4	1.4262	76
2711	Newspapers	8	4	147.6	.6920	90
2721	Periodicals	19	7	274.2	2.5523	88
2731	Book publishing	7	3	142.1	1.8714	89

DEFINITIONS: **SIC Industry**: Classification by primary product or service. **Total Establishments**: Those with 20 or more employees. **Large Establishments**: Those with 100 or more employees. **Shipments/Receipts**: Total dollar value of goods produced or distributed, or services rendered. **% Of U.S. Ship./Recpt.**: Boldface refers to county's share of total U.S. manufacturing shipments; lightface to the SIC industry in the county and its share of that industry's total U.S. shipments/receipts. **% In Large Establishments**: Share of shipments/receipts accounted for by establishments with 100 or more employees. **All Mfg.**: Total for all manufacturing establishments with 20 or more employees. Nonmanufacturing totals do not appear due to nonavailability. **N.E.C.**: Not Elsewhere Classified.

1983 (S&MM Est.)

County SIC	Industry	Establishments		Shipments/ Receipts ($ Mil.)	% Of U.S. Ship/ Recpt	% In Large Estab.
		Total	Large			
2751	Letterpress commercial printing	35	7	57.5	1.2055	58
2752	Lithographic commercial printing	33	7	260.5	1.7637	52
2791	Typesetting	11	6	82.5	9.3463	80
2834	Pharmaceutical preparations	10	3	592.3	3.2993	94
2851	Paints & allied products	9	3	150.2	1.6824	82
2911	Petroleum refining	2	1	2,454.6	1.3533	98
3411	Metal cans	3	3	230.6	2.3566	100
3444	Sheet-metal work	18	8	86.7	1.5100	82
3469	Metal stampings n.e.c.	12	4	141.8	2.2254	83
3496	Miscellaneous fabricated wire products	12	4	27.3	1.6294	69
3537	Industrial trucks & tractors	2	1	35.8	2.2115	97
3561	Pumps & pumping equipment	6	1	79.9	1.5110	76
3562	Ball & roller bearings	3	3	73.8	2.2638	100
3585	Refrigeration & heating equipment	7	5	112.1	.9009	94
3613	Switchgear & switchboard apparatus	3	2	333.8	7.5621	99
3645	Residential electric lighting fixtures	15	6	124.5	10.5054	82
3714	Motor-vehicle parts & accessories	6	4	355.9	.8374	96
3721	Aircraft	1	1	119.6	.3734	100
3731	Ship building & repairing	4	2	337.9	3.8074	99
3811	Engineering & scientific instruments	10	3	48.3	1.7992	68
3999	Manufactures n.e.c.	15	4	43.4	1.6085	61
4011	*Line-haul-operating railroads*	*11*	*7*	*1,024.2*	*7.1903*	*100*
4931	*Electric & other services combined*	*1*	*1*	*949.9*	*2.8356*	*100*
5063	*Electrical-power-equipment wholesalers*	*31*	*2*	*440.3*	*1.2289*	*29*
5085	*Industrial-supply distributors*	*39*	*3*	*436.0*	*1.3013*	*38*
6025	*National banks, federal reserve system*	*3*	*3*	*818.3*	*.7645*	*100*
7011	*Hotels, motels, & tourist courts*	*17*	*3*	*50.2*	*.2879*	*52*
8062	*General medical & surgical hospitals*	*48*	*45*	*1,808.4*	*1.2514*	*99*
8221	*Colleges & universities n.e.c.*	*12*	*6*	*409.0*	*1.9884*	*96*
Pike	**All mfg.**	**3**	**2**	**45.7**	**.0023**	**98**
Potter	**All mfg.**	**16**	**4**	**99.1**	**.0051**	**79**
Schuylkill	**All mfg.**	**160**	**69**	**1,139.2**	**.0585**	**74**
2254	Knit-underwear mills	14	9	46.6	4.9601	86
2321	Men's & boys' shirts & nightwear	8	6	49.1	1.2686	89
2335	Women's & misses' dresses	20	7	106.7	2.5597	70
2341	Women's & children's underwear	4	2	33.3	1.2591	86
3079	Miscellaneous plastics products	6	5	80.7	.2700	93
8062	*General medical & surgical hospitals*	*5*	*5*	*87.6*	*.0606*	*100*
Snyder	**All mfg.**	**37**	**12**	**291.5**	**.0150**	**61**
Somerset	**All mfg.**	**49**	**16**	**268.5**	**.0138**	**69**
1211	*Bituminous-coal & lignite mining*	*19*	*3*	*162.8*	*.8860*	*52*
Sullivan	**All mfg.**	**7**	**1**	**18.8**	**.0010**	**37**
Susquehanna	**All mfg.**	**18**	**6**	**104.1**	**.0053**	**65**
Tioga	**All mfg.**	**16**	**6**	**136.8**	**.0070**	**84**
Union	**All mfg.**	**18**	**6**	**171.1**	**.0088**	**71**
Venango	**All mfg.**	**53**	**16**	**1,707.1**	**.0877**	**81**
3532	Mining machinery	2	2	100.9	5.6262	100
3563	Air & gas compressors	1	1	87.6	3.3369	100
Warren	**All mfg.**	**42**	**12**	**1,150.4**	**.0591**	**92**
3462	Iron & steel forgings	1	1	72.5	1.9776	100
3496	Miscellaneous fabricated wire products	2	1	27.3	1.6294	91
8062	*General medical & surgical hospitals*	*3*	*2*	*68.2*	*.0472*	*97*
Washington	**All mfg.**	**122**	**34**	**1,241.4**	**.0638**	**72**
1211	*Bituminous-coal & lignite mining*	*10*	*6*	*302.7*	*1.6474*	*95*
3221	Glass containers	2	2	86.9	1.7664	100
3312	Blast furnaces & steel mills	3	3	190.4	.5058	100
3612	Transformers	1	1	142.9	5.1399	100
8062	*General medical & surgical hospitals*	*4*	*4*	*116.6*	*.0807*	*100*
Wayne	**All mfg.**	**21**	**7**	**106.9**	**.0055**	**79**
Westmoreland	**All mfg.**	**209**	**68**	**3,382.4**	**.1737**	**86**
1211	*Bituminous-coal & lignite mining*	*7*	*6*	*181.7*	*.9889*	*95*
3229	Pressed & blown glass n.e.c.	8	4	55.8	1.7045	80
3312	Blast furnaces & steel mills	4	3	501.5	1.3324	99
3316	Cold-rolled steel sheet, strip, & bars	3	2	63.6	2.8989	97
3321	Gray-iron foundries	9	4	66.4	.8504	72
3563	Air & gas compressors	2	1	186.4	7.1004	99
3644	Non-current-carrying wiring devices	2	2	241.7	9.4677	100
3711	Motor vehicles & passenger-car bodies	1	1	941.9	.9277	100
3822	Environmental controls	2	2	50.3	3.1965	100
6025	*National banks, federal reserve system*	*7*	*2*	*485.8*	*.4539*	*97*
8062	*General medical & surgical hospitals*	*8*	*6*	*235.5*	*.1630*	*98*
Wyoming	**All mfg.**	**18**	**4**	**625.6**	**.0321**	**94**
2621	Paper mills, except building paper	1	1	284.8	1.3653	100
York	**All mfg.**	**343**	**124**	**3,835.8**	**.1970**	**82**
2522	Metal office furniture	2	2	158.3	4.8485	100
2621	Paper mills, except building paper	1	1	164.6	.7891	100
2761	Manifold business forms	4	3	196.6	3.6112	95
3496	Miscellaneous fabricated wire products	8	6	58.4	3.4855	97
3531	Construction machinery	3	2	319.6	2.6520	99
3585	Refrigeration & heating equipment	4	2	225.0	1.8083	94
3843	Dental equipment & supplies	1	1	71.6	6.0514	100
4912	*Nuclear power*	*1*	*1*	*368.0*	*2.7025*	*100*
8062	*General medical & surgical hospitals*	*3*	*3*	*112.3*	*.0777*	*100*
STATE TOTAL	**All mfg.**	**9,035**	**2,826**	**115,142.3**	**5.9142**	**83**

1983 (S&MM Est.)

RHODE ISLAND

County SIC	Industry	Establishments		Shipments/ Receipts ($ Mil.)	% Of U.S. Ship/ Recpt	% In Large Estab.
		Total	Large			
Bristol	**All mfg.**	**51**	**14**	**327.8**	**.0168**	**73**
3161	Luggage	1	1	48.9	6.5841	100
Kent	**All mfg.**	**189**	**37**	**1,316.3**	**.0676**	**68**
3552	Textile machinery	1	1	83.0	7.8228	100
3643	Current-carrying wiring devices	3	2	85.4	2.9368	97
8062	*General medical & surgical hospitals*	*1*	*1*	*57.2*	*.0396*	*100*
Newport	**All mfg.**	**29**	**4**	**366.9**	**.0188**	**82**
3662	Radio & TV communication equipment	1	1	211.5	.6473	100
8062	*General medical & surgical hospitals*	*2*	*2*	*60.9*	*.0421*	*100*
Providence	**All mfg.**	**1,360**	**282**	**7,761.4**	**.3987**	**62**
2221	Synthetics- & silk-weaving mills	15	7	165.0	1.8559	82
2241	Narrow-fabric mills	33	12	114.5	12.6338	73
2269	Textile-finishing plants n.e.c.	8	5	75.3	10.3948	90
2292	Lace goods	6	3	12.5	18.5736	89
2499	Wood products n.e.c.	10	2	46.3	1.3659	76
2711	Newspapers	13	4	133.6	.6263	88
2751	Letterpress commercial printing	20	3	29.2	.6122	40
3079	Miscellaneous plastics products	57	13	385.2	1.2885	67
3229	Pressed & blown glass n.e.c.	4	4	74.5	2.2757	100
3357	Nonferrous-wire drawing & insulating	9	7	394.8	4.5981	98
3421	Cutlery	4	2	66.8	8.6049	96
3469	Metal stampings n.e.c.	23	3	67.1	1.0530	36
3471	Plating & polishing	49	2	73.2	3.7744	19
3496	Miscellaneous fabricated wire products	10	4	27.0	1.6115	84
3541	Metal-cutting machine tools	18	3	84.1	2.2699	57
3569	General industrial machinery n.e.c.	6	3	60.7	1.8565	90
3714	Motor-vehicle parts & accessories	1	1	164.0	.3859	100
3842	Surgical appliances & supplies	7	2	92.5	2.0781	87
3911	Precious-metal jewelry	156	26	623.3	25.9298	53
3914	Silverware & plated & stainless ware	12	2	72.0	12.5654	77
3915	Jewelers' materials & lapidary work	55	10	304.4	51.2544	65
3944	Games, toys, & children's vehicles	4	1	116.8	2.6624	87
3951	Pens & mechanical pencils	2	1	81.2	7.5923	96
3961	Costume jewelry	132	33	430.7	50.1572	65
3964	Needles, pins, & fasteners	8	5	60.9	8.5438	90
4911	*Electric services*	*3*	*2*	*216.5*	*.3571*	*98*
6025	*National banks, federal reserve system*	*4*	*3*	*538.5*	*.5031*	*97*
8062	*General medical & surgical hospitals*	*14*	*13*	*659.5*	*.4564*	*99*
8221	*Colleges & universities n.e.c.*	*6*	*4*	*59.9*	*.2912*	*89*
Washington	**All mfg.**	**68**	**19**	**776.6**	**.0399**	**81**
3545	Machine-tool accessories	1	1	59.7	2.4456	100
3731	Ship building & repairing	2	1	200.2	2.2558	99
8221	*Colleges & universities n.e.c.*	*1*	*1*	*65.4*	*.3179*	*100*
STATE TOTAL	**All mfg.**	**1,697**	**356**	**10,549.0**	**.5418**	**65**

SOUTH CAROLINA

County SIC	Industry	Establishments		Shipments/ Receipts ($ Mil.)	% Of U.S. Ship/ Recpt	% In Large Estab.
		Total	Large			
Abbeville	**All mfg.**	**16**	**12**	**295.1**	**.0152**	**97**
2221	Synthetics- & silk-weaving mills	3	2	117.4	1.3205	97
Aiken	**All mfg.**	**53**	**28**	**2,065.9**	**.1061**	**97**
2211	Cotton-weaving mills	5	5	104.5	1.9434	100
2221	Synthetics- & silk-weaving mills	2	2	114.9	1.2924	100
2262	Synthetics- & silk-finishing plants	2	2	237.4	7.8614	100
2819	Industrial inorganic chemicals n.e.c.	2	1	939.3	8.0225	100
3229	Pressed & blown glass n.e.c.	1	1	94.4	2.8836	100
Allendale	**All mfg.**	**10**	**5**	**133.5**	**.0069**	**78**
Anderson	**All mfg.**	**102**	**53**	**1,623.6**	**.0834**	**90**
2211	Cotton-weaving mills	13	11	259.4	4.8242	98
2221	Synthetics- & silk-weaving mills	9	9	285.7	3.2135	100
2321	Men's & boys' shirts & nightwear	6	5	52.7	1.3616	95
2824	Noncellulosic synthetic organic fibers	1	1	212.7	2.0824	100
3069	Fabricated rubber products n.e.c.	2	2	82.8	1.4519	100
3229	Pressed & blown glass n.e.c.	1	1	83.0	2.5354	100
3635	Household vacuum cleaners	1	1	81.8	9.3326	100
3636	Sewing machines	1	1	56.8	16.7502	100
8062	*General medical & surgical hospitals*	*2*	*1*	*66.0*	*.0457*	*98*
Bamberg	**All mfg.**	**18**	**5**	**119.7**	**.0061**	**63**
Barnwell	**All mfg.**	**20**	**11**	**225.5**	**.0116**	**84**
Beaufort	**All mfg.**	**23**	**7**	**168.8**	**.0087**	**56**
7011	*Hotels, motels, & tourist courts*	*6*	*2*	*46.0*	*.2638*	*81*
Berkeley	**All mfg.**	**26**	**15**	**614.7**	**.0316**	**92**
2824	Noncellulosic synthetic organic fibers	1	1	182.3	1.7848	100
Calhoun	**All mfg.**	**6**	**2**	**115.6**	**.0059**	**11**
Charleston	**All mfg.**	**118**	**31**	**1,505.9**	**.0773**	**77**
2631	Paperboard mills	1	1	275.8	2.4946	100
2861	Gum & wood chemicals	1	1	96.3	17.1230	100
3519	Internal-combustion engines n.e.c.	1	1	109.4	1.2175	100
3731	Ship building & repairing	7	6	62.4	.7031	96
6025	*National banks, federal reserve system*	*2*	*2*	*625.5*	*.5844*	*100*
8062	*General medical & surgical hospitals*	*9*	*8*	*312.9*	*.2165*	*100*
Cherokee	**All mfg.**	**35**	**17**	**420.9**	**.0216**	**85**
2211	Cotton-weaving mills	3	3	55.3	1.0284	100
2261	Cotton-finishing plants	3	2	27.1	2.4805	97

1983 (S&MM Est.)

SOUTH CAROLINA (cont.)

County SIC	Industry	Establishments Total	Establishments Large	Shipments Receipts ($ Mil.)	% Of U.S. Ship Recpt	% In Large Estab
Chester	**All mfg.**	**36**	**23**	**599.9**	**.0308**	**92**
2211	Cotton-weaving mills	5	5	74.3	1.3818	100
2221	Synthetics- & silk-weaving mills	8	8	297.4	3.3451	100
Chesterfield	**All mfg.**	**45**	**24**	**464.4**	**.0239**	**82**
Clarendon	**All mfg.**	**16**	**8**	**84.7**	**.0044**	**80**
Colleton	**All mfg.**	**22**	**10**	**170.1**	**.0087**	**74**
Darlington	**All mfg.**	**34**	**18**	**832.4**	**.0428**	**93**
2262	Synthetics- & silk-finishing plants	1	1	174.0	5.7620	100
4912	*Nuclear power*	*1*	*1*	*251.6*	*1.8477*	*100*
Dillon	**All mfg.**	**21**	**8**	**210.0**	**.0108**	**76**
Dorchester	**All mfg.**	**27**	**5**	**210.2**	**.0108**	**64**
Edgefield	**All mfg.**	**12**	**7**	**134.3**	**.0069**	**85**
Fairfield	**All mfg.**	**11**	**4**	**114.4**	**.0059**	**87**
Florence	**All mfg.**	**71**	**28**	**1,049.5**	**.0539**	**82**
2824	Noncellulosic synthetic organic fibers	1	1	183.9	1.8004	100
3651	Radio & TV receiving sets	1	1	107.0	1.5727	100
8062	*General medical & surgical hospitals*	*3*	*2*	*56.2*	*.0389*	*94*
Georgetown	**All mfg.**	**28**	**7**	**489.5**	**.0251**	**91**
2631	Paperboard mills	1	1	268.9	2.4322	100
Greenville	**All mfg.**	**338**	**109**	**4,065.9**	**.2088**	**82**
1629	*Heavy construction n.e.c.*	*7*	*2*	*429.4*	*1.8137*	*96*
2211	Cotton-weaving mills	10	9	151.3	2.8138	99
2221	Synthetics- & silk-weaving mills	9	7	578.3	6.5047	98
2272	Tufted carpets & rugs	3	3	203.7	3.4476	100
2369	Girls' & children's outerwear n.e.c.	1	1	27.8	3.1961	100
2643	Bags, except textile bags	4	1	145.2	2.3308	92
2821	Plastics materials & synthetic resins	2	2	231.5	1.3233	100
2824	Noncellulosic synthetic organic fibers	1	1	357.0	3.4951	100
3011	Tires & inner tubes	1	1	256.8	2.4456	100
3552	Textile machinery	32	8	108.1	10.1885	73
3675	Electronic capacitors	1	1	127.3	9.5506	100
8062	*General medical & surgical hospitals*	*6*	*4*	*116.5*	*.0806*	*92*
Greenwood	**All mfg.**	**52**	**30**	**1,180.3**	**.0606**	**94**
2211	Cotton-weaving mills	6	6	149.7	2.7840	100
2221	Synthetics- & silk-weaving mills	6	6	234.5	2.6376	100
2824	Noncellulosic synthetic organic fibers	1	1	359.6	3.5206	100
Hampton	**All mfg.**	**24**	**4**	**198.8**	**.0102**	**46**
3079	Miscellaneous plastics products	3	1	71.6	.2395	95
Horry	**All mfg.**	**37**	**13**	**345.8**	**.0178**	**76**
3675	Electronic capacitors	1	1	76.4	5.7319	100
7011	*Hotels, motels, & tourist courts*	*85*		*78.3*	*.4491*	*0*
Jasper	**All mfg.**	**4**	**1**	**13.8**	**.0007**	**75**
Kershaw	**All mfg.**	**32**	**15**	**887.1**	**.0456**	**95**
2211	Cotton-weaving mills	3	3	46.6	.8666	100
2824	Noncellulosic synthetic organic fibers	1	1	584.4	5.7214	100
Lancaster	**All mfg.**	**26**	**11**	**555.4**	**.0285**	**89**
2211	Cotton-weaving mills	3	3	198.8	3.6972	100
2262	Synthetics- & silk-finishing plants	1	1	177.0	5.8613	100
Laurens	**All mfg.**	**36**	**21**	**565.7**	**.0291**	**91**
2211	Cotton-weaving mills	4	4	64.9	1.2070	100
2221	Synthetics- & silk-weaving mills	4	4	202.3	2.2755	100
3562	Ball & roller bearings	1	1	75.4	2.3129	100
Lee	**All mfg.**	**9**	**3**	**96.9**	**.0050**	**66**
Lexington	**All mfg.**	**91**	**36**	**1,233.9**	**.0634**	**85**
2824	Noncellulosic synthetic organic fibers	1	1	261.8	2.5631	100
McCormick	**All mfg.**	**6**	**1**	**37.3**	**.0019**	**35**
Marion	**All mfg.**	**22**	**13**	**310.0**	**.0159**	**89**
Marlboro	**All mfg.**	**22**	**14**	**318.7**	**.0164**	**92**
Newberry	**All mfg.**	**30**	**15**	**388.7**	**.0200**	**87**
2211	Cotton-weaving mills	3	3	64.8	1.2051	100
Oconee	**All mfg.**	**32**	**15**	**370.6**	**.0190**	**86**
2211	Cotton-weaving mills	3	2	49.9	.9280	94
3825	Electricity-measuring instruments	1	1	81.3	1.4483	100
4912	*Nuclear power*	*3*	*3*	*356.7*	*2.6195*	*100*
Orangeburg	**All mfg.**	**53**	**23**	**616.5**	**.0317**	**78**
Pickens	**All mfg.**	**57**	**32**	**809.9**	**.0416**	**92**
2211	Cotton-weaving mills	10	10	159.0	2.9570	100
2261	Cotton-finishing plants	1	1	52.1	4.7689	100
2282	Throwing & winding mills, except wool	3	3	152.4	7.7842	100
3546	Power-driven hand tools	1	1	79.0	5.6044	100
3552	Textile machinery	1	1	38.4	3.6192	100
3675	Electronic capacitors	1	1	75.4	5.6568	100
Richland	**All mfg.**	**118**	**40**	**1,250.3**	**.0642**	**79**
2211	Cotton-weaving mills	3	3	62.6	1.1642	100
2824	Noncellulosic synthetic organic fibers	1	1	234.6	2.2968	100
4931	*Electric & other services combined*	*1*	*1*	*339.9*	*1.0147*	*100*
8062	*General medical & surgical hospitals*	*9*	*8*	*453.0*	*.3135*	*99*
Saluda	**All mfg.**	**12**	**4**	**93.8**	**.0048**	**65**
Spartanburg	**All mfg.**	**201**	**82**	**2,838.4**	**.1458**	**85**
2211	Cotton-weaving mills	16	13	220.[illegible]	4.0989	98
2221	Synthetics- & silk-weaving mills	8	6	143.[illegible]	1.6163	94
2261	Cotton-finishing plants	2	2	43.8	4.0092	100
2262	Synthetics- & silk-finishing plants	1	1	135.6	4.4904	100
2321	Men's & boys' shirts & nightwear	3	3	40.0	1.0335	100
2824	Noncellulosic synthetic organic fibers	2	2	464.2	4.5447	100
3011	Tires & inner tubes	2	1	202.9	1.9323	95
3079	Miscellaneous plastics products	10	1	76.5	.2559	67
3552	Textile machinery	15	2	34.4	3.2422	63
8062	*General medical & surgical hospitals*	*3*	*2*	*96.1*	*.0665*	*96*
Sumter	**All mfg.**	**62**	**21**	**841.9**	**.0432**	**82**
2038	Frozen food specialties	1	1	273.3	5.8711	100
2511	Wood household furniture	2	2	52.7	.8898	100
Union	**All mfg.**	**22**	**14**	**305.2**	**.0157**	**91**
2261	Cotton-finishing plants	3	3	49.9	4.5675	100
Williamsburg	**All mfg.**	**21**	**8**	**249.3**	**.0128**	**80**
York	**All mfg.**	**83**	**24**	**978.6**	**.0503**	**82**
2211	Cotton-weaving mills	3	2	48.3	.8983	98
2261	Cotton-finishing plants	5	1	34.6	3.1670	86
2262	Synthetics- & silk-finishing plants	1	1	156.6	5.1858	100
2823	Cellulosic man-made fibers	1	1	110.4	7.2828	100
STATE TOTAL	**All mfg.**	**2,140**	**877**	**30,202.2**	**1.5513**	**85**

SOUTH DAKOTA

County SIC	Industry	Establishments Total	Establishments Large	Shipments Receipts ($ Mil.)	% Of U.S. Ship Recpt	% In Large Estab
Aurora	**All mfg.**	**1**		**1.7**	**.0001**	**0**
Beadle	**All mfg.**	**21**	**3**	**208.0**	**.0107**	**58**
Bon Homme	**All mfg.**	**4**		**7.8**	**.0004**	**0**
Brookings	**All mfg.**	**15**	**3**	**128.6**	**.0066**	**56**
Brown	**All mfg.**	**22**	**5**	**181.2**	**.0093**	**58**
Brule	**All mfg.**	**1**		**3.4**	**.0002**	**0**
Butte	**All mfg.**	**6**		**14.3**	**.0007**	**0**
Campbell	**All mfg.**	**1**		**16.5**	**.0008**	**0**
Charles Mix	**All mfg.**	**2**		**22.2**	**.0011**	**0**
Clark	**All mfg.**	**2**	**2**	**25.7**	**.0013**	**100**
Clay	**All mfg.**	**7**	**1**	**25.8**	**.0013**	**26**
Codington	**All mfg.**	**24**	**4**	**109.0**	**.0056**	**51**
Corson	**All mfg.**	**1**		**3.8**	**.0002**	**0**
Custer	**All mfg.**	**3**		**5.1**	**.0003**	**0**
Davison	**All mfg.**	**15**	**2**	**107.4**	**.0055**	**33**
Day	**All mfg.**	**3**	**1**	**27.7**	**.0014**	**84**
Deuel	**All mfg.**	**1**		**3.0**	**.0002**	**0**
Dewey	**All mfg.**	**1**		**6.6**	**.0003**	**0**
Douglas	**All mfg.**	**4**		**6.5**	**.0003**	**0**
Edmunds	**All mfg.**	**2**		**5.4**	**.0003**	**0**
Fall River	**All mfg.**	**4**		**10.7**	**.0005**	**0**
Grant	**All mfg.**	**9**	**2**	**76.6**	**.0039**	**54**
Gregory	**All mfg.**	**4**		**12.9**	**.0007**	**0**
Haakon	**All mfg.**	**1**		**2.5**	**.0001**	**0**
Hamlin	**All mfg.**	**1**		**14.4**	**.0007**	**0**
Hand	**All mfg.**	**3**		**6.2**	**.0003**	**0**
Hanson	**All mfg.**	**1**		**3.4**	**.0002**	**0**
Hughes	**All mfg.**	**4**		**10.5**	**.0005**	**0**
Hutchinson	**All mfg.**	**8**		**28.5**	**.0015**	**0**
Jerauld	**All mfg.**	**2**		**4.4**	**.0002**	**0**
Jones	**All mfg.**	**1**		**5.0**	**.0003**	**0**
Kingsbury	**All mfg.**	**5**		**12.3**	**.0006**	**0**
Lake	**All mfg.**	**8**	**3**	**41.3**	**.0021**	**73**
Lawrence	**All mfg.**	**6**		**18.5**	**.0010**	**0**
Lincoln	**All mfg.**	**9**	**1**	**45.6**	**.0023**	**30**
Lyman	**All mfg.**	**1**		**3.5**	**.0002**	**0**
McCook	**All mfg.**	**9**		**22.8**	**.0012**	**0**
McPherson	**All mfg.**	**1**		**8.1**	**.0004**	**0**
Marshall	**All mfg.**	**5**		**22.8**	**.0012**	**0**
Meade	**All mfg.**	**7**		**34.3**	**.0018**	**0**
Miner	**All mfg.**	**3**		**4.9**	**.0003**	**0**
Minnehaha	**All mfg.**	**80**	**18**	**831.1**	**.0427**	**70**
2013	Sausages & other prepared meats	1	1	348.3	3.2759	100
7011	*Hotels, motels, & tourist courts*	*4*	*1*	*41.7*	*.2392*	*88*
Moody	**All mfg.**	**4**		**10.4**	**.0005**	**0**
Pennington	**All mfg.**	**39**	**9**	**355.1**	**.0182**	**70**
Perkins	**All mfg.**	**1**		**3.2**	**.0002**	**0**
Potter	**All mfg.**	**3**		**9.9**	**.0005**	**0**
Roberts	**All mfg.**	**3**		**8.4**	**.0004**	**0**
Sanborn	**All mfg.**	**1**		**1.0**	**.0001**	**0**
Shannon	**All mfg.**	**1**	**1**	**2.5**	**.0001**	**100**

DEFINITIONS: **SIC Industry**: Classification by primary product or service. **Total Establishments**: Those with 20 or more employees. **Large Establishments**: Those with 100 or more employees. **Shipments Receipts**: Total dollar value of goods produced or distributed, or services rendered. **% Of U.S. Ship. Recpt.**: Boldface refers to county's share of total U.S. manufacturing shipments, lightface to the SIC industry in the county and its share of that industry's total U.S. shipments receipts. **% In Large Establishments**: Share of shipments receipts accounted for by establishments with 100 or more employees. **All Mfg.**: Total for all manufacturing establishments with 20 or more employees. Nonmanufacturing totals do not appear due to nonavailability. **N.E.C.**: Not Elsewhere Classified.

1983 (S&MM Est)

County SIC	Industry	Establishments Total	Establishments Large	Shipments Receipts ($ Mil.)	% Of U.S. Ship/Recpt	% In Large Estab
Spink	All mfg.	2		11.5	.0006	0
Stanley	All mfg.	2		10.2	.0005	0
Todd	All mfg.	2		6.4	.0003	0
Turner	All mfg.	4		26.2	.0013	0
Union	All mfg.	14	2	70.1	.0036	51
Walworth	All mfg.	2		6.5	.0003	0
Yankton	All mfg.	13	6	172.5	.0089	80
STATE TOTAL	All mfg.	400	63	2,823.9	.1450	54

TENNESSEE

County SIC	Industry	Establishments Total	Establishments Large	Shipments Receipts ($ Mil.)	% Of U.S. Ship/Recpt	% In Large Estab
Anderson	All mfg.	43	12	1,973.2	.1014	94
2819	Industrial inorganic chemicals n.e.c.	3	2	1,684.9	14.3906	100
Bedford	All mfg.	33	12	291.3	.0150	77
Benton	All mfg.	7	2	35.5	.0018	72
Bledsoe	All mfg.	8	3	23.8	.0012	59
Blount	All mfg.	28	8	1,536.6	.0789	97
2823	Cellulosic man-made fibers	1	1	186.7	12.3161	100
3334	Primary aluminum	1	1	790.6	12.3416	100
3353	Aluminum sheet, plate, & foil	1	1	430.6	5.0078	100
Bradley	All mfg.	61	27	807.7	.0415	86
2328	Men's & boys' work clothing	1	1	57.1	1.1786	100
3631	Household cooking equipment	3	3	258.3	9.0283	100
3692	Dry & wet primary batteries	1	1	108.4	9.5667	100
Campbell	All mfg.	17	5	78.7	.0040	70
Cannon	All mfg.	7	3	42.6	.0022	72
Carroll	All mfg.	16	9	185.4	.0095	85
Carter	All mfg.	18	9	219.8	.0113	87
2823	Cellulosic man-made fibers	1	1	92.7	6.1152	100
Cheatham	All mfg.	8	4	154.4	.0079	85
Chester	All mfg.	7	2	44.5	.0023	76
Claiborne	All mfg.	8	6	43.0	.0022	88
Clay	All mfg.	5		18.0	.0009	0
Cocke	All mfg.	14	14	360.7	.0185	100
Coffee	All mfg.	40	11	263.6	.0135	67
3949	Sporting & athletic goods n.e.c.	3	2	48.3	1.6531	91
Crockett	All mfg.	7	2	30.2	.0016	48
Cumberland	All mfg.	16	7	129.6	.0067	60
Davidson	All mfg.	364	101	4,552.5	.2338	82
1629	*Heavy construction n.e.c.*	*7*	*3*	*86.3*	*.3645*	*80*
2011	Meat-packing plants	5	4	483.0	1.0939	96
2711	Newspapers	4	2	156.6	.7342	97
2751	Letterpress commercial printing	13	5	46.8	.9812	77
2824	Noncellulosic synthetic organic fibers	1	1	555.8	5.4414	100
3079	Miscellaneous plastics products	8	2	78.4	.2623	83
3211	Flat glass	1	1	223.6	13.3087	100
3728	Aircraft equipment n.e.c.	1	1	188.6	1.9938	100
3731	Ship building & repairing	1	1	59.6	.6716	100
6025	*National banks, federal reserve system*	*2*	*2*	*383.2*	*.3580*	*100*
7011	*Hotels, motels, & tourist courts*	*30*	*2*	*70.6*	*.4049*	*39*
8062	*General medical & surgical hospitals*	*12*	*12*	*346.7*	*.2399*	*100*
Decatur	All mfg.	7	4	74.8	.0038	87
De Kalb	All mfg.	12	6	78.7	.0040	86
Dickson	All mfg.	15	3	149.0	.0077	76
Dyer	All mfg.	20	9	365.2	.0188	90
Fayette	All mfg.	12	5	99.5	.0051	72
Fentress	All mfg.	13	5	71.2	.0037	65
Franklin	All mfg.	18	5	115.6	.0059	79
Gibson	All mfg.	43	26	535.2	.0275	92
3483	Ammunition, except small arms, n.e.c.	2	1	70.2	5.5657	96
Giles	All mfg.	23	9	337.3	.0173	83
3714	Motor vehicle parts & accessories	1	1	142.5	.3353	100
Grainger	All mfg.	10	3	50.8	.0026	71
Greene	All mfg.	35	18	783.1	.0402	92
3651	Radio & TV receiving sets	1	1	189.8	2.7897	100
Grundy	All mfg.	8	3	35.7	.0018	59
Hamblen	All mfg.	56	20	503.6	.0259	82
2511	Wood household furniture	4	3	85.1	1.4368	98
2512	Upholstered wood household furniture	6	1	58.7	1.3368	81
3079	Miscellaneous plastics products	5	3	69.8	.2335	87
Hamilton	All mfg.	260	94	3,849.8	.1977	84
2052	Cookies & crackers	2	1	145.0	3.2182	94
2281	Yarn spinning mills, except wool	4	4	119.7	2.5278	100
2824	Noncellulosic synthetic organic fibers	1	1	653.9	6.4019	100
2892	Explosives	1	1	91.2	6.9359	100
3264	Porcelain electrical supplies	3	2	47.7	8.6790	98
3321	Gray iron foundries	5	3	140.2	1.7916	96
3443	Fabricated plate work (boiler shops)	7	6	352.6	3.6919	99
3494	Valves & pipe fittings	3	3	173.4	1.9964	100
4911	*Electric services*	*4*	*2*	*516.1*	*1.0182*	*98*
8062	*General medical & surgical hospitals*	*8*	*7*	*208.7*	*.1444*	*98*
Hancock	All mfg.	1		2.3	.0001	0
Hardeman	All mfg.	12	7	154.2	.0079	94

1983 (S&MM Est)

County SIC	Industry	Establishments Total	Establishments Large	Shipments Receipts ($ Mil.)	% Of U.S. Ship/Recpt	% In Large Estab
Hardin	All mfg.	16	5	201.5	.0103	82
Hawkins	All mfg.	7	7	199.3	.0102	100
Haywood	All mfg.	18	5	87.2	.0045	52
Henderson	All mfg.	16	10	206.1	.0106	85
Henry	All mfg.	23	10	240.2	.0123	83
Hickman	All mfg.	7	2	27.8	.0014	61
Houston	All mfg.	4	2	20.7	.0011	80
Humphreys	All mfg.	11	7	325.7	.0167	96
4911	*Electric services*	*1*	*1*	*223.7*	*.3690*	*100*
Jackson	All mfg.	9	5	129.5	.0067	86
Jefferson	All mfg.	19	9	211.3	.0109	90
2517	Wood TV & radio cabinets	1	1	36.8	10.8172	100
Johnson	All mfg.	7	4	173.9	.0089	95
2221	Synthetics- & silk-weaving mills	1	1	130.1	1.4634	100
Knox	All mfg.	226	71	2,212.2	.1136	81
2254	Knit-underwear mills	2	1	75.5	8.0362	99
2311	Men's & boys' suits & coats	8	5	82.8	2.5841	95
2328	Men's & boys' work clothing	1	1	84.0	1.7336	100
2399	Fabricated textile products n.e.c.	2	1	78.3	6.4711	98
3079	Miscellaneous plastics products	8	5	78.0	.2609	90
4911	*Electric services*	*2*	*2*	*1,329.6*	*2.1930*	*100*
8062	*General medical & surgical hospitals*	*6*	*6*	*218.9*	*.1515*	*100*
8221	*Colleges & universities n.e.c.*	*1*	*1*	*116.0*	*.5639*	*100*
Lake	All mfg.	10	3	96.6	.0050	31
Lauderdale	All mfg.	22	13	269.8	.0139	89
3079	Miscellaneous plastics products	3	2	80.8	.2703	98
Lawrence	All mfg.	27	5	369.4	.0190	79
3524	Lawn & garden equipment	1	1	58.8	4.2412	100
3751	Motorcycles, bicycles, & parts	1	1	140.2	10.9386	100
Lewis	All mfg.	7	3	62.2	.0032	87
Lincoln	All mfg.	17	9	313.4	.0161	85
2335	Women's & misses' dresses	4	4	81.2	1.9480	100
3585	Refrigeration & heating equipment	1	1	110.0	.8841	100
Loudon	All mfg.	18	9	284.1	.0146	93
3714	Motor-vehicle parts & accessories	1	1	114.0	.2682	100
McMinn	All mfg.	46	25	590.1	.0303	92
2621	Paper mills, except building paper	1	1	191.4	.9175	100
McNairy	All mfg.	18	10	158.6	.0081	93
2321	Men's & boys' shirts & nightwear	6	4	37.6	.9715	94
Macon	All mfg.	10	4	59.3	.0030	68
Madison	All mfg.	69	24	888.8	.0457	83
8062	*General medical & surgical hospitals*	*2*	*2*	*65.0*	*.0450*	*100*
Marion	All mfg.	16	8	112.8	.0058	73
Marshall	All mfg.	25	12	277.4	.0142	82
3585	Refrigeration & heating equipment	2	1	106.4	.8551	95
3952	Lead pencils & art goods	3	3	42.6	11.8696	100
Maury	All mfg.	52	14	669.2	.0344	64
Meigs	All mfg.	6	3	21.0	.0011	80
Monroe	All mfg.	22	6	112.1	.0058	64
Montgomery	All mfg.	27	12	434.3	.0223	89
3143	Men's nonathletic footwear	1	1	36.7	1.7783	100
3585	Refrigeration & heating equipment	1	1	187.9	1.5101	100
Moore	All mfg.	2	1	64.3	.0033	98
Morgan	All mfg.	6	4	68.2	.0035	93
Obion	All mfg.	26	3	607.9	.0312	92
3011	Tires & inner tubes	1	1	340.8	3.2455	100
Overton	All mfg.	8	3	33.5	.0017	38
Perry	All mfg.	6	3	34.0	.0017	80
Pickett	All mfg.	6	2	27.8	.0014	70
Polk	All mfg.	5	2	116.1	.0060	91
Putnam	All mfg.	59	19	450.1	.0231	73
Rhea	All mfg.	19	12	237.4	.0122	93
Roane	All mfg.	19	5	182.4	.0094	68
2251	Women's full- & knee-length hosiery	2	2	56.9	4.1379	100
Robertson	All mfg.	23	10	200.0	.0103	73
Rutherford	All mfg.	71	29	827.2	.0425	84
3011	Tires & inner tubes	1	1	179.8	1.7123	100
3621	Motors & generators	1	1	53.6	.8751	100
8062	*General medical & surgical hospitals*	*3*	*2*	*75.2*	*.0520*	*97*
Scott	All mfg.	7	3	36.1	.0019	75
Sequatchie	All mfg.	5	1	23.1	.0012	48
Sevier	All mfg.	20	5	130.3	.0067	66
Shelby	All mfg.	541	134	6,645.5	.3413	77
2011	Meat packing plants	6	4	325.4	.7369	92
2051	Bread, cake, & related products	11	5	111.2	.8896	88
2511	Wood household furniture	5	3	70.8	1.1953	94
2643	Bags, except textile bags	4	3	238.5	3.8285	96
2647	Sanitary paper products	2	1	189.8	4.0950	98
2711	Newspapers	5	1	79.5	.3727	89
2834	Pharmaceutical preparations	2	1	229.8	1.2801	98
3079	Miscellaneous plastics products	17	3	69.7	.2332	55
3523	Farm machinery & equipment	5	2	200.8	2.1329	96
3714	Motor vehicle parts & accessories	8	3	142.8	.3360	82
3931	Musical instruments & parts	1	2	44.9	4.2069	100
4931	*Electric & other services combined*		*1*	*562.4*	*1.6789*	*100*

1983 (S&MM Est.)

TENNESSEE (Shelby, cont.)

County SIC	Industry	Establishments		Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
		Total	Large			
5063	*Electrical-power-equipment wholesalers*	*17*	*4*	*410.8*	*1.1466*	*63*
6025	*National banks, federal reserve system*	*5*	*4*	*420.7*	*.3930*	*99*
7011	*Hotels, motels, & tourist courts*	*25*	*6*	*887.7*	*5.0915*	*97*
8062	*General medical & surgical hospitals*	*11*	*10*	*601.3*	*.4161*	*100*
8221	*Colleges & universities n.e.c.*	*4*	*1*	*79.6*	*.3870*	*93*
Smith	**All mfg.**	**8**	**4**	**92.9**	**.0048**	**87**
Stewart	**All mfg.**	**1**		**2.8**	**.0001**	**0**
4911	*Electric services*	*1*	*1*	*225.6*	*.3721*	*100*
Sullivan	**All mfg.**	**72**	**29**	**2,680.9**	**.1377**	**95**
2821	Plastics materials & synthetic resins	1	1	312.8	1.7880	100
2823	Cellulosic man-made fibers	1	1	695.8	45.9001	100
2869	Industrial organic chemicals n.e.c.	1	1	737.4	2.0055	100
3483	Ammunition, except small-arms, n.e.c.	2	1	73.3	5.8115	98
3662	Radio & TV communication equipment	1	1	185.1	.5665	100
8062	*General medical & surgical hospitals*	*4*	*3*	*106.7*	*.0738*	*98*
Sumner	**All mfg.**	**53**	**23**	**645.8**	**.0332**	**70**
Tipton	**All mfg.**	**15**	**6**	**108.1**	**.0056**	**71**
Trousdale	**All mfg.**	**9**	**6**	**68.7**	**.0035**	**94**
Unicoi	**All mfg.**	**9**	**6**	**126.1**	**.0065**	**91**
Union	**All mfg.**	**6**	**1**	**45.4**	**.0023**	**75**
Van Buren	**All mfg.**	**6**	**3**	**34.5**	**.0018**	**61**
Warren	**All mfg.**	**28**	**14**	**385.3**	**.0198**	**89**
3585	Refrigeration & heating equipment	1	1	137.5	1.1051	100
Washington	**All mfg.**	**65**	**27**	**991.6**	**.0509**	**87**
3661	Telephone & telegraph apparatus	1	1	222.8	1.2929	100
8062	*General medical & surgical hospitals*	*3*	*2*	*84.4*	*.0584*	*97*
Wayne	**All mfg.**	**11**	**8**	**78.3**	**.0040**	**95**
Weakley	**All mfg.**	**21**	**10**	**190.0**	**.0098**	**84**
White	**All mfg.**	**22**	**9**	**204.7**	**.0105**	**85**
Williamson	**All mfg.**	**30**	**9**	**242.0**	**.0124**	**72**
Wilson	**All mfg.**	**41**	**12**	**410.1**	**.0211**	**76**
STATE TOTAL	**All mfg.**	**3,227**	**1,159**	**42,742.7**	**2.1955**	**84**

TEXAS

County SIC	Industry	Establishments		Shipments/ Receipts ($ Mil.)	% Of U.S. Ship./ Recpt.	% In Large Estab.
		Total	Large			
Anderson	**All mfg.**	**19**	**6**	**525.5**	**.0270**	**30**
Andrews	**All mfg.**	**3**	**1**	**24.5**	**.0013**	**82**
Angelina	**All mfg.**	**40**	**18**	**702.6**	**.0361**	**86**
2621	Paper mills, except building paper	1	1	168.4	.8073	100
3321	Gray-iron foundries	2	2	81.4	1.0425	100
Aransas	**All mfg.**	**3**	**1**	**15.4**	**.0008**	**59**
Armstrong	**All mfg.**	**1**		**2.5**	**.0001**	**0**
Atascosa	**All mfg.**	**2**		**7.2**	**.0004**	**0**
Austin	**All mfg.**	**14**	**1**	**82.1**	**.0042**	**13**
Bailey	**All mfg.**	**1**		**2.5**	**.0001**	**0**
Bandera	**All mfg.**	**1**	**1**	**5.7**	**.0003**	**100**
Bastrop	**All mfg.**	**8**	**2**	**42.4**	**.0022**	**42**
Baylor	**All mfg.**	**2**	**1**	**7.4**	**.0004**	**76**
Bee	**All mfg.**	**5**		**13.2**	**.0007**	**0**
Bell	**All mfg.**	**59**	**19**	**563.6**	**.0289**	**77**
2531	Public-building & related furniture	5	4	62.6	4.5339	97
3079	Miscellaneous plastics products	4	4	85.4	.2857	100
3573	Electronic computing equipment	1	1	185.2	.4707	100
8062	*General medical & surgical hospitals*	*5*	*5*	*205.7*	*.1423*	*100*
Bexar	**All mfg.**	**348**	**112**	**4,143.0**	**.2128**	**74**
1422	*Crushed- & broken-limestone quarrying*	*5*	*4*	*85.7*	*2.3170*	*97*
1611	*Highway & street construction*	*11*	*3*	*123.8*	*.7773*	*85*
1622	*Bridge & tunnel construction*	*1*	*1*	*179.3*	*3.4727*	*100*
1623	*Pipe- & utility-line construction*	*7*	*1*	*107.7*	*1.8735*	*90*
1629	*Heavy construction n.e.c.*	*5*	*1*	*157.3*	*.6644*	*86*
2011	Meat-packing plants	10	7	799.2	1.8100	93
2051	Bread, cake, & related products	8	5	76.3	.6104	91
2311	Men's & boys' suits & coats	4	3	54.5	1.7009	96
2339	Women's & misses' outerwear n.e.c.	4	1	69.9	1.4945	86
2711	Newspapers	4	2	75.7	.3549	94
3272	Concrete products n.e.c.	13	4	52.0	1.7649	63
3441	Fabricated structural metal	11	4	78.7	.9582	75
3479	Metal coating & allied services n.e.c.	2	1	60.3	2.8455	95
3573	Electronic computing equipment	4	3	210.6	.5352	97
3585	Refrigeration & heating equipment	5	4	142.1	1.1421	95
3721	Aircraft	4	2	210.9	.6585	94
6025	*National banks, federal reserve system*	*19*	*7*	*331.8*	*.3100*	*88*
7011	*Hotels, motels, & tourist courts*	*22*	*4*	*87.0*	*.4990*	*65*
8062	*General medical & surgical hospitals*	*20*	*17*	*919.9*	*.6366*	*99*
Blanco	**All mfg.**	**1**		**5.6**	**.0003**	**0**
Bosque	**All mfg.**	**10**	**4**	**58.5**	**.0030**	**69**
Bowie	**All mfg.**	**56**	**12**	**437.7**	**.0225**	**57**
Brazoria	**All mfg.**	**76**	**24**	**5,239.0**	**.2691**	**91**
2812	Alkalies & chlorine	2	2	73.8	5.1211	100
2819	Industrial inorganic chemicals n.e.c.	5	2	144.5	1.2342	87
2821	Plastics materials & synthetic resins	3	2	260.7	1.4902	94
2869	Industrial organic chemicals n.e.c.	6	3	2,193.5	5.9655	97
2911	Petroleum refining	4	3	2,129.4	1.1740	92
Brazos	**All mfg.**	**34**	**7**	**220.3**	**.0113**	**49**
Brewster	**All mfg.**	**1**		**4.2**	**.0002**	**0**
Brooks	**All mfg.**	**2**		**8.4**	**.0004**	**0**
Brown	**All mfg.**	**19**	**7**	**188.9**	**.0097**	**75**
Burleson	**All mfg.**	**3**	**2**	**20.2**	**.0010**	**83**
Burnet	**All mfg.**	**12**		**21.1**	**.0011**	**0**
Caldwell	**All mfg.**	**8**	**2**	**43.1**	**.0022**	**42**
Calhoun	**All mfg.**	**18**	**4**	**243.7**	**.0125**	**54**
Callahan	**All mfg.**	**1**		**2.4**	**.0001**	**0**
Cameron	**All mfg.**	**86**	**30**	**1,229.6**	**.0632**	**72**
2328	Men's & boys' work clothing	2	2	61.8	1.2756	100
3533	Oil-field machinery	2	2	163.4	2.0112	100
8062	*General medical & surgical hospitals*	*5*	*5*	*80.4*	*.0556*	*100*
Camp	**All mfg.**	**9**	**1**	**87.5**	**.0045**	**75**
Carson	**All mfg.**	**2**		**71.7**	**.0037**	**0**
Cass	**All mfg.**	**8**	**3**	**58.8**	**.0030**	**63**
Castro	**All mfg.**	**2**	**1**	**45.1**	**.0023**	**65**
Chambers	**All mfg.**	**5**	**1**	**439.9**	**.0226**	**63**
Cherokee	**All mfg.**	**41**	**6**	**212.8**	**.0109**	**39**
8062	*General medical & surgical hospitals*	*3*	*3*	*84.5*	*.0585*	*100*
Childress	**All mfg.**	**2**	**1**	**28.6**	**.0015**	**92**
Clay	**All mfg.**	**4**	**1**	**31.0**	**.0016**	**59**
Coleman	**All mfg.**	**5**		**11.9**	**.0006**	**0**
Collin	**All mfg.**	**60**	**20**	**421.0**	**.0216**	**58**
Collingsworth	**All mfg.**	**1**		**6.0**	**.0003**	**0**
Colorado	**All mfg.**	**13**	**4**	**73.9**	**.0038**	**68**
Comal	**All mfg.**	**30**	**10**	**196.7**	**.0101**	**66**
Comanche	**All mfg.**	**9**	**3**	**63.0**	**.0032**	**69**
Cooke	**All mfg.**	**24**	**6**	**201.9**	**.0104**	**65**
Coryell	**All mfg.**	**5**		**13.7**	**.0007**	**0**
Crane	**All mfg.**	**4**		**11.8**	**.0006**	**0**
Crockett	**All mfg.**	**1**		**3.2**	**.0002**	**0**
Crosby	**All mfg.**	**2**		**4.3**	**.0002**	**0**
Culberson	**All mfg.**	**1**		**1.1**	**.0001**	**0**
Dallam	**All mfg.**	**1**		**4.9**	**.0003**	**0**
Dallas	**All mfg.**	**1,272**	**335**	**13,579.0**	**.6975**	**74**
1311	*Crude petroleum & natural gas*	*111*	*6*	*2,081.1*	*5.1800*	*25*
1381	*Oil- & gas-well drilling services*	*24*	*3*	*220.4*	*4.0529*	*68*
1382	*Oil- & gas-field exploration services*	*59*	*4*	*61.2*	*7.2093*	*29*
1611	*Highway & street construction*	*8*	*5*	*137.2*	*.8614*	*90*
1623	*Pipe- & utility-line construction*	*18*	*4*	*72.0*	*1.2525*	*53*
1629	*Heavy construction n.e.c.*	*16*	*8*	*154.6*	*.6530*	*77*
2013	Sausages & other prepared meats	11	3	148.2	1.3939	65
2051	Bread, cake, & related products	10	4	102.5	.8200	82
2086	Bottled & canned soft drinks	9	3	161.8	.9440	75
2099	Food preparations n.e.c.	14	4	155.3	1.6984	65
2335	Women's & misses' dresses	33	18	238.4	5.7192	87
2641	Paper coating & glazing	11	2	141.8	2.5071	66
2653	Corrugated & solid fiber boxes	19	8	171.6	1.6603	63
2711	Newspapers	11	4	227.8	1.0679	89
2731	Book publishing	5	2	116.0	1.5277	92
2751	Letterpress commercial printing	43	7	78.0	1.6353	49
2752	Lithographic commercial printing	15	4	131.5	.8903	55
2841	Soap & other detergents	10	1	306.9	3.4152	62
2844	Toilet preparations	8	4	155.1	1.7697	83
2851	Paints & allied products	20	4	182.6	2.0453	56
3079	Miscellaneous plastics products	56	11	327.1	1.0942	56
3441	Fabricated structural metal	10	2	63.3	.7707	64
3443	Fabricated plate work (boiler shops)	16	6	136.8	1.4332	71
3444	Sheet-metal work	38	1	86.8	1.5118	8
3532	Mining machinery	7	3	68.0	3.7917	86
3533	Oil-field machinery	9	7	492.7	5.8843	98
3559	Special industry machinery n.e.c.	9	2	65.8	1.5211	79
3573	Electronic computing equipment	32	12	712.0	1.8095	84
3585	Refrigeration & heating equipment	9	3	336.8	2.7069	92
3599	Machinery, except electrical, n.e.c.	19	2	55.4	.6232	34
3661	Telephone & telegraph apparatus	9	5	337.3	2.1087	93
3662	Radio & TV communication equipment	29	10	718.8	2.2000	88
3674	Semiconductors & related devices	12	7	833.6	6.2012	98
3679	Electronic components n.e.c.	15	2	108.5	.8774	76
3691	Storage batteries	7	6	123.3	4.3515	97
3714	Motor vehicle parts & accessories	10	7	172.7	.4064	92
3721	Aircraft	5	3	1,230.2	3.8408	99
3728	Aircraft equipment n.e.c.	5	4	79.1	.8362	97
4911	*Electric services*	[illegible]	*11*	*2,464.0*	*4.3641*	*98*
4923	*Gas transmission & distribution*	*8*	*7*	*352.8*	*3.1530*	*96*

DEFINITIONS: **SIC Industry**: Classification by primary product or service. **Total Establishments**: Those with 20 or more employees. **Large Establishments**: Those with 100 or more employees. **Shipments/Receipts**: Total dollar value of goods produced or distributed, or services rendered. **% Of U.S. Ship./Recpt.**: Boldface refers to county's share of total U.S. manufacturing shipments; lightface to the SIC industry in the county and its share of that industry's total U.S. shipments/receipts. **% In Large Establishments**: Share of shipments/receipts accounted for by establishments with 100 or more employees. **All Mfg.**: Total for all manufacturing establishments with 20 or more employees. Nonmanufacturing totals do not appear due to nonavailability. **N.E.C.**: Not Elsewhere Classified.

1983 (S&MM Est)

County SIC	Industry	Establishments Total	Establishments Large	Shipments Receipts ($ Mil)	% Of U S Ship Recpt	% In Large Estab
5063	Electrical-power-equipment wholesalers	35	3	534.4	1.4916	27
5065	Electronic-parts wholesalers	32	3	628.5	3.5085	44
5084	Industrial-machinery distributors	61	2	513.8	1.3573	18
5085	Industrial-supply distributors	56	1	486.3	1.4514	11
6025	National banks, federal reserve system	34	5	1,064.0	.9941	89
7011	Hotels, motels, & tourist courts	71	17	335.4	1.9237	71
7372	Computer programming & software	18	7	416.0	4.4131	94
7374	Data-processing services	21	6	337.1	5.2175	87
8062	General medical & surgical hospitals	37	29	941.3	.6514	97
Dawson	All mfg.	4	1	26.8	.0014	41
Deaf Smith	All mfg.	13	1	178.8	.0092	38
Delta	All mfg.	1		2.1	.0001	0
Denton	All mfg.	47	16	478.9	.0246	75
3662	Radio & TV communication equipment	2	1	117.8	.3605	93
8221	Colleges & universities n.e.c.	2	2	51.9	.2523	100
De Witt	All mfg.	7	2	48.6	.0025	43
Dickens	All mfg.	2		4.3	.0002	0
Dimmit	All mfg.	2		153.6	.0079	0
Donley	All mfg.	1		1.2	.0001	0
Eastland	All mfg.	18	3	112.7	.0058	68
Ector	All mfg.	102	15	813.4	.0418	61
3443	Fabricated plate work (boiler shops)	14	3	85.6	.8968	55
3533	Oil-field machinery	15	4	158.3	1.8906	58
Edwards	All mfg.	1		3.5	.0002	0
Ellis	All mfg.	59	18	492.8	.0253	69
El Paso	All mfg.	202	92	3,921.1	.2014	91
2321	Men's & boys' shirts & nightwear	5	5	66.9	1.7285	100
2327	Men's & boys' separate trousers	12	10	152.8	6.7485	98
2328	Men's & boys' work clothing	12	10	343.6	7.0920	98
3143	Men's nonathletic footwear	6	4	49.8	2.4130	92
3331	Primary copper	2	2	367.5	7.0280	100
4922	Natural-gas transmission	2	1	964.8	7.1217	99
8062	General medical & surgical hospitals	17	10	333.4	.2307	95
Erath	All mfg.	10	5	123.9	.0064	78
Falls	All mfg.	6	1	32.5	.0017	59
Fannin	All mfg.	12	6	215.4	.0111	92
Fayette	All mfg.	13	3	85.6	.0044	44
Fisher	All mfg.	1	1	16.9	.0009	100
Floyd	All mfg.	2		12.5	.0006	0
Foard	All mfg.	1		1.3	.0001	0
Fort Bend	All mfg.	49	18	1,082.8	.0556	88
3494	Valves & pipe fittings	4	2	84.0	.9671	89
3573	Electronic computing equipment	2	1	430.2	1.0933	98
Franklin	All mfg.	1		3.3	.0002	0
Freestone	All mfg.	3		6.4	.0003	0
Frio	All mfg.	1		2.6	.0001	0
Gaines	All mfg.	2		9.6	.0005	0
Galveston	All mfg.	57	20	7,768.4	.3990	94
2821	Plastics materials & synthetic resins	2	2	417.0	2.3836	100
2869	Industrial organic chemicals n.e.c.	3	3	1,035.1	2.8151	100
2911	Petroleum refining	5	3	5,707.7	3.1468	95
3731	Ship building & repairing	4	3	99.4	1.1200	98
8062	General medical & surgical hospitals	5	5	224.1	.1551	100
Gillespie	All mfg.	7	1	42.6	.0022	62
Gonzales	All mfg.	9	4	155.9	.0080	37
Gray	All mfg.	12	4	359.5	.0185	90
Grayson	All mfg.	65	28	1,078.3	.0554	84
3674	Semiconductors & related devices	1	1	212.1	1.5778	100
3842	Surgical appliances & supplies	1	1	69.6	1.5621	100
8062	General medical & surgical hospitals	3	3	56.3	.0390	100
Gregg	All mfg.	106	29	1,230.4	.0632	78
2869	Industrial organic chemicals n.e.c.	1	1	338.4	.9203	100
3532	Mining machinery	1	1	40.6	2.2639	100
Grimes	All mfg.	11	4	82.0	.0042	69
Guadalupe	All mfg.	19	5	215.7	.0111	83
3651	Radio & TV receiving sets	1	1	93.1	1.3684	100
Hale	All mfg.	20	3	351.9	.0181	70
Hall	All mfg.	1		4.7	.0002	0
Hamilton	All mfg.	3		9.4	.0005	0
Hardeman	All mfg.	2	1	17.9	.0009	94
Hardin	All mfg.	10	4	558.3	.0287	70
2421	General sawmills & planing mills	5	2	87.2	.7088	84
2631	Paperboard mills	1	1	275.8	2.4946	100
Harris	All mfg.	1,576	423	30,228.9	1.5527	85
1311	Crude petroleum & natural gas	205	15	4,945.9	12.3108	37
1381	Oil- & gas-well drilling services	68	18	1,036.1	19.0526	80
1382	Oil- & gas-field exploration services	156	8	175.2	20.6385	26
1611	Highway & street construction	21	8	298.9	1.8766	89
1622	Bridge & tunnel construction	7	3	524.0	10.1487	98
1623	Pipe- & utility-line construction	55	13	397.7	6.9182	74
1629	Heavy construction n.e.c.	74	34	4,579.8	19.3436	97
2044	Rice milling	5	5	563.4	23.5979	100
2051	Bread, cake, & related products	12	6	142.[illegible]	1.1368	84
2095	Roasted coffee	4	4	535.5	9.3979	100
2611	Pulp mills	1	1	146.4	4.5955	100
2621	Paper mills, except building paper	2	2	306.2	.4679	100
2653	Corrugated & solid fiber boxes	11	5	117.1	1.1330	71
2711	Newspapers	6	3	191.5	.8978	93
2751	Letterpress commercial printing	34	10	81.9	1.7171	70
2752	Lithographic commercial printing	18	2	123.2	.8341	37
2812	Alkalies & chlorine	6	5	209.3	14.5236	99
2813	Industrial gases	17	1	74.1	6.8069	53
2819	Industrial inorganic chemicals n.e.c.	18	6	237.4	2.0276	79
2821	Plastics materials & synthetic resins	22	15	1,209.0	6.9107	94
2822	Synthetic rubber	4	3	311.3	10.0627	98
2851	Paints & allied products	21	2	174.4	1.9535	29
2865	Cyclic crudes & intermediates	11	4	467.6	6.1142	81
2869	Industrial organic chemicals n.e.c.	29	10	1,940.2	5.2766	83
2899	Chemical preparations n.e.c.	21	3	179.3	3.1810	50
2911	Petroleum refining	8	5	11,133.7	6.1382	98
3079	Miscellaneous plastics products	66	11	321.3	1.0748	50
3273	Ready-mixed concrete	24	1	84.7	1.3966	9
3293	Gaskets, packing, & sealing devices	15	3	67.4	3.9358	56
3312	Blast furnaces & steel mills	5	3	604.7	1.6065	99
3317	Steel pipe & tubes	16	8	183.7	5.5999	91
3411	Metal cans	5	4	220.2	2.2504	97
3441	Fabricated structural metal	30	8	204.9	2.4948	69
3443	Fabricated plate work (boiler shops)	58	21	499.8	5.2362	75
3444	Sheet-metal work	31	5	109.8	1.9124	43
3448	Prefabricated metal buildings	19	10	250.1	10.9314	89
3449	Miscellaneous metal work	16	5	108.4	5.1856	66
3452	Bolts, nuts, rivets, & washers	16	4	97.2	2.3463	60
3462	Iron & steel forgings	6	3	98.9	2.6978	86
3463	Nonferrous forgings	1	1	217.7	19.4758	100
3479	Metal coating & allied services n.e.c.	19	5	164.2	7.7486	77
3494	Valves & pipe fittings	68	20	726.2	8.3611	74
3498	Fabricated pipe & fittings	22	7	231.8	8.6856	74
3519	Internal-combustion engines n.e.c.	6	2	120.9	1.3455	84
3533	Oil-field machinery	85	38	2,119.7	25.3156	87
3561	Pumps & pumping equipment	19	3	99.8	1.8873	44
3564	Blowers & exhaust & ventilation fans	11	3	45.5	2.8606	64
3573	Electronic computing equipment	11	5	254.9	.6478	89
3599	Machinery, except electrical, n.e.c.	43	5	138.8	1.5614	39
3662	Radio & TV communication equipment	9	3	123.0	.3765	80
3674	Semiconductors & related devices	1	1	212.1	1.5778	100
3731	Ship building & repairing	11	5	130.6	1.4716	88
3811	Engineering & scientific instruments	9	3	55.1	2.0524	81
3823	Industrial process-control instruments	22	4	87.2	2.5575	52
4911	Electric services	1	1	1,361.9	2.2463	100
4922	Natural-gas transmission	73	17	3,049.2	22.5076	82
5051	Metals service centers & sales offices	62	10	2,403.3	4.3849	44
5063	Electrical-power-equipment wholesalers	30	1	400.1	1.1167	11
5081	Commercial-equipment wholesalers	25	2	162.2	1.2996	30
5084	Industrial-machinery distributors	128	10	1,791.1	4.7316	45
5085	Industrial-supply distributors	94	1	812.2	2.4241	13
6025	National banks, federal reserve system	37	7	1,313.0	1.2267	91
7011	Hotels, motels, & tourist courts	63	10	233.8	1.3410	55
7372	Computer programming & software	27	5	114.8	1.2179	53
7374	Data-processing services	26	3	114.9	1.7784	57
8062	General medical & surgical hospitals	51	45	1,549.9	1.0725	99
8221	Colleges & universities n.e.c.	7	4	102.7	.4993	92
Harrison	All mfg.	38	10	329.9	.0169	64
Hays	All mfg.	15	2	99.9	.0051	37
Hemphill	All mfg.	1		4.4	.0002	0
Henderson	All mfg.	13	4	52.9	.0027	69
Hidalgo	All mfg.	67	22	658.4	.0338	69
2033	Canned fruits & vegetables	6	6	120.0	1.3112	100
2327	Men's & boys' separate trousers	2	2	42.8	1.8903	100
8062	General medical & surgical hospitals	4	3	59.6	.0412	94
Hill	All mfg.	14	4	105.7	.0054	71
Hockley	All mfg.	4		22.6	.0012	0
Hood	All mfg.	3		21.2	.0011	0
Hopkins	All mfg.	18	5	216.6	.0111	54
Houston	All mfg.	21	9	189.4	.0097	68
Howard	All mfg.	26	6	1,117.4	.0574	93
8062	General medical & surgical hospitals	6	4	76.7	.0531	93
Hunt	All mfg.	32	16	653.4	.0336	91
2341	Women's & children's underwear	3	3	75.5	2.8548	100
3721	Aircraft	2	2	260.1	.8121	100
Hutchinson	All mfg.	15	3	696.0	.0357	90
Jack	All mfg.	4		8.1	.0004	0
Jasper	All mfg.	11	5	136.8	.0070	88
Jefferson	All mfg.	108	47	21,194.6	1.0886	99
2822	Synthetic rubber	3	3	198.[illegible]	6.4229	100
2869	Industrial organic chemicals n.e.c.	10	7	[illegible]	3.8124	97
2911	Petroleum refining	6	6	18,607.7	10.2588	100
3731	Ship building & repairing	2	2	120.8	1.3612	100
4911	Electric services	3	3	395.5	.6523	100
8062	General medical & surgical hospitals	7	7	182.9	.1266	100
Jim Wells	All mfg.	8	1	32.9	.0017	12
Johnson	All mfg.	43	12	299.7	.0154	67
Jones	All mfg.	5	3	41.5	.0021	37
Karnes	All mfg.	6	1	43.0	.0022	47

		1983 (S&MM Est)				
County SIC	Industry	Establishments Total	 Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship/ Recpt	% In Large Estab
TEXAS (cont.)						
Kaufman	**All mfg.**	**28**	**9**	**137.9**	**.0071**	**59**
8062	*General medical & surgical hospitals*	*3*	*1*	*75.2*	*.0520*	*92*
Kendall	**All mfg.**	**2**	**1**	**13.9**	**.0007**	**75**
Kerr	**All mfg.**	**12**	**5**	**96.5**	**.0050**	**84**
8062	*General medical & surgical hospitals*	*3*	*2*	*59.2*	*.0410*	*98*
Kimble	**All mfg.**	**2**	**1**	**15.2**	**.0008**	**50**
Kleberg	**All mfg.**	**4**		**11.5**	**.0006**	**0**
Lamar	**All mfg.**	**23**	**10**	**442.2**	**.0227**	**88**
Lamb	**All mfg.**	**2**	**1**	**33.0**	**.0017**	**83**
Lampasas	**All mfg.**	**4**		**20.3**	**.0010**	**0**
Lavaca	**All mfg.**	**24**	**7**	**179.2**	**.0092**	**36**
Lee	**All mfg.**	**3**	**1**	**20.3**	**.0010**	**64**
Leon	**All mfg.**	**3**	**2**	**66.0**	**.0034**	**87**
Liberty	**All mfg.**	**20**	**5**	**239.2**	**.0123**	**74**
Limestone	**All mfg.**	**11**	**6**	**74.6**	**.0038**	**77**
Live Oak	**All mfg.**	**3**		**152.9**	**.0079**	**0**
Llano	**All mfg.**	**2**		**1.3**	**.0001**	**0**
Lubbock	**All mfg.**	**94**	**25**	**1,047.7**	**.0538**	**74**
3674	Semiconductors & related devices	1	1	106.1	.7893	100
8062	*General medical & surgical hospitals*	*7*	*6*	*121.8*	*.0843*	*98*
8221	*Colleges & universities n.e.c.*	*2*	*1*	*56.8*	*.2761*	*96*
McCulloch	**All mfg.**	**7**	**1**	**29.6**	**.0015**	**69**
McLennan	**All mfg.**	**137**	**42**	**1,349.9**	**.0693**	**78**
3011	Tires & inner tubes	1	1	183.4	1.7466	100
3221	Glass containers	1	1	116.0	2.3579	100
8062	*General medical & surgical hospitals*	*4*	*3*	*142.2*	*.0984*	*98*
McMullen	**All mfg.**	**1**		**3.5**	**.0002**	**0**
Madison	**All mfg.**	**3**	**1**	**24.8**	**.0013**	**74**
Marion	**All mfg.**	**4**		**13.7**	**.0007**	**0**
Martin	**All mfg.**	**1**		**4.2**	**.0002**	**0**
Matagorda	**All mfg.**	**6**	**3**	**190.8**	**.0098**	**97**
Maverick	**All mfg.**	**7**	**3**	**108.5**	**.0056**	**59**
2328	Men's & boys' work clothing	3	3	64.2	1.3251	100
Medina	**All mfg.**	**4**	**2**	**65.9**	**.0034**	**83**
Midland	**All mfg.**	**31**	**7**	**273.5**	**.0140**	**70**
1311	*Crude petroleum & natural gas*	*136*	*2*	*1,850.5*	*4.6061*	*8*
1381	*Oil- & gas-well drilling services*	*29*	*5*	*201.6*	*3.7072*	*53*
1382	*Oil- & gas-field exploration services*	*45*	*2*	*42.7*	*5.0300*	*30*
3674	Semiconductors & related devices	1	1	106.1	.7893	100
Milam	**All mfg.**	**9**	**3**	**314.7**	**.0162**	**91**
3334	Primary aluminum	1	1	269.6	4.2086	100
Mills	**All mfg.**	**2**		**3.9**	**.0002**	**0**
Montague	**All mfg.**	**15**	**5**	**57.1**	**.0029**	**59**
Montgomery	**All mfg.**	**36**	**8**	**290.8**	**.0149**	**56**
Moore	**All mfg.**	**11**	**3**	**698.4**	**.0359**	**92**
Morris	**All mfg.**	**15**	**3**	**598.1**	**.0307**	**93**
3312	Blast furnaces & steel mills	1	1	531.9	1.4131	100
Nacogdoches	**All mfg**	**24**	**10**	**261.5**	**.0134**	**77**
Navarro	**All mfg.**	**29**	**10**	**262.6**	**.0135**	**64**
Newton	**All mfg.**	**4**	**1**	**97.8**	**.0050**	**88**
Nolan	**All mfg.**	**11**	**5**	**94.0**	**.0048**	**82**
Nueces	**All mfg.**	**94**	**26**	**4,364.8**	**.2242**	**90**
2911	Petroleum refining	7	5	3,470.5	1.9134	95
4911	*Electric services*	*2*	*1*	*229.0*	*.3777*	*99*
8062	*General medical & surgical hospitals*	*9*	*7*	*205.0*	*.1419*	*98*
Ochiltree	**All mfg.**	**3**	**1**	**42.6**	**.0022**	**66**
Orange	**All mfg.**	**34**	**11**	**1,314.5**	**.0675**	**88**
2821	Plastics materials & synthetic resins	4	2	639.2	3.6537	96
2822	Synthetic rubber	3	2	183.5	5.9316	97
3317	Steel pipe & tubes	1	1	86.4	2.6338	100
3731	Ship building & repairing	3	1	130.4	1.4693	94
Palo Pinto	**All mfg.**	**23**	**9**	**122.6**	**.0063**	**68**
Panola	**All mfg.**	**8**	**4**	**59.0**	**.0030**	**76**
Parker	**All mfg.**	**16**	**2**	**66.6**	**.0034**	**37**
Parmer	**All mfg.**	**2**	**1**	**413.3**	**.0212**	**99**
2011	Meat packing plants	1	1	410.1	.9288	100
Pecos	**All mfg.**	**2**		**5.1**	**.0003**	**0**
Polk	**All mfg.**	**6**	**5**	**100.5**	**.0052**	**94**
Potter	**All mfg.**	**81**	**17**	**1,609.3**	**.0827**	**87**
2011	Meat packing plants	3	1	678.1	1.5357	93
3483	Ammunition, except small arms, n.e.c.	2	1	48.9	3.8770	98
4911	*Electric services*	*1*	*1*	*337.9*	*.5573*	*100*
8062	*General medical & surgical hospitals*	*5*	*5*	*132.7*	*.0918*	*100*
Rains	**All mfg.**	**4**		**13.3**	**.0007**	**0**
Randall	**All mfg.**	**9**	**1**	**63.5**	**.0033**	**42**
Red River	**All mfg**	**14**	**5**	**75.2**	**.0039**	**72**
Reeves	**All mfg.**	**2**		**14.5**	**.0007**	**0**
Robertson	**All mfg.**	**7**	**1**	**81.6**	**.0042**	**12**
Rockwall	**All mfg.**	**6**	**1**	**72.5**	**.0037**	**77**
Runnels	**All mfg.**	**10**	**2**	**86.6**	**.0044**	**27**
Rusk	**All mfg.**	**23**	**3**	**166.2**	**.0085**	**26**
Sabine	**All mfg.**	**1**	**1**	**21.5**	**.0011**	**100**
San Augustine	**All mfg.**	**2**		**7.7**	**.0004**	**0**
San Jacinto	**All mfg.**	**1**		**1.7**	**.0001**	**0**
San Patricio	**All mfg.**	**23**	**6**	**561.0**	**.0288**	**27**
San Saba	**All mfg.**	**2**		**4.8**	**.0002**	**0**
Scurry	**All mfg.**	**6**	**1**	**20.3**	**.0010**	**22**
Shackelford	**All mfg.**	**3**		**9.6**	**.0005**	**0**
Shelby	**All mfg.**	**12**	**4**	**212.0**	**.0109**	**87**
Sherman	**All mfg.**	**2**		**7.5**	**.0004**	**0**
Smith	**All mfg.**	**68**	**18**	**1,721.2**	**.0884**	**89**
3011	Tires & inner tubes	2	2	407.7	3.8826	100
3321	Gray-iron foundries	1	1	137.7	1.7636	100
3585	Refrigeration & heating equipment	2	2	297.9	2.3942	100
8062	*General medical & surgical hospitals*	*3*	*2*	*74.1*	*.0513*	*97*
Stephens	**All mfg.**	**8**	**3**	**76.6**	**.0039**	**75**
Swisher	**All mfg.**	**7**	**1**	**33.1**	**.0017**	**20**
Tarrant	**All mfg.**	**686**	**163**	**9,710.2**	**.4988**	**78**
1311	*Crude petroleum & natural gas*	*38*	*2*	*755.0*	*1.8793*	*36*
2451	Mobile homes	10	4	159.5	3.1611	72
2711	Newspapers	7	3	121.0	.5673	86
3069	Fabricated rubber products n.e.c.	11	3	65.9	1.1556	72
3079	Miscellaneous plastics products	36	7	191.4	.6403	46
3325	Steel foundries n.e.c.	1	1	97.4	3.4343	100
3441	Fabricated structural metal	14	5	73.7	.8973	60
3443	Fabricated plate work (boiler shops)	15	3	85.9	.8999	52
3444	Sheet-metal work	21	4	68.9	1.2000	40
3483	Ammunition, except small-arms, n.e.c.	1	1	54.0	4.2813	100
3573	Electronic computing equipment	8	5	190.4	.4839	92
3585	Refrigeration & heating equipment	21	7	292.1	2.3476	79
3662	Radio & TV communication equipment	6	2	198.5	.6075	90
3679	Electronic components n.e.c.	8	3	53.1	.4294	82
3711	Motor vehicles & passenger-car bodies	3	1	1,434.5	1.4129	98
3714	Motor-vehicle parts & accessories	8	1	129.6	.3049	66
3721	Aircraft	4	3	2,774.8	8.6632	100
3728	Aircraft equipment n.e.c.	7	5	115.3	1.2189	93
4011	*Line-haul-operating railroads*	*3*	*3*	*64.6*	*.4535*	*100*
4911	*Electric services*	*6*	*3*	*642.6*	*1.0599*	*97*
6025	*National banks, federal reserve system*	*18*	*3*	*330.8*	*.3091*	*80*
7011	*Hotels, motels, & tourist courts*	*22*	*3*	*50.5*	*.2896*	*45*
8062	*General medical & surgical hospitals*	*21*	*13*	*433.6*	*.3000*	*95*
Taylor	**All mfg.**	**67**	**12**	**672.4**	**.0345**	**43**
8062	*General medical & surgical hospitals*	*3*	*3*	*72.1*	*.0499*	*100*
Terry	**All mfg.**	**4**	**1**	**62.5**	**.0032**	**81**
Throckmorton	**All mfg.**	**1**		**2.5**	**.0001**	**0**
Titus	**All mfg.**	**10**	**4**	**240.1**	**.0123**	**30**
Tom Green	**All mfg.**	**35**	**12**	**404.2**	**.0208**	**66**
3842	Surgical appliances & supplies	1	1	69.6	1.5621	100
Travis	**All mfg.**	**174**	**25**	**1,710.9**	**.0879**	**69**
3573	Electronic computing equipment	5	1	314.6	.7996	96
3579	Office machines n.e.c.	1	1	284.2	5.8394	100
3662	Radio & TV communication equipment	8	3	169.1	.5176	81
3674	Semiconductors & related devices	3	2	124.6	.9269	97
6025	*National banks, federal reserve system*	*9*	*4*	*181.8*	*.1698*	*91*
8062	*General medical & surgical hospitals*	*9*	*9*	*300.1*	*.2077*	*100*
8221	*Colleges & universities n.e.c.*	*4*	*1*	*104.3*	*.5071*	*95*
Trinity	**All mfg.**	**5**	**1**	**165.4**	**.0085**	**6**
Tyler	**All mfg.**	**9**	**1**	**67.0**	**.0034**	**28**
Upshur	**All mfg.**	**4**	**2**	**25.8**	**.0013**	**64**
Uvalde	**All mfg.**	**7**	**2**	**28.0**	**.0014**	**51**
Val Verde	**All mfg.**	**6**	**2**	**99.9**	**.0051**	**88**
Van Zandt	**All mfg.**	**10**	**4**	**64.6**	**.0033**	**71**
Victoria	**All mfg.**	**18**	**6**	**382.1**	**.0196**	**88**
2821	Plastics materials & synthetic resins	1	1	229.4	1.3113	100
Walker	**All mfg.**	**13**	**1**	**68.0**	**.0035**	**37**
Waller	**All mfg**	**4**	**2**	**40.4**	**.0021**	**62**
Ward	**All mfg.**	**2**		**8.3**	**.0004**	**0**
Washington	**All mfg**	**22**	**5**	**100.0**	**.0051**	**55**
Webb	**All mfg**	**25**	**6**	**190.6**	**.0098**	**56**
Wharton	**All mfg**	**12**	**4**	**94.6**	**.0049**	**52**
Wheeler	**All mfg**	**1**		**18.9**	**.0010**	**0**
Wichita	**All mfg**	**80**	**30**	**921.6**	**.0473**	**78**
1311	*Crude petroleum & natural gas*	*18*	[illegible]	*983.2*	*2.4473*	*7*
3211	Flat glass	[illegible]	1	63.9	5.8033	100
3533	Oil field machinery	[illegible]	3	138.6	1.6553	84
8062	*General medical & surgical hospitals*	[illegible]	*4*	*149.0*	*.1031*	*99*
Wilbarger	**All mfg**	**6**	**3**	**49.6**	**.0025**	**54**
Willacy	**All mfg**	**5**	**2**	**34.2**	**.0018**	**54**

DEFINITIONS: **SIC Industry**: Classification by primary product or service. **Total Establishments**: Those with 20 or more employees. **Large Establishments**: Those with 100 or more employees. **Shipments/Receipts**: Total dollar value of goods produced or distributed, or services rendered. **% Of U.S. Ship./Recpt.**: Boldface refers to county's share of total U.S. manufacturing shipments; lightface to the SIC industry in the county and its share of that industry's total U.S. shipments/receipts. **% In Large Establishments**: Share of shipments/receipts accounted for by establishments with 100 or more employees. **All Mfg.**: Total for all manufacturing establishments with 20 or more employees. Nonmanufacturing totals do not appear due to nonavailability. **N.E.C.**: Not Elsewhere Classified.

1983 (S&MM Est.)

County SIC	Industry	Establishments Total	Establishments Large	Shipments/Receipts ($ Mil.)	% Of U.S. Ship./Recpt.	% In Large Estab.
Williamson	All mfg.	42	7	208.9	.0107	48
Wilson	All mfg.	3	1	11.0	.0006	32
Winkler	All mfg.	1		1.4	.0001	0
Wise	All mfg.	15	1	38.4	.0020	17
Wood	All mfg.	11	3	135.7	.0070	24
Yoakum	All mfg.	2		9.1	.0005	0
Young	All mfg.	9	3	66.6	.0034	59
Zavala	All mfg.	1	1	63.6	.0033	100
STATE TOTAL	All mfg.	7,607	2,110	139,626.2	7.1718	82

UTAH

County SIC	Industry	Establishments Total	Establishments Large	Shipments/Receipts ($ Mil.)	% Of U.S. Ship./Recpt.	% In Large Estab.
Beaver	All mfg.	1		1.5	.0001	0
Box Elder	All mfg.	14	6	442.7	.0227	94
3764	Space-propulsion units & parts	1	1	330.2	16.1293	100
Cache	All mfg.	38	14	844.4	.0434	85
2022	Natural & processed cheese	5	4	400.0	4.1396	94
Carbon	All mfg.	5	2	13.2	.0007	70
1211	*Bituminous-coal & lignite mining*	8	[illegible]	120.3	.6547	79
Davis	All mfg.	57	14	1,090.6	.0560	39
Duchesne	All mfg.	2		5.2	.0003	0
Emery	All mfg.	1		3.6	.0002	0
Garfield	All mfg.	1	1	16.2	.0008	100
Grand	All mfg.	2	1	12.6	.0006	87
Iron	All mfg.	7	1	36.8	.0019	12
Juab	All mfg.	4	2	30.5	.0016	91
Kane	All mfg.	1		3.7	.0002	0
Millard	All mfg.	6		26.1	.0013	0
Morgan	All mfg.	5	1	30.8	.0016	72
Piute	All mfg.	1	1	10.3	.0005	100
Rich	All mfg.	1		6.3	.0003	0
Salt Lake	All mfg.	460	101	5,670.7	.2913	77
1021	*Copper-ore mining*	3	3	210.3	9.2664	100
2331	Women's & misses' blouses	2	2	60.4	2.0275	100
2341	Women's & children's underwear	4	3	33.5	1.2667	96
2711	Newspapers	6	3	86.8	.4069	89
3331	Primary copper	1	1	518.7	9.9195	100
3441	Fabricated structural metal	25	4	112.4	1.3685	45
3573	Electronic computing equipment	9	3	480.4	1.2209	93
3662	Radio & TV communication equipment	7	3	140.9	.4312	89
3679	Electronic components n.e.c.	10	3	70.0	.5661	81
3764	Space-propulsion units & parts	1	1	385.2	18.8159	100
3841	Surgical & medical instruments	5	3	180.8	5.9585	96
4911	*Electric services*	1	1	433.9	.7157	100
4922	*Natural-gas transmission*	3	1	279.6	2.0639	91
6025	*National banks, federal reserve system*	3	3	386.0	.3606	100
7011	*Hotels, motels, & tourist courts*	20	6	252.6	1.4488	89
8062	*General medical & surgical hospitals*	9	7	296.2	.2050	98
8221	*Colleges & universities n.e.c.*	3	1	173.5	.8435	98
San Juan	All mfg.	7	1	34.1	.0018	15
Sanpete	All mfg.	10	2	60.0	.0031	58
Sevier	All mfg.	8	1	97.6	.0050	17
Summit	All mfg.	6		19.0	.0010	0
Tooele	All mfg.	11		37.8	.0019	0
Uintah	All mfg.	2		5.2	.0003	0
Utah	All mfg.	99	25	1,254.7	.0644	76
3312	Blast furnaces & steel mills	1	1	664.9	1.7665	100
8062	*General medical & surgical hospitals*	4	4	97.9	.0677	100
8221	*Colleges & universities n.e.c.*	2	1	166.4	.8090	99
Wasatch	All mfg.	3		12.6	.0006	0
Washington	All mfg.	8	2	43.1	.0022	58
Weber	All mfg.	75	29	814.3	.0418	72
8062	*General medical & surgical hospitals*	3	3	88.0	.0609	100
STATE TOTAL	All mfg.	835	204	10,623.6	.5457	72

VERMONT

County SIC	Industry	Establishments Total	Establishments Large	Shipments/Receipts ($ Mil.)	% Of U.S. Ship./Recpt.	% In Large Estab.
Addison	All mfg.	19	9	203.3	.0104	80
Bennington	All mfg.	44	16	331.7	.0170	72
Caledonia	All mfg.	25	6	146.5	.0075	56
Chittenden	All mfg.	69	22	855.1	.0439	77
3484	Small arms	1	1	139.0	11.7927	100
3679	Electronic components n.e.c.	4	2	210.4	1.7015	98
8062	*General medical & surgical hospitals*	2	2	104.1	.0720	100
Essex	All mfg.	4	3	60.1	.0031	99
Franklin	All mfg.	32	10	336.3	.0173	71
Grand Isle	All mfg.	2	1	7.5	.0004	91
Lamoille	All mfg.	14	1	31.1	.0016	30
Orange	All mfg.	17	5	103.0	.0053	52
Orleans	All mfg.	17	4	128.0	.0066	47
Rutland	All mfg.	44	11	447.4	.0230	80
3724	Aircraft engines & engine parts	2	1	244.3	1.6093	96
Washington	All mfg.	57	8	147.9	.0076	44
3281	Cut stone & stone products	28	4	28.9	8.6294	47
8062	*General medical & surgical hospitals*	2	2	54.6	.0378	100
Windham	All mfg.	45	14	424.6	.0218	76
Windsor	All mfg.	45	14	336.8	.0173	75
3541	Metal-cutting machine tools	4	4	153.4	4.1404	100
STATE TOTAL	All mfg.	434	124	3,559.3	.1828	72

VIRGINIA

County SIC	Industry	Establishments Total	Establishments Large	Shipments/Receipts ($ Mil.)	% Of U.S. Ship./Recpt.	% In Large Estab.
Accomack	All mfg.	18	6	252.0	.0129	80
2016	Poultry-dressing plants	2	2	158.1	1.7177	100
Albemarle	All mfg.	14	5	324.8	.0167	92
2037	Frozen fruits & vegetables	1	1	88.0	1.7951	100
2522	Metal office furniture	1	1	135.6	4.1533	100
Alexandria city	All mfg.	47	8	342.4	.0176	70
2731	Book publishing	1	1	110.4	1.4539	100
8062	*General medical & surgical hospitals*	3	3	85.5	.0592	100
Alleghany	All mfg.	1	1	28.5	.0015	100
Amelia	All mfg.	6	1	19.5	.0010	36
Amherst	All mfg.	13	2	68.1	.0035	69
Appomattox	All mfg.	6	2	49.4	.0025	78
Arlington	All mfg.	27	5	144.3	.0074	57
7011	*Hotels, motels, & tourist courts*	13	3	45.2	.2593	41
7372	*Computer programming & software*	6	4	85.3	.9049	90
8062	*General medical & surgical hospitals*	3	3	102.7	.0711	100
Augusta	All mfg.	16	7	174.4	.0090	83
Bath	All mfg.	2		3.4	.0002	0
7011	*Hotels, motels, & tourist courts*	3	2	39.1	.2243	98
Bedford	All mfg.	6	2	94.9	.0049	67
Bedford city	All mfg.	14	5	191.3	.0098	77
3069	Fabricated rubber products n.e.c.	1	1	69.9	1.2257	100
Bland	All mfg.	1	1	10.3	.0005	100
Botetourt	All mfg.	10	4	65.7	.0034	80
Bristol city	All mfg.	34	19	494.0	.0254	91
Brunswick	All mfg.	12	4	79.0	.0041	51
Buchanan	All mfg.	5		12.7	.0007	0
1211	*Bituminous-coal & lignite mining*	31	8	817.4	4.4486	86
Buckingham	All mfg.	4	1	12.1	.0006	73
Buena Vista city	All mfg.	10	4	78.6	.0040	61
Campbell	All mfg.	16	11	387.7	.0199	97
2492	Particleboard	1	1	76.0	12.4224	100
Caroline	All mfg.	12	1	38.0	.0020	14
Carroll	All mfg.	11	4	98.9	.0051	85
Charlotte	All mfg.	9	4	82.1	.0042	83
Charlottesville city	All mfg.	25	12	442.7	.0227	92
3662	Radio & TV communication equipment	1	1	105.8	.3238	100
8062	*General medical & surgical hospitals*	3	3	129.1	.0893	100
Chesapeake city	All mfg.	32	8	233.7	.0120	59
4011	*Line-haul operating railroads*	1	1	222.6	1.5627	100
Chesterfield	All mfg.	15	3	329.4	.0169	88
Clarke	All mfg.	3	3	65.5	.0034	100
Clifton Forge city	All mfg.	2		8.5	.0004	0
Colonial Heights city	All mfg.	10	2	60.9	.0031	50
Covington city	All mfg.	6	3	496.3	.0255	98
2631	Paperboard mills	1	1	275.8	2.4946	100
2819	Industrial inorganic chemicals n.e.c.	2	1	175.8	1.5015	98
Culpeper	All mfg.	11	6	87.7	.0045	75
Danville city	All mfg.	38	17	882.0	.0453	93
2211	Cotton-weaving mills	1	1	146.1	2.7171	100
3011	Tires & inner tubes	1	1	244.0	2.3237	100
3524	Lawn & garden equipment	1	1	47.1	3.3973	100
8062	*General medical & surgical hospitals*	1	1	54.3	.0376	100
Dickenson	All mfg.	1	1	11.6	.0006	100
1211	*Bituminous-coal & lignite mining*	9	3	184.7	1.0052	85
Dinwiddie	All mfg.	41	13	930.7	.0478	89
2111	Cigarettes	1	1	644.4	4.9215	100
8062	*General medical & surgical hospitals*	2	2	117.2	.0811	100
Emporia city	All mfg.	11	9	119.7	.0061	82
Essex	All mfg.	5	1	26.3	.0014	21
Fairfax	All mfg.	92	29	737.8	.0379	69
7372	*Computer programming & software*	21	8	156.7	1.6624	79
Fairfax city	All mfg.	13	3	132.2	.0068	65
1629	*Heavy construction n.e.c.*	1	1	113.2	.4781	100
Falls Church city	All mfg.	12	4	149.9	.0077	81
6025	*National banks, federal reserve system*	1	1	359.7	.3361	100
Fauquier	All mfg.	10	1	36.1	.0019	12
Floyd	All mfg.	6	3	42.2	.0022	79
Fluvanna	All mfg.	3	1	34.0	.0018	69
Franklin	All mfg.	25	11	292.4	.0150	84
Franklin city	All mfg.	15	6	356.2	.0183	92
2492	Particleboard	1	1	33.0	5.3939	100
2621	Paper mills, except building paper	1	1	191.4	.9175	100
Frederick	All mfg.	7	2	95.9	.0049	89

1983 (S&MM Est.)

County SIC	Industry	Establishments Total	Establishments Large	Shipments/Receipts ($ Mil.)	% Of U.S. Ship./Recpt	% In Large Estab
VIRGINIA (cont.)						
Galax city	**All mfg.**	**18**	**9**	**188.4**	**.0097**	**79**
2511	Wood household furniture	3	3	67.3	1.1362	100
Giles	**All mfg.**	**9**	**3**	**146.2**	**.0075**	**87**
2823	Cellulosic man-made fibers	1	1	118.2	7.7973	100
Gloucester	**All mfg.**	**9**		**30.4**	**.0016**	**0**
Goochland	**All mfg.**	**2**		**5.4**	**.0003**	**0**
Grayson	**All mfg.**	**9**	**2**	**68.2**	**.0035**	**70**
Halifax	**All mfg.**	**5**	**3**	**31.8**	**.0016**	**84**
Hampton city	**All mfg.**	**44**	**10**	**343.0**	**.0176**	**57**
8062	*General medical & surgical hospitals*	*3*	*3*	*113.1*	*.0783*	*100*
Hanover	**All mfg.**	**31**	**2**	**121.3**	**.0062**	**24**
Harrisonburg city	**All mfg.**	**35**	**13**	**335.8**	**.0172**	**75**
Henrico	**All mfg.**	**9**	**3**	**238.1**	**.0122**	**89**
Henry	**All mfg.**	**17**	**11**	**503.0**	**.0258**	**96**
2211	Cotton-weaving mills	1	1	53.0	.9857	100
2253	Knit-outerwear mills	1	1	91.5	3.1160	100
2511	Wood household furniture	4	3	274.4	4.6328	99
Highland	**All mfg.**	**1**		**2.5**	**.0001**	**0**
Hopewell city	**All mfg.**	**13**	**8**	**1,651.1**	**.0848**	**99**
2824	Noncellulosic synthetic organic fibers	2	2	417.0	4.0826	100
2869	Industrial organic chemicals n.e.c.	2	2	913.7	2.4849	100
Isle of Wight	**All mfg.**	**6**	**3**	**676.8**	**.0348**	**98**
2011	Meat-packing plants	2	2	646.7	1.4646	100
James City	**All mfg.**	**5**	**2**	**40.6**	**.0021**	**76**
King and Queen	**All mfg.**	**3**		**19.4**	**.0010**	**0**
King George	**All mfg.**	**5**	**2**	**97.4**	**.0050**	**88**
King William	**All mfg.**	**4**	**1**	**139.7**	**.0072**	**85**
Lancaster	**All mfg.**	**19**		**76.9**	**.0039**	**0**
Lee	**All mfg.**	**6**	**2**	**35.6**	**.0018**	**49**
Lexington city	**All mfg.**	**3**		**7.9**	**.0004**	**0**
Loudoun	**All mfg.**	**20**	**3**	**89.4**	**.0046**	**28**
Louisa	**All mfg.**	**9**	**3**	**66.9**	**.0034**	**82**
Lunenburg	**All mfg.**	**16**	**7**	**104.3**	**.0054**	**73**
Lynchburg city	**All mfg.**	**81**	**31**	**1,359.3**	**.0698**	**87**
2819	Industrial inorganic chemicals n.e.c.	1	1	101.1	.8635	100
3321	Gray-iron foundries	2	2	128.3	1.6432	100
3662	Radio & TV communication equipment	1	1	423.0	1.2947	100
Madison	**All mfg.**	**5**	**1**	**24.3**	**.0012**	**56**
Martinsville city	**All mfg.**	**37**	**21**	**1,202.3**	**.0618**	**96**
2253	Knit-outerwear mills	3	3	81.2	2.7652	100
2321	Men's & boys' shirts & nightwear	1	1	65.4	1.6897	100
2492	Particleboard	1	1	46.2	7.5515	100
2511	Wood household furniture	4	4	80.5	1.3591	100
2824	Noncellulosic synthetic organic fibers	1	1	653.9	6.4019	100
Mathews	**All mfg.**	**1**		**2.1**	**.0001**	**0**
Mecklenburg	**All mfg.**	**26**	**14**	**258.8**	**.0133**	**85**
Middlesex	**All mfg.**	**6**		**22.5**	**.0012**	**0**
Montgomery	**All mfg.**	**19**	**10**	**222.6**	**.0114**	**80**
Nelson	**All mfg.**	**6**	**1**	**13.4**	**.0007**	**33**
New Kent	**All mfg.**	**5**		**24.0**	**.0012**	**0**
Newport News city	**All mfg.**	**44**	**20**	**1,971.6**	**.1013**	**96**
3731	Ship building & repairing	2	2	1,523.6	17.1677	100
8062	*General medical & surgical hospitals*	*4*	*4*	*110.6*	*.0765*	*100*
Norfolk city	**All mfg.**	**112**	**31**	**1,572.2**	**.0808**	**80**
1629	*Heavy construction n.e.c.*	*7*	*3*	*88.3*	*.3730*	*72*
2711	Newspapers	2	1	75.7	.3549	93
3711	Motor vehicles & passenger-car bodies	1	1	627.9	.6184	100
3731	Ship building & repairing	8	5	171.5	1.9324	96
4011	*Line-haul-operating railroads*	*2*	*1*	*58.3*	*.4093*	*97*
6025	*National banks, federal reserve system*	*4*	*3*	*1,019.6*	*.9526*	*100*
8062	*General medical & surgical hospitals*	*7*	*6*	*268.3*	*.1857*	*100*
Northampton	**All mfg.**	**12**	**7**	**119.0**	**.0061**	**88**
Northumberland	**All mfg.**	**13**	**1**	**113.6**	**.0058**	**48**
Norton city	**All mfg.**	**6**	**1**	**49.7**	**.0026**	**56**
Nottoway	**All mfg.**	**12**	**6**	**71.5**	**.0037**	**72**
Orange	**All mfg.**	**18**	**6**	**175.6**	**.0090**	**81**
Page	**All mfg.**	**10**	**5**	**206.4**	**.0106**	**92**
2328	Men's & boys' work clothing	2	1	87.1	1.7978	95
Patrick	**All mfg.**	**6**	**5**	**61.6**	**.0032**	**96**
Pittsylvania	**All mfg.**	**11**	**6**	**179.6**	**.0092**	**85**
Poquoson city	**All mfg.**	**1**		**3.1**	**.0002**	**0**
Portsmouth city	**All mfg.**	**40**	**14**	**591.8**	**.0304**	**76**
3651	Radio & TV receiving sets	1	1	279.1	4.1022	100
8062	*General medical & surgical hospitals*	*3*	*3*	*215.3*	*.1490*	*100*
Powhatan	**All mfg.**	**5**		**13.3**	**.0007**	**0**
Prince Edward	**All mfg.**	**8**	**4**	**57.6**	**.0030**	**86**
Prince George	**All mfg.**	**5**	**1**	**23.6**	**.0012**	**28**
Prince William	**All mfg.**	**23**	**4**	**368.5**	**.0189**	**85**
3679	Electronic components n.e.c.	1	1	98.0	.7925	100
Pulaski	**All mfg.**	**22**	**9**	**252.9**	**.0130**	**84**
2511	Wood household furniture	3	2	102.6	1.7322	98
Radford city	**All mfg.**	**15**	**7**	**434.5**	**.0223**	**93**
2892	Explosives	1	1	281.9	27.6210	100
Rappahannock	**All mfg.**	**1**	**1**	**7.8**	**.0004**	**100**
Richmond	**All mfg.**	**6**	**1**	**35.0**	**.0018**	**47**
Richmond city	**All mfg.**	**257**	**75**	**7,120.6**	**.3657**	**90**
1211	*Bituminous-coal & lignite mining*	*1*	*1*	*126.4*	*.6879*	*100*
2111	Cigarettes	1	1	3,722.9	28.4330	100
2643	Bags, except textile bags	6	3	138.8	2.2281	83
2751	Letterpress commercial printing	11	2	30.9	.6478	71
2752	Lithographic commercial printing	14	2	118.2	.8002	50
2824	Noncellulosic synthetic organic fibers	2	1	485.4	4.7522	98
2834	Pharmaceutical preparations	3	2	173.2	.9648	97
3079	Miscellaneous plastics products	6	2	135.3	.4526	88
3661	Telephone & telegraph apparatus	2	2	130.4	.8152	100
4011	*Line-haul-operating railroads*	*5*	*3*	*535.4*	*3.7587*	*100*
4931	*Electric & other services combined*	*1*	*1*	*1,424.9*	*4.2536*	*100*
5081	*Commercial-equipment wholesalers*	*14*	*2*	*160.4*	*1.2852*	*65*
6025	*National banks, federal reserve system*	*8*	*5*	*476.8*	*.4455*	*97*
7011	*Hotels, motels, & tourist courts*	*14*	*1*	*38.3*	*.2197*	*44*
8062	*General medical & surgical hospitals*	*13*	*11*	*543.8*	*.3763*	*99*
Roanoke	**All mfg.**	**5**	**3**	**106.1**	**.0054**	**89**
Roanoke city	**All mfg.**	**102**	**30**	**975.2**	**.0501**	**74**
2511	Wood household furniture	2	2	64.7	1.0924	100
4011	*Line-haul-operating railroads*	*1*	*1*	*404.5*	*2.8398*	*100*
4911	*Electric services*	*1*	*1*	*746.3*	*1.2309*	*100*
6025	*National banks, federal reserve system*	*5*	*3*	*238.6*	*.2229*	*94*
7011	*Hotels, motels, & tourist courts*	*7*	*1*	*131.7*	*.7554*	*93*
8062	*General medical & surgical hospitals*	*4*	*2*	*129.4*	*.0895*	*95*
Rockbridge	**All mfg.**	**5**	**3**	**129.8**	**.0067**	**96**
Rockingham	**All mfg.**	**20**	**12**	**451.4**	**.0232**	**95**
2016	Poultry dressing plants	3	3	163.3	1.7742	100
Russell	**All mfg.**	**5**	**2**	**30.6**	**.0016**	**73**
1211	*Bituminous-coal & lignite mining*	*10*	*3*	*534.2*	*2.9073*	*93*
Salem city	**All mfg.**	**26**	**10**	**513.2**	**.0264**	**92**
3622	Industrial controls	1	1	218.2	5.2708	100
8062	*General medical & surgical hospitals*	*2*	*2*	*108.4*	*.0750*	*100*
Scott	**All mfg.**	**6**	**4**	**56.5**	**.0029**	**77**
Shenandoah	**All mfg.**	**32**	**11**	**289.1**	**.0148**	**74**
Smyth	**All mfg.**	**29**	**17**	**310.6**	**.0160**	**92**
8062	*General medical & surgical hospitals*	*3*	*2*	*63.9*	*.0442*	*98*
Southampton	**All mfg.**	**6**	**2**	**63.1**	**.0032**	**69**
South Boston city	**All mfg.**	**13**	**8**	**213.1**	**.0109**	**89**
Spotsylvania	**All mfg.**	**33**	**10**	**221.1**	**.0114**	**68**
Stafford	**All mfg.**	**3**		**7.4**	**.0004**	**0**
Staunton city	**All mfg.**	**10**		**35.6**	**.0018**	**0**
8062	*General medical & surgical hospitals*	*3*	*2*	*94.9*	*.0657*	*96*
Suffolk city	**All mfg.**	**37**	**5**	**324.3**	**.0167**	**55**
2065	Confectionery products	3	2	143.5	2.2616	94
Surry	**All mfg.**	**3**		**28.8**	**.0015**	**0**
Sussex	**All mfg.**	**3**	**3**	**39.9**	**.0020**	**61**
Tazewell	**All mfg.**	**21**	**5**	**111.0**	**.0057**	**55**
1211	*Bituminous-coal & lignite mining*	*13*	*1*	*121.5*	*.6612*	*58*
Virginia Beach city	**All mfg.**	**32**	**8**	**198.8**	**.0102**	**59**
Warren	**All mfg.**	**11**	**5**	**248.9**	**.0128**	**94**
2823	Cellulosic man-made fibers	1	1	116.0	7.6522	100
Washington	**All mfg.**	**18**	**8**	**148.8**	**.0076**	**81**
Waynesboro city	**All mfg.**	**22**	**8**	**700.0**	**.0360**	**96**
2824	Noncellulosic synthetic organic fibers	2	2	474.2	4.6426	100
3613	Switchgear & switchboard apparatus	2	1	127.0	2.8771	97
Westmoreland	**All mfg.**	**16**	**3**	**106.5**	**.0055**	**54**
Williamsburg city	**All mfg.**	**7**	**3**	**263.6**	**.0135**	**93**
8062	*General medical & surgical hospitals*	*2*	*2*	*72.7*	*.0503*	*100*
Winchester city	**All mfg.**	**46**	**20**	**585.2**	**.0301**	**82**
Wise	**All mfg.**	**9**	**2**	**166.7**	**.0086**	**84**
1211	*Bituminous-coal & lignite mining*	*25*	*7*	*267.6*	*1.4564*	*66*
3312	Blast furnaces & steel mills	1	1	133.0	.3533	100
Wythe	**All mfg.**	**17**	**8**	**112.9**	**.0058**	**83**
York	**All mfg.**	**5**	**1**	**507.7**	**.0261**	**98**
STATE TOTAL	**All mfg.**	**2,340**	**795**	**37,150.6**	**1.9082**	**85**

WASHINGTON

County SIC	Industry	Establishments Total	Establishments Large	Shipments/Receipts ($ Mil.)	% Of U.S. Ship./Recpt	% In Large Estab
Adams	**All mfg.**	**3**	**1**	**70.1**	**.0036**	**94**
Asotin	**All mfg.**	**2**		**10.3**	**.0005**	**0**
Benton	**All mfg.**	**23**	**9**	**243.9**	**.0125**	**78**
4912	*Nuclear power*	*3*	*2*	*371.1*	*2.7252*	*98*

DEFINITIONS: **SIC Industry**: Classification by primary product or service. **Total Establishments**: Those with 20 or more employees. **Large Establishments**: Those with 100 or more employees. **Shipments/Receipts**: Total dollar value of goods produced or distributed, or services rendered. **% Of U.S. Ship./Recpt.**: Boldface refers to county's share of total U.S. manufacturing shipments; lightface to the SIC industry in the county and its share of that industry's total U.S. shipments/receipts. **% In Large Establishments**: Share of shipments/receipts accounted for by establishments with 100 or more employees. **All Mfg.**: Total for all manufacturing establishments with 20 or more employees. Nonmanufacturing totals do not appear due to nonavailability. **N.E.C.**: Not Elsewhere Classified.

1983 (S&MM Est.)

County SIC	Industry	Establishments Total	Establishments Large	Shipments Receipts ($ Mil.)	% Of U.S. Ship Recpt	% In Large Estab
Chelan	**All mfg.**	**31**	**9**	**383.1**	**.0197**	**77**
3334	Primary aluminum	2	1	188.7	2.9457	95
Clallam	**All mfg.**	**22**	**5**	**282.1**	**.0145**	**70**
Clark	**All mfg.**	**57**	**18**	**1,415.7**	**.0727**	**89**
2621	Paper mills, except building paper	2	2	631.6	3.0278	100
3334	Primary aluminum	1	1	314.5	4.9095	100
8062	*General medical & surgical hospitals*	*4*	*3*	*77.2*	*.0534*	*99*
Columbia	**All mfg.**	**1**	**1**	**9.0**	**.0005**	**100**
Cowlitz	**All mfg.**	**42**	**15**	**1,151.7**	**.0592**	**89**
2421	General sawmills & planing mills	3	1	156.3	1.2705	91
2621	Paper mills, except building paper	2	2	238.8	1.1448	100
2631	Paperboard mills	1	1	183.9	1.6634	100
3334	Primary aluminum	1	1	179.7	2.8052	100
Douglas	**All mfg.**	**1**	**1**	**24.0**	**.0012**	**100**
Ferry	**All mfg.**	**3**		**15.9**	**.0008**	**0**
Franklin	**All mfg.**	**9**	**6**	**318.0**	**.0163**	**98**
2037	Frozen fruits & vegetables	2	2	96.8	1.9746	100
Grant	**All mfg.**	**15**	**4**	**393.7**	**.0202**	**90**
Grays Harbor	**All mfg.**	**49**	**18**	**1,060.5**	**.0545**	**92**
2411	Logging camps & contractors	5	3	541.6	9.2068	96
2611	Pulp mills	2	2	175.7	5.5153	100
Island	**All mfg.**	**4**	**1**	**17.1**	**.0009**	**46**
Jefferson	**All mfg.**	**4**	**2**	**89.0**	**.0046**	**93**
King	**All mfg.**	**765**	**164**	**11,542.2**	**.5929**	**83**
1629	*Heavy construction n.e.c.*	*25*	*3*	*120.7*	*.5098*	*40*
2026	Fluid milk	6	4	233.1	1.3628	91
2051	Bread, cake, & related products	11	7	138.2	1.1056	95
2086	Bottled & canned soft drinks	8	2	163.9	.9563	74
2091	Canned & cured seafoods	9	4	176.6	6.9028	77
2329	Men's & boys' clothing n.e.c.	7	5	28.5	1.9410	89
2711	Newspapers	16	4	217.8	1.0211	87
2751	Letterpress commercial printing	23	2	35.1	.7359	35
3273	Ready-mixed concrete	11	4	83.5	1.3768	76
3312	Blast furnaces & steel mills	2	2	214.7	.5704	100
3441	Fabricated structural metal	14	4	95.9	1.1676	73
3444	Sheet-metal work	16	2	49.3	.8586	48
3573	Electronic computing equipment	4	3	128.6	.3268	97
3599	Machinery, except electrical, n.e.c.	34	3	94.9	1.0676	35
3662	Radio & TV communication equipment	11	4	886.1	2.7121	97
3693	X-ray apparatus & tubes	6	3	213.9	6.1565	94
3713	Truck & bus bodies	5	1	45.5	1.8318	88
3721	Aircraft	5	4	3,929.1	12.2671	100
3728	Aircraft equipment n.e.c.	16	3	227.2	2.4019	79
3731	Ship building & repairing	9	5	291.9	3.2891	96
3732	Boat building & repairing	9	2	74.8	3.8361	85
3743	Railroad equipment	1	1	100.7	3.4169	100
3761	Guided missiles & space vehicles	1	1	686.8	7.4139	100
3769	Space-vehicle equipment n.e.c.	1	1	147.0	9.3654	100
4911	*Electric services*	*5*	*2*	*308.6*	*.5090*	*92*
5084	*Industrial-machinery distributors*	*38*	*2*	*348.2*	*.9198*	*26*
6025	*National banks, federal reserve system*	*8*	*4*	*1,938.6*	*1.8112*	*99*
7011	*Hotels, motels, & tourist courts*	*29*	*4*	*61.4*	*.3522*	*42*
7372	*Computer programming & software*	*11*	*3*	*69.1*	*.7330*	*59*
8062	*General medical & surgical hospitals*	*22*	*18*	*453.6*	*.3139*	*98*
8221	*Colleges & universities n.e.c.*	*8*	*3*	*101.9*	*.4954*	*95*
Kitsap	**All mfg.**	**13**	**4**	**92.8**	**.0048**	**64**
Kittitas	**All mfg.**	**9**	**4**	**123.1**	**.0063**	**75**
Klickitat	**All mfg.**	**7**	**4**	**202.0**	**.0104**	**93**
Lewis	**All mfg.**	**43**	**16**	**523.1**	**.0269**	**78**
Lincoln	**All mfg.**	**1**	**1**	**10.5**	**.0005**	**100**
Mason	**All mfg.**	**12**	**3**	**183.8**	**.0094**	**81**
2661	Building-paper & building-board mills	1	1	134.0	15.1652	100
Okanogan	**All mfg.**	**14**	**2**	**161.3**	**.0083**	**51**
2421	General sawmills & planing mills	3	2	85.2	.6926	97
Pacific	**All mfg.**	**10**	**2**	**124.5**	**.0064**	**44**
Pend Oreille	**All mfg.**	**4**	**1**	**48.9**	**.0025**	**66**
Pierce	**All mfg.**	**177**	**45**	**2,026.6**	**.1041**	**68**
2421	General sawmills & planing mills	5	2	140.9	1.1453	92
8062	*General medical & surgical hospitals*	*13*	*11*	*342.4*	*.2369*	*99*
San Juan	**All mfg.**	**2**		**3.3**	**.0002**	**0**
Skagit	**All mfg.**	**29**	**10**	**1,939.2**	**.0996**	**96**
Skamania	**All mfg.**	**4**	**3**	**53.9**	**.0028**	**86**
Snohomish	**All mfg.**	**128**	**31**	**2,316.1**	**.1190**	**86**
2037	Frozen fruits & vegetables	4	2	126.2	2.5743	96
2421	General sawmills & planing mills	10	4	162.7	1.3225	88
2431	Millwork	6	1	64.3	1.2975	77
2647	Sanitary paper products	1	1	319.2	3.3533	100
3721	Aircraft	3	2	862.9	2.6941	99
3825	Electricity-measuring instruments	1	1	125.6	2.2374	100
8062	*General medical & surgical hospitals*	*5*	*4*	*85.6*	*.0592*	*95*
Spokane	**All mfg.**	**153**	**34**	**2,148.7**	**.1104**	**81**
3334	Primary aluminum	1	1	269.6	4.2086	100
3353	Aluminum sheet, plate, & foil	1	1	746.4	8.6805	100
4931	*Electric & other services combined*	*3*	*1*	*225.2*	*.6723*	*95*
8062	*General medical & surgical hospitals*	*11*	*8*	*247.9*	*.1715*	*98*
Stevens	**All mfg.**	**14**	**3**	**142.0**	**.0073**	**66**

1983 (S&MM Est.)

County SIC	Industry	Establishments Total	Establishments Large	Shipments Receipts ($ Mil.)	% Of U.S. Ship Recpt	% In Large Estab
Thurston	**All mfg.**	**26**	**8**	**282.4**	**.0145**	**72**
Wahkiakum	**All mfg.**	**1**	**1**	**73.9**	**.0038**	**100**
Walla Walla	**All mfg.**	**22**	**6**	**257.5**	**.0132**	**81**
8062	*General medical & surgical hospitals*	*4*	*4*	*56.1*	*.0388*	*100*
Whatcom	**All mfg.**	**49**	**15**	**2,074.6**	**.1066**	**92**
2611	Pulp mills	1	1	146.4	4.5955	100
3334	Primary aluminum	2	2	233.6	3.6466	100
Whitman	**All mfg.**	**2**		**6.6**	**.0003**	**0**
Yakima	**All mfg.**	**85**	**15**	**673.7**	**.0346**	**53**
2033	Canned fruits & vegetables	10	5	193.7	2.1165	93
8062	*General medical & surgical hospitals*	*6*	*3*	*79.6*	*.0551*	*86*
STATE TOTAL	**All mfg.**	**1,836**	**462**	**30,494.8**	**1.5663**	**83**

WEST VIRGINIA

County SIC	Industry	Establishments Total	Establishments Large	Shipments Receipts ($ Mil.)	% Of U.S. Ship Recpt	% In Large Estab
Barbour	**All mfg.**	**6**		**17.4**	**.0009**	**0**
Berkeley	**All mfg.**	**23**	**10**	**386.4**	**.0198**	**89**
3714	Motor-vehicle parts & accessories	2	2	119.6	.2814	100
8062	*General medical & surgical hospitals*	*3*	*3*	*83.8*	*.0580*	*100*
Boone	**All mfg.**	**2**		**6.1**	**.0003**	**0**
1211	*Bituminous-coal & lignite mining*	*12*	*7*	*326.7*	*1.7780*	*88*
Braxton	**All mfg.**	**4**	**1**	**14.7**	**.0008**	**44**
Brooke	**All mfg.**	**15**	**8**	**322.2**	**.0165**	**87**
Cabell	**All mfg.**	**58**	**18**	**1,134.5**	**.0583**	**86**
3221	Glass containers	1	1	128.7	2.6160	100
3356	Nonferrous rolling & drawing n.e.c.	1	1	492.4	13.3634	100
8062	*General medical & surgical hospitals*	*7*	*6*	*200.4*	*.1387*	*99*
Calhoun	**All mfg.**	**2**	**1**	**10.5**	**.0005**	**95**
Clay	**All mfg.**	**1**		**2.1**	**.0001**	**0**
Doddridge	**All mfg.**	**1**		**2.3**	**.0001**	**0**
Fayette	**All mfg.**	**8**	**2**	**159.0**	**.0082**	**92**
1211	*Bituminous-coal & lignite mining*	*10*	*5*	*281.7*	*1.5331*	*93*
3313	Electrometallurgical products	1	1	133.7	17.6758	100
Gilmer	**All mfg.**	**2**	**1**	**15.7**	**.0008**	**89**
Grant	**All mfg.**	**6**	**1**	**28.1**	**.0014**	**17**
Greenbrier	**All mfg.**	**19**	**5**	**87.5**	**.0045**	**43**
Hampshire	**All mfg.**	**3**		**8.4**	**.0004**	**0**
Hancock	**All mfg.**	**29**	**13**	**1,607.2**	**.0826**	**96**
3262	Vitreous china food utensils	1	1	56.6	20.3086	100
3312	Blast furnaces & steel mills	1	1	905.6	2.4060	100
Hardy	**All mfg.**	**4**	**2**	**36.9**	**.0019**	**90**
Harrison	**All mfg.**	**33**	**11**	**343.0**	**.0176**	**71**
3229	Pressed & blown glass n.e.c.	2	2	58.4	1.7839	100
4923	*Gas transmission & distribution*	*3*	*2*	*334.7*	*2.9913*	*98*
8062	*General medical & surgical hospitals*	*2*	*2*	*52.5*	*.0363*	*100*
Jackson	**All mfg.**	**3**	**1**	**750.9**	**.0386**	**99**
3353	Aluminum sheet, plate, & foil	1	1	746.4	8.6805	100
Jefferson	**All mfg.**	**8**	**4**	**90.9**	**.0047**	**89**
Kanawha	**All mfg.**	**90**	**22**	**2,565.1**	**.1318**	**90**
1211	*Bituminous-coal & lignite mining*	*22*	*7*	*322.6*	*1.7557*	*80*
2812	Alkalies & chlorine	1	1	74.1	5.1419	100
2824	Noncellulosic synthetic organic fibers	1	1	277.9	2.7207	100
2869	Industrial organic chemicals n.e.c.	5	3	1,210.4	3.2918	97
4922	*Natural-gas transmission*	*2*	*1*	*520.9*	*3.8450*	*97*
6025	*National banks, federal reserve system*	*9*	*4*	*190.8*	*.1783*	*86*
8062	*General medical & surgical hospitals*	*8*	*6*	*214.4*	*.1484*	*97*
Lewis	**All mfg.**	**7**	**4**	**68.5**	**.0035**	**90**
Logan	**All mfg.**	**15**	**2**	**56.4**	**.0029**	**35**
1211	*Bituminous-coal & lignite mining*	*21*	*13*	*518.8*	*2.8235*	*90*
McDowell	**All mfg.**	**2**		**7.4**	**.0004**	**0**
1211	*Bituminous-coal & lignite mining*	*21*	*14*	*592.0*	*3.2219*	*94*
Marion	**All mfg.**	**33**	**7**	**339.9**	**.0175**	**79**
1211	*Bituminous-coal & lignite mining*	*9*	*8*	*371.1*	*2.0196*	*99*
3641	Electric lamps	1	1	118.4	5.5129	100
Marshall	**All mfg.**	**14**	**4**	**265.6**	**.0136**	**78**
1211	*Bituminous-coal & lignite mining*	*4*	*3*	*172.3*	*.9377*	*95*
Mason	**All mfg.**	**11**	**4**	**237.2**	**.0122**	**85**
Mercer	**All mfg.**	**25**	**7**	**133.8**	**.0069**	**60**
8062	*General medical & surgical hospitals*	*3*	*3*	*51.8*	*.0358*	*100*
Mineral	**All mfg.**	**8**	**2**	**47.2**	**.0024**	**51**
Mingo	**All mfg.**	**10**		**26.8**	**.0014**	**0**
1211	*Bituminous-coal & lignite mining*	*18*	*4*	*160.5*	*.8735*	*55*
Monongalia	**All mfg.**	**29**	**10**	**224.0**	**.0115**	**77**
1211	*Bituminous-coal & lignite mining*	*9*	*5*	*240.2*	*1.3072*	*94*
8062	*General medical & surgical hospitals*	*2*	*2*	*91.4*	*.0632*	*100*
Monroe	**All mfg.**	**1**	**1**	**16.5**	**.0008**	**100**
Morgan	**All mfg.**	**6**	**2**	**35.0**	**.0018**	**62**
Nicholas	**All mfg.**	**15**	**4**	**100.4**	**.0052**	**69**
1211	*Bituminous-coal & lignite mining*	*9*	*3*	*123.2*	*.6705*	*74*
Ohio	**All mfg.**	**35**	**12**	**323.1**	**.0166**	**74**
3547	Rolling-mill machinery	2	2	63.9	13.3794	100
8062	*General medical & surgical hospitals*	*1*	*1*	*75.4*	*.0522*	*100*
Pendleton	**All mfg.**	**4**	**1**	**21.7**	**.0011**	**75**
Pleasants	**All mfg.**	**2**	**2**	**582.2**	**.0299**	**100**

1983 (S&MM Est)

WEST VIRGINIA (cont.)

County SIC	Industry	Establishments Total	Establishments Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship Recpt	% In Large Estab
Pocahontas	All mfg.	3	1	17.6	.0009	63
Preston	All mfg.	8	2	50.6	.0026	34
Putnam	All mfg.	8	2	29.7	.0015	69
Raleigh	All mfg.	27	3	103.1	.0053	38
1211	*Bituminous-coal & lignite mining*	*26*	*16*	*517.3*	*2.8153*	*91*
8062	*General medical & surgical hospitals*	*5*	*5*	*94.2*	*.0652*	*100*
Randolph	All mfg.	22	5	93.5	.0048	45
Ritchie	All mfg.	10	3	56.0	.0029	45
Roane	All mfg.	7	3	80.0	.0041	84
Summers	All mfg.	3	1	10.7	.0005	47
Taylor	All mfg.	7	5	56.6	.0029	94
Tucker	All mfg.	6	2	68.0	.0035	75
Tyler	All mfg.	2	1	189.3	.0097	98
Upshur	All mfg.	7	3	82.7	.0042	85
Wayne	All mfg.	16	4	172.2	.0089	78
Webster	All mfg.	2		5.9	.0003	0
Wetzel	All mfg.	11	5	275.7	.0142	95
Wirt	All mfg.	1		1.2	.0001	0
Wood	All mfg.	52	17	1,201.3	.0617	87
2821	Plastics materials & synthetic resins	3	3	705.0	4.0298	100
3229	Pressed & blown glass n.e.c	3	3	64.6	1.9733	100
3423	Hand & edge tools n.e.c	1	1	96.8	3.3465	100
8062	*General medical & surgical hospitals*	*2*	*2*	*74.7*	*.0517*	*100*
Wyoming	All mfg.	4		7.4	.0004	0
1211	*Bituminous-coal & lignite mining*	*13*	*11*	*651.1*	*3.5435*	*98*
STATE TOTAL	All mfg.	730	219	12,577.1	.6460	86

WISCONSIN

County SIC	Industry	Establishments Total	Establishments Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship Recpt	% In Large Estab
Adams	All mfg.	5	1	30.4	.0016	63
Ashland	All mfg.	11	4	85.6	.0044	73
Barron	All mfg.	35	12	319.9	.0164	68
Bayfield	All mfg.	3	1	15.4	.0008	62
Brown	All mfg.	136	43	3,067.6	.1576	87
2011	Meat-packing plants	4	2	479.6	1.0862	92
2621	Paper mills, except building paper	4	4	418.1	2.0043	100
2647	Sanitary paper products	7	5	965.7	10.1450	97
3554	Paper-industries machinery	6	3	93.6	7.4928	91
4931	*Electric & other services combined*	*1*	*1*	*373.1*	*1.1138*	*100*
8062	*General medical & surgical hospitals*	*3*	*3*	*106.1*	*.0734*	*100*
Buffalo	All mfg.	1		12.0	.0006	0
Burnett	All mfg.	9	1	30.9	.0016	17
Calumet	All mfg.	27	6	454.1	.0233	68
3519	Internal-combustion engines n.e.c.	1	1	185.8	2.0678	100
Chippewa	All mfg.	35	12	285.1	.0146	74
Clark	All mfg.	24	2	145.4	.0075	19
Columbia	All mfg.	43	11	239.9	.0123	56
Crawford	All mfg.	10	3	158.4	.0081	85
Dane	All mfg.	175	53	3,279.3	.1684	87
2011	Meat-packing plants	1	1	1,261.8	2.8576	100
2439	Structural wood members n.e.c.	4	2	40.4	5.0050	92
3692	Dry & wet primary batteries	1	1	108.4	9.5667	100
4931	*Electric & other services combined*	*2*	*2*	*463.4*	*1.3833*	*100*
8062	*General medical & surgical hospitals*	*6*	*6*	*306.0*	*.2117*	*100*
8221	*Colleges & universities n.e.c.*	*1*	*1*	*84.0*	*.4084*	*100*
Dodge	All mfg.	55	21	586.1	.0301	82
3524	Lawn & garden equipment	1	1	64.8	4.6740	100
Door	All mfg.	15	8	233.5	.0120	94
3731	Ship building & repairing	2	2	143.6	1.6181	100
Douglas	All mfg.	16	6	449.4	.0231	88
Dunn	All mfg.	11	2	61.0	.0031	54
Eau Claire	All mfg.	40	12	774.8	.0398	82
3011	Tires & inner tubes	1	1	192.7	1.8351	100
8062	*General medical & surgical hospitals*	*3*	*3*	*83.7*	*.0579*	*100*
Florence	All mfg.	1		3.6	.0002	0
Fond du Lac	All mfg.	69	22	858.5	.0441	75
3519	Internal-combustion engines n.e.c	2	1	170.6	1.8986	96
8062	*General medical & surgical hospitals*	*4*	*3*	*53.1*	*.0367*	*94*
Forest	All mfg.	2	2	17.8	.0009	100
Grant	All mfg.	14		84.0	.0043	0
Green	All mfg.	24	9	293.2	.0151	51
Green Lake	All mfg.	28	5	131.5	.0068	54
Iowa	All mfg.	9		28.5	.0015	0
Iron	All mfg.	3	1	32.7	.0017	67
Jackson	All mfg.	8	1	58.1	.0030	25
Jefferson	All mfg.	74	25	998.5	.0513	81
3079	Miscellaneous plastics products	7	3	73.1	.2445	86
3585	Refrigeration & heating equipment	1	1	91.6	.7362	100
Juneau	All mfg.	17	5	147.8	.0076	68
Kenosha	All mfg.	56	17	3,260.6	.1675	96
3423	Hand & edge tools n.e.c	1	1	60.5	2.0915	100
3711	Motor vehicles & passenger car bodies	2	1	2,524.0	2.4859	100
8062	*General medical & surgical hospitals*	*2*	*2*	*72.4*	*.0301*	*100*

1983 (S&MM Est)

County SIC	Industry	Establishments Total	Establishments Large	Shipments/ Receipts ($ Mil.)	% Of U.S. Ship Recpt	% In Large Estab
Kewaunee	All mfg.	18	4	143.4	.0074	57
La Crosse	All mfg.	53	14	694.1	.0357	82
3585	Refrigeration & heating equipment	1	1	193.3	1.4732	100
8062	*General medical & surgical hospitals*	*2*	*2*	*96.9*	*.0671*	*100*
Lafayette	All mfg.	2		23.4	.0012	0
Langlade	All mfg.	17	5	111.6	.0057	60
Lincoln	All mfg.	26	10	336.5	.0173	84
Manitowoc	All mfg.	81	28	931.3	.0478	84
3361	Aluminum foundries	4	4	105.1	3.3481	100
3469	Metal stampings n.e.c.	4	1	88.1	1.3826	88
3585	Refrigeration & heating equipment	2	2	114.6	.9210	100
3822	Environmental controls	1	1	37.7	2.3958	100
3842	Surgical appliances & supplies	1	1	125.5	2.8167	100
4912	*Nuclear power*	*4*	*4*	*364.4*	*2.6760*	*100*
Marathon	All mfg.	74	29	1,313.4	.0675	84
2022	Natural & processed cheese	6	2	400.7	4.1469	78
2435	Hardwood veneer & plywood	1	1	54.8	3.1654	100
2621	Paper mills, except building paper	3	3	260.4	1.2483	100
3621	Motors & generators	1	1	58.9	.9616	100
Marinette	All mfg.	32	14	597.0	.0358	92
2621	Paper mills, except building paper	3	2	160.7	7704	96
Marquette	All mfg.	4	1	29.7	.0015	44
Menominee	All mfg.	1	1	32.5	.0017	100
Milwaukee	All mfg.	871	290	13,362.0	.6863	86
2011	Meat-packing plants	5	2	328.0	7428	87
2051	Bread, cake, & related products	7	6	116.0	9280	97
2082	Malt beverages	3	3	1,715.4	14.3727	100
2086	Bottled & canned soft drinks	4	3	140.0	8168	92
2531	Public-building & related furniture	7	3	62.3	4.5122	87
2641	Paper coating & glazing	3	1	139.2	2.4611	89
2653	Corrugated & solid fiber boxes	9	5	106.3	1.0285	83
2711	Newspapers	3	1	74.6	3497	95
2752	Lithographic commercial printing	21	5	205.3	1.3899	63
3079	Miscellaneous plastics products	26	6	215.9	7222	66
3111	Leather tanning & finishing	16	9	142.1	9.3721	86
3143	Men's nonathletic footwear	1	1	36.7	1.7783	100
3317	Steel pipe & tubes	1	1	50.8	1.5486	100
3321	Gray-iron foundries	8	5	92.6	1.1860	94
3325	Steel foundries n.e.c.	11	9	149.3	5.2643	97
3411	Metal cans	4	4	370.7	3.7884	100
3429	Hardware n.e.c.	3	1	92.9	1.6618	92
3443	Fabricated plate work (boiler shops)	19	7	152.9	1.6019	78
3444	Sheet-metal work	12	2	56.6	.9858	63
3448	Prefabricated metal buildings	2	2	71.5	3.1251	100
3462	Iron & steel forgings	4	3	291.7	7.9569	100
3469	Metal stampings n.e.c.	13	4	82.1	1.2884	72
3511	Turbines & turbine-generator set units	3	2	63.9	2.1376	95
3519	Internal-combustion engines n.e.c.	6	4	854.1	9.5054	99
3523	Farm machinery & equipment	1	1	296.5	3.1494	100
3531	Construction machinery	16	10	428.6	3.5565	94
3532	Mining machinery	4	3	139.0	7.7506	98
3536	Hoists, industrial cranes, & monorails	11	3	121.8	12.2807	88
3541	Metal-cutting machine tools	8	3	122.3	3.3009	92
3544	Special dies, tools, jigs, & fixtures	22	4	34.4	1.1557	53
3551	Food-products machinery	4	2	46.0	2.1801	93
3566	Speed changers, drives, & gears	3	3	230.6	16.0989	100
3569	General industrial machinery n.e.c	13	6	85.5	2.6150	85
3599	Machinery, except electrical, n.e.c	30	7	129.8	1.4601	52
3613	Switchgear & switchboard apparatus	7	3	64.0	1.4499	85
3621	Motors & generators	9	3	58.5	9551	72
3622	Industrial controls	13	9	556.9	13.4523	97
3662	Radio & TV communication equipment	6	2	308.2	9433	92
3693	X-ray apparatus & tubes	3	2	473.5	13.6283	97
3714	Motor-vehicle parts & accessories	5	2	390.6	.9191	97
3751	Motorcycles, bicycles, & parts	1	1	189.8	14.8085	100
3822	Environmental controls	4	4	67.7	4.3022	100
3993	Signs & advertising displays	13	5	37.7	2.2490	74
4911	*Electric services*	*1*	*1*	*636.9*	*1.0505*	*100*
4924	*Natural-gas distribution*	*6*	*3*	*256.0*	*2.0424*	*84*
5084	*Industrial-machinery distributors*	*27*	*1*	*283.5*	*.7489*	*16*
5085	*Industrial-supply distributors*	*35*		*291.4*	*.8697*	*0*
6025	*National banks, federal reserve system*	*13*	*4*	*710.5*	*.6638*	*96*
7011	*Hotels, motels, & tourist courts*	*12*	*2*	*53.9*	*.3092*	*75*
8062	*General medical & surgical hospitals*	*22*	*20*	*909.5*	*.6294*	*99*
8221	*Colleges & universities n.e.c.*	*7*	*3*	*92.7*	*.4507*	*92*
Monroe	All mfg.	15	5	106.8	.0055	63
8062	*General medical & surgical hospitals*	*3*	*3*	*65.9*	*.0456*	*100*
Oconto	All mfg.	27	7	198.2	.0102	59
Oneida	All mfg.	9	4	199.3	.0102	89
Outagamie	All mfg.	94	34	1,749.0	.0898	90
2259	Knitting mills n.e.c.	1	1	23.3	27.5089	100
2621	Paper mills, except building paper	6	5	608.3	2.9161	99
2641	Paper coating & glazing	2	1	226.3	4.0011	99
3623	Electric welding apparatus	1	1	95.6	5.7455	100
8062	*General medical & surgical hospitals*	*4*	*2*	*69.1*	*.0478*	*92*
Ozaukee	All mfg.	88	31	759.7	.0390	72
3524	Lawn & garden equipment	2	2	63.5	4.5802	100

County SIC	Industry	Establishments Total	Establishments Large	1983 (S&MM Est) Shipments Receipts ($ Mil)	1983 (S&MM Est) % Of U S Ship Recpt	1983 (S&MM Est) % In Large Estab
3621	Motors & generators	3	3	112.5	1.8368	100
Pepin	**All mfg.**	**4**	**1**	**24.6**	**.0013**	**37**
Pierce	**All mfg.**	**8**	**5**	**84.8**	**.0044**	**76**
Polk	**All mfg.**	**23**	**7**	**182.2**	**.0094**	**49**
Portage	**All mfg.**	**26**	**11**	**320.0**	**.0164**	**82**
Price	**All mfg.**	**12**	**6**	**160.2**	**.0082**	**93**
Racine	**All mfg.**	**167**	**53**	**1,863.7**	**.0957**	**81**
2731	Book publishing	1	1	96.9	1.2761	100
2842	Polishes & sanitation goods	2	1	224.5	5.1682	99
3523	Farm machinery & equipment	4	2	186.1	1.9768	96
3531	Construction machinery	5	3	148.4	1.2314	97
3568	Power-transmission equipment n.e.c.	1	1	58.1	3.1740	100
3621	Motors & generators	9	6	77.1	1.2588	89
8062	*General medical & surgical hospitals*	*5*	*4*	*133.2*	*.0922*	*98*
Richland	**All mfg.**	**14**	**4**	**87.6**	**.0045**	**65**
Rock	**All mfg.**	**73**	**24**	**1,775.8**	**.0912**	**89**
3143	Men's nonathletic footwear	1	1	36.7	1.7783	100
3519	Internal-combustion engines n.e.c.	1	1	185.8	2.0678	100
3554	Paper-industries machinery	1	1	135.5	10.8469	100
3711	Motor vehicles & passenger-car bodies	1	1	722.1	.7112	100
3951	Pens & mechanical pencils	1	1	124.7	11.6597	100
8062	*General medical & surgical hospitals*	*5*	*4*	*114.9*	*.0795*	*99*
Rusk	**All mfg.**	**13**	**3**	**79.6**	**.0041**	**61**
St. Croix	**All mfg.**	**25**	**9**	**156.5**	**.0080**	**66**
Sauk	**All mfg.**	**38**	**11**	**419.8**	**.0216**	**77**
3482	Small-arms ammunition	2	1	78.9	9.6490	97
Sawyer	**All mfg.**	**4**		**18.3**	**.0009**	**0**
Shawano	**All mfg.**	**18**	**5**	**248.4**	**.0128**	**66**
Sheboygan	**All mfg.**	**117**	**41**	**1,517.0**	**.0779**	**81**
2022	Natural & processed cheese	4	3	436.8	4.5205	98
3431	Metal sanitary ware	1	1	111.2	21.4382	100
3519	Internal-combustion engines n.e.c.	1	1	113.6	1.2643	100
8062	*General medical & surgical hospitals*	*3*	*3*	*53.0*	*.0367*	*100*
Taylor	**All mfg.**	**10**	**7**	**103.2**	**.0053**	**94**
Trempealeau	**All mfg.**	**17**	**2**	**89.1**	**.0046**	**53**
Vernon	**All mfg.**	**7**		**24.8**	**.0013**	**0**
Vilas	**All mfg.**	**7**	**1**	**35.9**	**.0018**	**41**
Walworth	**All mfg.**	**76**	**18**	**452.7**	**.0233**	**59**
Washburn	**All mfg.**	**4**		**6.5**	**.0003**	**6**
Washington	**All mfg.**	**80**	**19**	**837.6**	**.0430**	**75**
3523	Farm machinery & equipment	4	2	89.4	.9496	93
3634	Electric housewares & fans	2	2	193.8	5.5667	100
Waukesha	**All mfg.**	**343**	**69**	**2,416.3**	**.1241**	**68**
2752	Lithographic commercial printing	8	1	116.1	.7860	64
3519	Internal-combustion engines n.e.c.	2	1	188.0	2.0923	99
3531	Construction machinery	4	2	130.9	1.0862	95
3551	Food-products machinery	8	3	80.2	3.8009	86
3599	Machinery, except electrical, n.e.c.	22	2	57.0	.6412	47
3612	Transformers	2	1	56.7	2.0394	97
8062	*General medical & surgical hospitals*	*7*	*5*	*118.5*	*.0820*	*93*
Waupaca	**All mfg.**	**52**	**13**	**773.3**	**.0397**	**76**
2013	Sausages & other prepared meats	1	1	134.0	1.2603	100
Waushara	**All mfg.**	**8**		**27.9**	**.0014**	**0**
Winnebago	**All mfg.**	**141**	**41**	**1,984.6**	**.1019**	**84**
2431	Millwork	6	3	62.7	1.2652	91
2621	Paper mills, except building paper	8	6	594.6	2.8584	97
2653	Corrugated & solid fiber boxes	4	2	117.8	1.1398	90
2732	Book printing	1	1	94.6	3.3437	100
3321	Gray-iron foundries	2	2	112.6	1.4421	100
3713	Truck & bus bodies	2	2	35.3	1.4212	100
8062	*General medical & surgical hospitals*	*3*	*3*	*100.5*	*.0695*	*100*
Wood	**All mfg.**	**47**	**19**	**1,108.5**	**.0569**	**84**
2621	Paper mills, except building paper	3	3	536.5	2.5719	100
8062	*General medical & surgical hospitals*	*3*	*3*	*85.4*	*.0591*	*100*
STATE TOTAL	**All mfg.**	**3,702**	**1,131**	**51,630.4**	**2.6520**	**82**
WYOMING						
Albany	**All mfg.**	**14**	**1**	**57.0**	**.0029**	**22**
Big Horn	**All mfg.**	**9**	**1**	**58.3**	**.0030**	**41**
Campbell	**All mfg.**	**4**		**7.5**	**.0004**	**0**
1211	*Bituminous coal & lignite mining*	*16*	*6*	*254.1*	*1.3829*	*72*
Carbon	**All mfg.**	**4**	**1**	**357.5**	**.0184**	**98**
Converse	**All mfg.**	**3**		**76.5**	**.0039**	**0**
Crook	**All mfg.**	**2**		**7.4**	**.0004**	**0**
Fremont	**All mfg.**	**15**	**1**	**73.4**	**.0038**	**18**
Goshen	**All mfg.**	**3**	**1**	**24.4**	**.0013**	**87**
Hot Springs	**All mfg.**	**1**	**1**	**11.1**	**.0006**	**100**
Johnson	**All mfg.**	**3**		**6.4**	**.0003**	**0**
Laramie	**All mfg.**	**28**	**8**	**990.5**	**.0509**	**92**
8062	*General medical & surgical hospitals*	*4*	*4*	*59.2*	*.0410*	*100*
Lincoln	**All mfg.**	**8**	**1**	**84.4**	**.0043**	**39**
Natrona	**All mfg.**	**39**	**5**	**1,488.2**	**.0764**	**46**
1311	*Crude petroleum & natural gas*	*33*	*1*	*540.5*	*1.3454*	*13*
1381	*Oil- & gas-well drilling services*	*28*	*2*	*170.0*	*3.1261*	*30*
Niobrara	**All mfg.**	**2**		**14.7**	**.0008**	**0**
Park	**All mfg.**	**9**	**1**	**298.2**	**.0153**	**80**
Platte	**All mfg.**	**2**		**3.6**	**.0002**	**0**
Sheridan	**All mfg.**	**15**	**2**	**129.5**	**.0067**	**55**
Sublette	**All mfg.**	**1**		**2.0**	**.0001**	**0**
Sweetwater	**All mfg.**	**8**	**5**	**129.4**	**.0066**	**94**
Teton	**All mfg.**	**6**		**12.2**	**.0006**	**0**
Uinta	**All mfg.**	**3**		**5.8**	**.0003**	**0**
Washakie	**All mfg.**	**10**	**2**	**129.0**	**.0066**	**68**
Weston	**All mfg.**	**6**		**267.9**	**.0138**	**0**
STATE TOTAL	**All mfg.**	**195**	**30**	**4,234.9**	**.2175**	**61**
NATIONAL TOTAL	**All mfg.**	**149,125**	**42,104**	**1,946,870.8**	**100.0000**	**81**

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How to produce data sheets that sell

Special Section: Innovators at the top in co-op

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FUJITSU SELLS ITS WAY INTO THE RACE

Ex-IBMer Kevin Murphy takes competitors' top salespeople and runs.

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Cover photo by David Eisenlohr

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ABP MPA BPA ABC

DEMOGRAPHICS IN ACTION

Gray matters

Since the end of World War II, most of America's marketing has been defined and controlled by a force so large and pervasive that marketers practically genuflect at the mere mention of their name: Baby boomers, the 76.4 million people born in the U.S. between 1946 and 1964.

Over the last 30 years or so, there has been a direct relationship between the popularity of various goods and services and the aging of this particular group. From Mickey Mouse ears and hula hoops to records and miniskirts—and now to Walkman personal stereos and videocassette recorders—the products that define the decades were a response to the huge numbers of free-spending boomers in the marketplace. But what will happen when this group, whose oldest members are now entering middle age, reaches their golden years?

Even now, the rumblings can be heard in the marketplace. Individual Retirement Accounts (IRAs), caffeine-free and salt-free foods, and the recent upswing in the travel and leisure industry are only the first manifestations of what marketers are calling "the graying of America." New industries are emerging that until recently had been unheard of. So-called lifecare communities for the elderly, where, for the payment of a one-time fee, a member receives all necessary care, including food, shelter, and medical treatment, have turned into a $2.5 billion industry, with an annual growth rate approaching 20%. The need for these types of facilities will only swell as the year 2000 nears, and the over-65 population increases by 10 million. The banking and financial services industry is already benefitting from aging boomers by marketing IRAs and long-term savings certificates to young wage earners facing up to the uncertainties of the Social Security system. Currently, the 55-plus age group holds more than 80% of all bank account balances, contributing to the financial industry's interest in aiming new services at those entering this market segment.

Though there is no guarantee that boomers will head south after retirement, the Sunbelt is presently the hotbed of gray market activity. S&MM Survey and Census Bureau data show that the metro areas with the greatest percentage of residents over the age of 50 are located in the south, with Florida leading the way. Nine of the top 10 metros in this category are found in the Sunshine State, home of Morrison Cafeterias, a low-priced, smorgasbord restaurant chain whose growth can be charted alongside that of the retiree population. "You could say that we cater to them," senior vice president of marketing Richard McGeoch says, only half-jokingly. Morrison has 52 cafeterias in Florida, and plans are in the works to open another half dozen in the near future.

Unique complications

Besides new products, new problems will also accompany the boomer's transition into later life. In the twentieth century alone, life expectancy has risen from below 50 to well over 70, and with this, some unique complications. Pension plans, Social Security, and medical and social care will be stretched to the limit in the same way that the school systems and job markets were when this bloated generation passed through. In the service area especially, opportunities exist for new alternatives to funded social programs. "Day-care centers" for the elderly, for instance, could become as big a business as our present system of child care as the number of retirees reaches 50 million, roughly twice today's number, by the year 2030.

Also, as life expectancy increases, emphatically illustrated by the fact that the 85-plus age group is now the fastest-growing segment of the population, those entering retirement in the year 2000 may very well have parents to support. Coupled with the fact that this generation will have fewer children to turn to for assistance, a scenario develops that calls for some entirely new solutions to this entirely new problem.

When viewed in this perspective, the future looks both bright and a little bit frightening for those about to enter this phase of life. But for marketers—and for anyone else who will be able to provide solutions to these new problems—the future holds much promise. As this large segment of consumers moves into maturity, marketers must be one step ahead. For those with something to sell, anticipation is the name of the game. And for them, the future is now.

By Richard Kern
Editorial Director, S&MM Surveys

As seen by the Survey: The gray scale

Metros with the largest over-50 populations

Metro/State	% Of Pop. Over 50
Sarasota, FL	50.8%
Bradenton, FL	45.3
Fort Myers, FL	42.8
Daytona Beach, FL	41.5
West Palm Beach-Boca Raton-Delray Beach, FL	41.3
Tampa-St. Petersburg-Clearwater, FL	39.7
Fort Lauderdale-Hollywood-Pompano Beach, FL	39.6
Fort Pierce, FL	38.9
Ocala, FL	36.1
Atlantic City, NJ	34.6

Source: *Sales & Marketing Management's 1983 Survey of Buying Power*
Sales & Marketing Management

as their long-distance company. Allnet will continue to undercut prices but by slightly less, relying more on enhanced services.

Residential accounts will be offered frills such as pocket pagers and answering services. Commercial customers will be offered the company's telemarketing expertise in the form of Telcenters where, under computerized direction, telephone operators will sell, rather than simply take orders, for them. Two Telcenters are already open in St. Louis and Chicago.

The company hopes to maintain its lower prices by purchasing its own microwave networks, which will protect it from AT&T increases following equal access in September. Richer claims that within two years 70% of Allnet's traffic will be carried on networks it will either own or lease. Meanwhile MCI and Sprint are supplementing their networks, often using Allnet's original strategy of simply reselling existing service. S&MM

BANK MARKETING

Chemical gets the wrong reaction

It looked like a great way for New York City's Chemical Bank to enhance its image and gain deposits. Instead of giving away toasters, why not offer people big discounts on, say, a $75,000 stretch Lincoln limousine or dinner with their fa-

Despite a hefty discount, no one went for the new stretch Lincoln limousine.

S&MM Barometer

Heeding the need for plants and equipment

As consumers start to tighten their belts—retail store sales plunged 2.2% in March—business leaders are opening their wallets, giving the continuing recovery another boost. They plan to hike spending on new plant and equipment by a robust 13.6% this year, a healthy turnaround from 1983's 4.4% drop, the Commerce Dept.'s latest quarterly survey shows. The new spending plans significantly top the 9.9% rise forecasted in the department's earlier preliminary survey.

Much of the spending splurge will be catchup in nature. "The lack of expenditures for plant improvement since the late 1970s," says Norman Robertson, chief economist at Pittsburgh's Mellon Bank "has created a backlog of deferred capital projects. Moreover, the recovery has moved some industries closer to capacity output than many analysts realize." He thinks the combination of backlog and capacity pressures will generate a spending boost of 13% in real terms (adjusted for inflation), which will be the biggest since 1977–78.

Good-looking numbers

Industry	Planned Capital Outlays 1984 ($ Bil.)	% Increase 1983–84	% Change 1982–83	Anticipated Increased In Business Sales 1983–84
Total nonfarm business	**$343.57**	**13.6%**	**− 4.4%**	**N.A.**
Manufacturing	**$129.72**	**16.3%**	**− 6.8%**	**11.5%**
DURABLE GOODS	62.78	21.2	− 8.3	13.9
Primary metals	7.23	13.2	−14.4	14.6
Fabricated metals	2.57	15.7	−14.2	12.9
Electrical machinery	13.48	23.7	+ 2.6	13.1
Nonelectrical machinery	14.73	19.3	− 4.2	19.9
Transportation equipment	16.65	27.9	−14.1	13.1
Stone, clay, & glass	2.81	14.7	− 6.0	10.9
Other durables	5.30	19.0	−13.2	N.A.
NONDURABLE GOODS	66.93	12.0	− 5.5	9.1
Food	6.76	2.5	−14.7	7.6
Textiles	1.78	28.4	+ 4.2	10.1
Paper	7.13	15.4	+ 3.5	13.7
Chemicals	14.34	8.0	+ 0.1	10.6
Petroleum	26.51	12.9	−12.0	6.0
Rubber	2.21	15.4	+11.9	11.2
Other nondurables	8.20	18.6	+ 5.9	8.8
Nonmanufacturing	**$213.86**	**12.0%**	**− 2.9%**	**N.A.**
Mining	14.34	21.3	−23.5	N.A.
Transportation	12.00	7.2	− 6.3	N.A.
Public utilities	42.00	6.6	+ 0.1	7.5
Trade & services	100.25	14.0	+ 1.1	8.8[1]
Communication & other	42.47	11.7	− 6.0	N.A.

N.A.—Not Available

[1] Trade (wholesale and retail) only

Source: Bureau of Economic Analysis, U.S. Department of Commerce

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THE COMPUTER IN SALES & MARKETING

By THAYER C. TAYLOR

D(ecision) day nears for salespeople

Answers to the perennial question of whether computerized ordering results in fewer salespeople will soon be forthcoming from the grocery industry. Following extensive trials that began in 1980, some 50 to 60 companies in the industry are gearing up for the automatic exchange of purchase orders and invoices in an on-line computer-to-computer system. Included are such manufacturers as General Foods, Kraft, Nabisco, Chesebrough-Pond's, Purex, and Procter & Gamble; distributors such as Safeway, Super Valu, Certified Grocers of California, Giant Food, and Ralph's Grocery; and brokers such as Sales Force Co.'s and RMI.

James Huggett, president of The Northeastern Organization, Milford, CT, a sales consultant company, thinks automated ordering eventually implies fewer salespeople. "This on-line program has the capability to handle more than just orders," he says. "It will eventually be used to announce new products and promotions. That means less contact between salesperson and buyer, and raises the question of the future role of the salesperson and his manager. We're already seeing some reductions among our clients who participated in the pilot programs."

Not so sure is Ed Guilbert, president of the Transportation Data Coordinating Committee, Washington, DC, which has been masterminding the program since its inception and which wrote the standards that are the system's foundation. "The objective is not necessarily oriented to changing the way companies do business," he says. "If the sales force is not burdened with processing paper, it will become much more productive in its sales calls."

Grocery industry savings from automatic ordering
(Mil. $)

	Distributor	Broker	Manufacturer	Total
Direct savings	$30.7	$17.4	$35.8	$83.9
Operating costs	4.3	4.8	6.7	15.8
Net direct savings	26.4	12.6	29.1	68.1
Indirect savings	53–98	12–26	63–132	128–256
Total potential savings	$80–$125	$24–$38	$92–$161	$196–$324

Note: Based on the assumption that 50% of all transactions will be done through computer-to-computer ordering.
Source: Arthur D. Little

A lady-in-waiting gets her computer

Heaven has no determination like that of a saleswoman who wants to computerize. Carole Newbill, who heads up and does all the selling for her own company, Southwest Institute, a counselling concern in the workmen's compensation field, ingenuously computerized her selling strategy via the backdoor. Since starting her Long Beach, CA, company in 1978, the 44-year-old Newbill followed the familiar cold calling and wine 'em-and-dine 'em selling routine.

"I was spending around $2,000 a month on lunches and entertaining at home, hoping to convert a social occasion into a business close. My hit ratio was around five to ten percent. At one point my doctor told me I'd have to go on a liquid diet. I laughed at him. 'How can I do that and take prospects to lunch?' I knew I had to become more marketing minded, but how was I to do it?"

Late last year she got her answer and made a complete change in her selling approach. She heard a presentation on the Market Fax software package developed by Scientific Marketing, Costa Mesa, CA. The program, a client/prospect data-base manager and marketing support system, allows the user to generate up to 450 customized sales and follow-up letters daily, and provides progress and control reports.

"I was very intrigued by its structured approach for setting up prospects," Newbill recalls. "At the same time, the local telephone company contacted me on how telemarketing could help my business. The two made an ideal fit. Market Fax showed me how to qualify prospects for the cost of a twenty-cent stamp and telemarketing showed me how not to take no for an answer.

"I had been wanting to get a computer for two years because of the word-processing feature which could be used for the detailed narrative reports we provide clients and which are the heart of our service. But I couldn't afford to buy one because all my money was going up front on entertaining, which was giving me a negative cash flow."

So impressed was Newbill by Market Fax that she was determined to use it without a computer. She studied its operating manual thoroughly and converted the program to a manual operation. "I created a mailing list, with qualifiers, of the

Why Warren Hirsh left Fashion Ave. for Main St. U.S.A.

Saleswomen on humiliation, and the good life

S&MM

SALES & MARKETING MANAGEMENT

JUNE 4, 1984
A BILL PUBLICATION
TWELVE DOLLARS

TELEMARKETING MAKES THE CONNECTION

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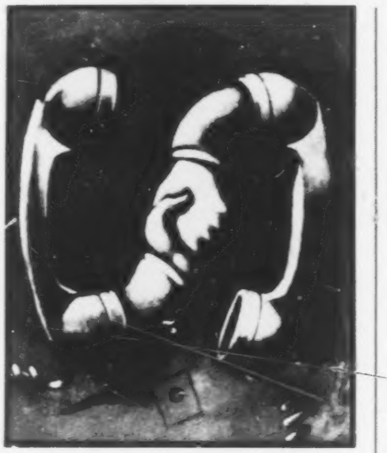

COVER: The telephone is becoming a primary source of finding sales, not just a way to keep sales costs down. S&MM offers a 32-page Special Report on how to capitalize on telemarketing. Page 33.

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Cover drawing by Kevin Short

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59 million TV dinners

A closer look at today's singles market will prompt anyone to cast aside a lot of the old stereotypes, especially about age, connected with this market. True, the market is dominated by young unmarrieds, presumably with money to spend, but also included in it are the widowed, retirees, and the divorced—a far cry from the kinds of people normally associated with the youthful "swinging single" lifestyle.

Out of a total of 59 million singles (those over the age of 18), approximately 13 million are widows or widowers, and 70% of them are over the age of 65. Next, we have those who are divorced or separated, a total of 15 million, of which roughly 12 million are between the ages of 25 and 65. Finally, there are the 31 million "never-marrieds," which span all age groups. However, nearly 60% of those in this category are under age 24, and it is expected that many of these people will eventually marry. Statistically speaking, this is a constantly changing and fairly diverse group of people. What could they possibly have in common, you might ask? The answer is food, and more specifically, the need for attention from food marketers.

Marketers are only recently beginning to wake up to this huge segment, even though it is estimated that there are more than 20 million singles who live alone, roughly a quarter of all U.S. households. Most of these people are individual shoppers, as opposed to households where one member shops for the group.This, according to a research report published by the Newspaper Advertising Bureau, has still not helped to change the way in which food and other necessities are packaged. America is still the land of the "giant economy size," the "value-pak," and the "family-size" portion. Little attention has been paid to the fact that single people rarely have a need for this type of volume in their food purchases. Some advances have been made, of course, with the introduction of frozen entrées like Stouffer's Gourmet and Campbell's Le Menu lines, but on the whole, the industry has a long way to go in addressing the needs of this segment, which is expected to grow to almost 30 million households by 1995.

Preference studies indicate that singles are primarily concerned with two factors in their food purchases: taste and the ease of preparation. Because of this, they are likely to spend more for foods that offer these advantages, with little concern for expense. Singles also give low-priority status to nutrition, most likely a casualty of the taste factor. But most important to marketers, they spend almost twice as much for food on a per-capita basis than do those in multi-person households. This is partly because the smaller portions singles purchase cost more on a per-serving basis than do larger packages purchased by families.

Is the food industry discriminating against the single purchaser? Is there no way for a single person to get a decent, healthy meal without having to spend a small fortune and end up throwing half of it away? The answer to these questions is a definite maybe. At least food marketers are beginning to consider the plight of the single shopper, and with the number of single-person households expected to grow by 52% in the next 15 years, marketers will soon be forced to cater to the individual buyer, regardless of their distaste for selling small portions.

By Richard Kern
Editorial Director, S&MM Surveys

As seen by the Survey: Single-person households

State	Single-Person Households	Total Households	% Of Total Households
Florida	1,135,655	4,159,200	27.30%
New York	1,765,323	6,501,100	27.15
California	2,384,499	9,296,100	25.65
Illinois	1,030,313	4,157,900	24.77
Pennsylvania	1,036,481	4,337,000	23.89
Texas	1,240,803	5,447,900	22.77

Source: *Sales & Marketing Management's 1983 Survey of Buying Power Data Service.*
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to determine how receptive consumers would be to the bagel stores in such cities as Miami, Cleveland, Detroit, San Francisco, and Los Angeles. The chain has since expanded into Ohio and is up to 10 stores; plans call for 150 to 200 stores, all company owned, within five years.

Two things besides the strong financial situation attracted Reynolds to Skolniks. On the menu side, each Bagel Bakery offers a variety of spreads, with names like Healthnut and Meltaway Raisin, that are developed by its own staff and are therefore unique to this chain. On the operations side, there is a computerized ordering system that registers each order in an inventory bank. Management of the outlet thus knows exactly which items are and are not selling. The same system tracks raw materials.

Skolniks Bagel Bakery is currently being run by George Haggerty, who was previously with a Canadian fast-food chain that specialized in—appropriately enough—doughnuts. As the chain grows, however, management will be decentralized and RJR will hire regional managers.

BANK MARKETING

A future for checks

One might think that Bank of America's announcement in May that it was expanding its northern California home-banking operation to southern California would put a damper on the expansion plans of Clarke Checks, Inc. but it's not the case.

This month the San Antonio, TX, company opened its first California plant, a 1,200-foot, $1.2 million facility in Ventura, and the company plans to steam ahead in its three-year-goal of capturing 10% of the state's $114 million annual check-printing business.

While conceding that electronic banking is making inroads into check writing, which threatens to make paper transactions extinct, as soon as eight to nine years from now, Clarke management points out that the check-printing business is still a growth industry.

In a two-year study conducted for the Bank Stationers Assn., Electronic Banking, Inc. found that consumers wrote 24.6 checks per month in 1982 vs. 20 checks per month in 1980.

And, says James Coln, president and CEO, the rate is rising. He expects it will continue to do so for the next few years because of the increase in two-income families, and a surge in new accounts to match a projected jump in single households.

The study also showed that during this same period checks written to cash dropped by 40%, down from 3 checks per month in 1980 to 1.2 per month in 1982, indicating that when electronic banking is available consumers do opt for it.

Sheldon Golub, spokesman for the American Bankers Assn., Washington, DC, says that the banking industry estimates that by 1990, some 9 to 12 million individuals and businesses will be doing their

With everyone predicting the end, why is James Coln smiling?

S&MM MARKET HIGHLIGHT

Software's distribution channels

Distribution channels for office-based personal computer (PC) software will undergo striking changes as the market explodes by an estimated 398% to $6.7 billion in the 1983–88 period, a new projection by Future Computing, Richardson, TX, shows. Software-only stores will experience the fastest growth, fattening their market share from 3.8% to 20.1%. But computer stores will continue to lead the pack despite a share slippage from 53.4% to 38.1%.

Distribution Channel	1983 Sales (Mil. $)	1988 Sales (Mil. $)	% Growth 1983–88
Computer specialty store	$ 722	$2,564	255%
Software-only store	51	1,353	2,553
Fortune 1000 direct sale	53	675	1,174
Electronic distribution	37[1]	587	1,486
Mail order	327	534	63
Mass merchandiser	33	379	1,048
Value-added reseller	94	376	300
Education market direct sale	41	93	127
OEMs & other	31	166	435
Total	**$1,351**	**$6,726**	**398%**

[1] 1984 estimate; 1983 sales negligible
Source: Future Computing
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NEW MARKETS

Plymouth 'cheers' for sales reps

With an account base of 30,000 mass market outlets, stationery and school supplies marketer Plymouth, Inc. now wants to get into gift stores and college bookstores. Sales and marketing vice president Pat Patterson says the Bellmawr, NJ, company has an expansion plan, with manufacturers' reps featured. The elements of the plan:

- Customer base: Patterson has targeted 20,000 accounts that he aims to penetrate.
- Product line: Plymouth will offer its full line of Snoopy and other licensed products to the new outlets, but will also develop lines specifically for them. The products will be sold under the name Cheers Workshop, to differentiate them from Plymouth's mass market items. Also, Patterson says, other companies that sell to gift stores use similarly upbeat names for their lines.
- Sales force: Some time back, Plymouth switched from manufacturers' reps to a direct sales force because management believed that its products required more attention than they would get from a rep (S&MM, Jan. 12, 1981). It now has 14 direct salespeople. Cheers Workshop, however, will be sold by 15 rep organizations, with about 10 people each. The reason, Patterson says, is that salespeople for the new line will be calling on single stores rather than chain headquarters, and it's not cost efficient to have company salespeople make such calls.

Cheers Workshop was announced June 1 with mailings to distributors and to the gift stores that Patterson wants as his new customers.

Patterson's new reps will be knocking on gift shop doors.

SALES TRAINING

After 106 years . . .

Retraining its sales force was the first step in a corporate makeover that's turned Acacia Mutual Life Insurance into one of the industry's fastest growing, and raised its average policy from $28,000 in 1978 to $75,000 in 1983. Duane Adams, named Acacia's CEO this January, joined the then sleepy 106-year-old company with 6% annual growth as marketing director in 1976. Since 1980, the Washington-based company's annual compound growth in first-year premiums has been 33% and life insurance sales are up from $520 million in 1978 to more than $1 billion for the second consecutive year.

Charles Larance, Acacia's president of corporate communications, says "Adams helped us erase the blackboard and start over. First off, we realized most sales training in the industry hadn't changed in 100 years and was based on memorizing a spiel and finding enough willing listeners. If anyone objected, it was taught, you gave him comeback No. 24 and squeezed till his wallet popped out."

Acacia hired a psychology professor and well-known life insurance educator to collaborate on a video-based training program, named behavioral dynamics. Videotapes of lectures and enactments of human behavior by actors were interspersed with discussions, exercises, and role-playing, which was often videotaped, played back, and critiqued. The aim was to get salespeople to know themselves, and therefore their customers, better.

Since the new humanistic approach proved so successful, Acacia applied it internally as well, setting participative management as a corporate goal. Today all managers, most senior supervisors, and many others, down to administrative assistants, attend week-long "communication labs." Sales meetings are held differently too, from subtle changes such as no head tables at meals to the open forums and roundtable discussions that replace the set agendas of the past. For example, Larance says, "Last week we realized there was confusion in the field about a new product so we invited opinion leaders, the top 20 or so agents, in for a two-day meeting. Duane Adams said 'it's your meeting, tell me what you're ticked off about,' and they talked till 10:15 the first night."

The sales force was also reorganized from geographical regions to networks of agencies which shared similiar problems. Agencies with fewer agents that were working on emerging markets made up one network, agencies with lots of experienced agents working in sophisticated business and estate-planning markets made up another, and so on. Each network is managed by a marketing vice president, a general manager, and one or more sales managers, as required, who regularly share ideas.

WOMEN IN SALES

Less fem-lib

Anyone who attends a trade show in the hi-tech area these days has to be impressed by the greater presence of female salespeople taking orders in the booths. A new survey by Schoonmaker Associates, publisher of *Mainly Marketing*, a marketing newsletter in the electronics industry, suggests that this is indicative of substantial progress achieved by women marketers in the hi-tech industries.

For one thing, as the table below suggests, women are much more deeply involved in a broader range of sales and marketing functions than was the case as recently as four years ago. This trend has been accompanied, Schoonmaker observes, by "a significant shift from routine to problem-solving" types of responsibilities.

When it comes to the touchy areas of equal pay and sex discrimination, much of the fem-lib fervor seems to be waning. Only one in four, 24%, of women marketers feel they earn less than men in comparable positions within the company, while more than one-third, 37%, feel they have achieved equality, and one-third, 33%, admit they don't know. Almost half, 46%, of the women report they have not experienced sex discrimination within their companies, while one-fifth, 21%, contend they still encounter "no respect, are not taken seriously, or must do twice as much to prove myself." Adds Schoonmaker: "While sex wars won't vanish . . . [future] hard-core discrimination will come from other women, clerks jealous of jobs they can't get, competitors resorting to catty ploys, suspicious and jealous wives."

The biggest obstacle to women marketers' future progress, Schoonmaker warns, is the lack of educational credentials. Almost half, 41%, don't have a college degree. "Women need to recognize more clearly," the publisher stresses, "that for other minorities [ethnic, race, religious], education—more likely over-education—is a major means of climbing out of the pit." (For more about women in sales, see page 76.)

Women marketers' role

Job Description Activities	1984	1980
Sales meetings	74.6%	10.2%
Sales	69.8	36.7
Leads and inquiries	69.8	12.2
Trade shows	66.7	22.4
Market research, forecasting	57.1	26.5
Hiring, training	47.6	10.2
Direct mail	42.9	12.2
Budget	41.3	42.9
Media selection	36.5	36.7
Interaction with publishers, ad agencies	34.9	12.2
New-product development	17.5	14.3

Source: Schoonmaker Associates, *Mainly Marketing*, June 1984

Corporate Travel®

GE-Delta pact causes uproar

A controversial agreement between General Electric and Delta Air Lines raised the hackles of executives, travel agents, and airline officials at Focus '85, a seminar on corporate travel held in New York City last month. Briefly, the terms of the one-year agreement are as follows: Delta charges GE 30% less than the current list-price fares between 28 specified city pairs, and GE in return guarantees Delta $3 million in business, $1 million of it paid in advance. Delta national accounts manager Dave Anderson says this will triple GE's business with Delta. He also says that travel agents will still book flights and earn commissions, although many agents fear that will change. Several days before Focus '85, Anderson told S&MM that he was "confident" that other airlines were considering similar agreements, but that "none will admit it."

Certainly none admitted it at the seminar, which was sponsored by Hickory Travel Systems, a consortium of 50 travel agencies worldwide that specialize in corporate accounts. American Airlines president Robert Crandall said that "we don't think corporate discounts make any sense" because "discounts always reduce revenue." Pan American World Airways director of agency sales Barry M. Lemley said that Pan Am "likes the system the way it is," and Randall Malin, executive vice president, marketing, for USAir, says his company is "unalterably opposed to corporate discounts." But the sharpest remark came when it was reported that United Airlines senior vice president, marketing, John R. Zeeman, who was not present, had said that the agreement was one of the worst things that had happened to the industry in years. Robert W. Coggin, Delta's assistant vice president, marketing development, shot back, "People who live in glass houses. . . ." Coggin had earlier admitted that before the pact was signed, "over 60% of the GE business was moving at a discount fare, so we really didn't give GE much of a discount." He added, "We put their money in the bank and are getting 10% on it."

Meanwhile, several airline executives and travel agents said that if any more corporate discounts are offered, even airlines that are opposed will have to follow suit in order to avoid losing market share.

By Rayna Skolnik, Senior Editor

The 'huckster' image—The debate begins

Special Section: Sales meetings get down to business

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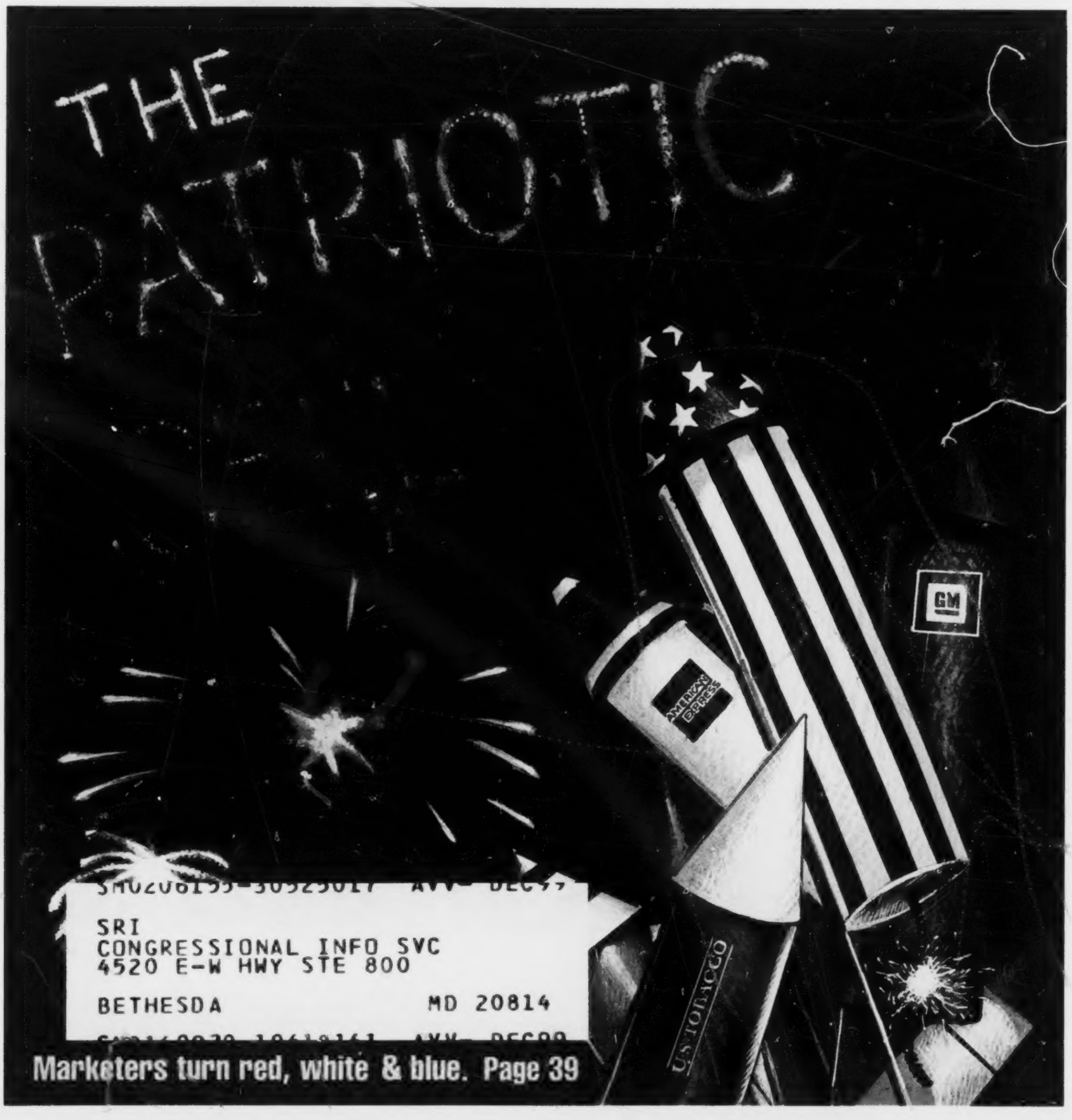
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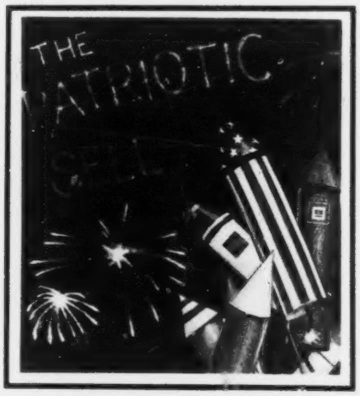

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Cover drawing by Kevin Short

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DEMOGRAPHICS IN ACTION

How the affluent get their kicks

You come in. You find your seat. The crowd is slightly restless. The buzz of polite conversation rises and fills the room. You look around and see smartly dressed women, men in suits and ties, and over there three elderly women—grandmotherly types—quiet, respectable. Definitely an educated, well-moneyed group. Why are they here? A Broadway opening? A sneak preview? A PTA meeting?

Try PKA. This was the scene at the Professional Karate Assn.'s International Team Competition at New York City's Felt Forum. Full-contact karate. Fists. Blood. Brain-jarring kicks to the head and body. What are these people *doing* here? Have they lost their sense of decorum and decency? Now the three grandmothers are up on their feet and chanting, "Anthony. . . . Anthony. . . . Anthony!"

So you want to know what's new in the world of sports today? Esthetics. The beauty of refined movement. That's why many of these people are here tonight, says PKA chairman Judy Quine. Tuesday the ballet, Wednesday full-contact karate.

"There is a certain esthetic quality to it," says Quine, "and that's why almost 30% of our fans are women." As a matter of fact, when one looks at the demographics of this fast-rising sport, it is the figures on women and income groups that are the most surprising. Of course, viewer data on males from Nielsen are not too bad either. Viewers-per-100-viewing-households for PKA karate are consistently in the 97 to 100 range for all males, and are well ahead of virtually all other sports in the 18 to 49 age groups. Golf, for example, charts at around 45 viewers per 100 households, with PKA showing a 73 for this same age segment. Add to this the fact that 41% of the households viewing this sport show incomes above the $30,000 mark, and you begin to see the possibilities.

As seen by the Survey: Markets with punch

Affluent markets with PKA viewer potential

(Household income $30,000 + /18–49 population 45% or more)

Metro Area	Median Hshld. EBI	% Of Pop. 18–49
Nassau-Suffolk, NY	$35,148	46.8%
Lake County, IL	32,901	50.7
Middlesex-Somerset-Hunterdon, NJ	32,249	49.4
Anchorage	32,123	59.5
Bridgeport-Stamford-Norwalk-Danbury, CT	31,522	45.8
Brazoria, TX	30,942	52.5
San Jose	30,570	53.4
Midland, TX	30,364	48.9
Anaheim-Santa Ana	30,126	52.2
Joliet, IL	30,123	49.0

Source: *Sales & Marketing Management's 1983 Survey of Buying Power.*

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On cable TV's Entertainment & Sports Programming Network (ESPN), PKA karate has the unique distinction of being the longest-running series in the five-year history of the company, pulling an average of 2 million viewers weekly.

In search of sponsors

"It's attracted quite a following," says ESPN's director of advertising and sales, Bob Jeremiah, "Of course, we like to think we've contributed to its popularity through the coverage we've given it."

In addition, American Broadcasting Co.'s recent acquisition of ESPN should help improve PKA's chances of reaching the upscale markets it seeks, a fact not lost on some of the big-name advertisers approached by Joe Corley, PKA's executive vice president and chief coordinator. Corley, himself a blackbelt and former PKA competitor, notes that awareness of the sport is growing steadily, and he is beginning to get some real interest from potential sponsors looking to reach the type of audience that PKA draws. In recent bouts, U.S. Tobacco's Skoal, Anheuser-Busch's Bud Light, and Coors all have been visible in their support of PKA, and Coors has just signed two PKA stars to personal service contracts.

"I used to think of it as a phenomenon," says Corley, "but not anymore."

His sentiments are echoed by Jeremiah, who believes, as does Corley, that the popularity of PKA karate is a logical extension of the huge interest in the martial arts in recent years, both here and overseas. He points out that there are presently 10 million people actively involved in karate and other martial arts across the U.S., and for them, it's "not just competition, it's a form of conditioning, it's a part of their lifestyle."

For marketers, the thought of 10 million potential buyers, especially with the impressive demographics PKA generates, should be enough to get them into the ring. Will PKA karate be the next big thing in sports? Is it the successor to running? Or will it be the next roller derby? Only time, and support from sponsors and consumers, will tell.

By Richard Kern,
Editorial Director, S&MM Surveys

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Not only does "every piece of evidence seem to show recall is unrelated to the 'favorable attitude' which must precede a sale," he said, "but implicit in most readership surveys is that all readers are equally valuable." Present attempts to define markets remain "careless and sloppy," he said.

To illustrate the importance of selecting the correct media to reach a specific market, Manville quoted Richard Potter, former vice president of the direct marketing agency Wunderman Ricotta and Kline/West, Los Angeles. Used to spending $20 million on advertising a year, Potter found, according to Manville, that improved copy raises response by 50%, a better format by 150%, and a more attractive offer by 300%. But the correct choice of a media list improved response by a whopping 1,000% or more, it was discovered. S&MM

S&MM SALESGRAPH

Consumers pick their products

The multi-unit household will emerge as an important factor this year in the booming personal computer (PC) and videocassette recorder (VCR) markets. Among those planning to buy such equipment, 13.5% will be purchasing their second VCR, 11.8% their second PC, a survey by Industrial Marketing Research (IMR), Hinsdale, IL, notes.

Based on a mail survey of 5,500 households (to be expanded to 20,000 in future IMR polls), and covering more than 150 products and services, the report shows that the five most popular items in consumers' buying plans are camera film, to be bought by 48.2%; telephones, 31.0%; out-of-state vacations, 29.8%; color TV, 21.0%, and blank audiocassettes, 20.6%.

Copies of the report, which includes detailed demographic and socioeconomic breakdowns, are available from IMR, 501 W. Ogden Ave., Hinsdale, IL 60521; 312-654-1077.

Profile of would-be buyers

	Annual Family Income % Planning To Buy						
	Under $10,000	$10,000–$14,999	$15,000–$19,999	$20,000–$24,999	$25,000–$29,999	$30,000–$49,999	$50,000 & Over
Personal computer	6.0%	5.9%	7.1%	8.7%	11.5%	13.6%	17.5%
Videocassette recorder	6.1	8.0	10.9	11.6	10.1	13.1	18.5

	Age Of Household Head % Planning To Buy					
	Total Hshlds.	Under 30	30–39 Yr. Old	40–49 Yr. Old	50–59 Yr. Old	60 & Yr. Old
Personal computer	9.4%	11.6%	14.1%	12.8%	8.0%	2.9%
Videocassette recorder	10.3	17.0	15.5	11.2	7.0	3.2

	Type Of Purchase			Type Of Household		
	First Time	Replacement	Extra Purchase	Family	Single Male	Single Female
Personal computer	82.3%	6.0%	11.8%	73.9%	11.6%	14.6%
Videocassette recorder	82.4	4.2	13.5	67.0	16.2	16.9

Note: Details may not add to 100% due to rounding.
Source: Industrial Marketing Research, *Continuing Consumer Intent to Buy Survey*
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Circle No. 148 on Reader Service Card

Computervision fights to stay No. 1

A troubled computer marketer looks for partners to help keep it in step with the CAD/CAM industry it once dominated.

By THAYER C. TAYLOR
Senior Editor Management Sciences

Pride goeth before the rise.

So hopeth Computervision, the once-dominant player in the $1.7 billion CAD/CAM (computer-aided design and computer-aided manufacturing) industry whose market share has skidded from 41% in 1980 to 23% in 1983 (see chart, page 45) and whose operating margins have plunged from 21.3% to 13.5% in the same period. Of course, some of the share loss was inevitable as the number of competitors mushroomed fivefold, from 20 to 100, in the same time frame. Still, the fall from grace has been such that analysts who maintain market share scorecards say IBM will topple the company from its first-place slot this year if it did not already do so last year.

Computervision president James R. Berrett traces the slide to the company's traditional role of trying to be a vertically integrated turnkey vendor. "By attempting to do everything on our own," he says, "we sapped resources from what we're very good at, namely, applications software."

Industry observers say the malaise has deeper roots and point to the company's failure to keep ahead of the industry's newer emerging trends. When Intergraph, Huntsville, AL, fielded the industry's first second-generation 32-bit computer, for example, Computervision missed the target introduction date of its own version, the CDS 4000, by more than a year (S&MM, Jan. 16, 1984).

For another, the company was caught short by a user shift from centralized turnkey systems, its bread and butter, to distributed processing systems that put computer power on the professional's desk. Merrill Lynch vice president Thomas P. Kurlak, addressing a recent Frost & Sullivan seminar, noted that his annual CAD/CAM user survey revealed that "users of turnkey systems indicated overwhelmingly that slow response time was an important problem and one of the reasons why they preferred some other system."

Furthermore, the Bedford, MA, company missed out on the indus-

Marketing chief Chiasson's new motto is "Come market with me."

try's fastest-growing segment, the CAE (comupter-aided engineering) workstations created by a flock of venture capital start-ups such as Daisy Systems, Mentor Graphics, and Valid Logic. Sales of the units exploded from $18 million in 1982 to $80 million in 1983 and are expected to soar to $225–$240 million this year, says James R. Love of Lehman Brothers Kuhn Loeb.

If Computervision was slow in responding to the new threats, it's now seeking to reverse its market slide by shedding its operating philosophy and fashioning new product and sales strategies. As Peter A. Chiasson, vice president and general manager of the marketing division, puts it: “We've changed our corporate philosophy and the way we view our marketplace. We know we can't do it all by ourselves, and where others have better resources in certain areas, we'll take advantage of that. In our expanded view of the marketplace, we'll serve it all the way from the front end, the conceptual design stage, through to the management and control functions of the entire process flow.”

As part of its new marketing thrust, Computervision in the past several months has:

- Taken a direct aim at the fast-growing CAE workstation market, making an original-equipment-manufacturer (OEM) agreement with Sun Microsystems, Mountain View, CA, for its own line of desktops (CDS 3000).
- Signed an agreement with IBM to use that company's 4300 series computers for a system (CDS 5000) that, Chiasson claims, will be an industry first in integrating all computer-aided engineering, design, and manufacturing operations and linking them to the corporate data-processing function.
- Acquired three software companies: Cambridge Interactive Systems (CIS), Cambridge, England, known for its mechanical design packages; Grado Software und Computer Systeme GmbH, Munich, West Germany, known for its electronic packages; and Organization for Industrial Research (OIR), Waltham, MA, a leader in group technology and process planning programming.
- Restructured the sales force to exploit the new product strategy and target specific customer/prospect groupings.

Fielding three CAD/CAM computer systems will take some doing. “While all they have done so far is promise new products,” says Charles M. Foundyller, president of Daratech, Inc., a Cambridge, MA, market researcher specializing in the CAD/CAM industry, “it appears that Computervision wants to be the first company to cover the entire spectrum from low-cost workstations to extremely expensive systems. Also, their CDS 5000 amounts to a new class of CAD/CAM product, the only one with data-base management. Several other companies are looking at the idea, but no one sells it in prepackaged form at the moment.”

'We sapped resources from what we're very good at, namely, applications software.'

—President Berrett

Because the new products won't be shipped in volume until the fourth quarter, their contribution to 1984 revenues will be minimal. Even so, marketing chief Chiasson is confident that they'll stem the company's market share erosion to less than a point this year and trigger an increase in 1985. As a result, he sees the company retaining its hold on first place, with a 22%–23% share, despite IBM's surge.

“Analysts do double-counting in the way they calculate IBM's share,” he insists, “because they don't know what portion of mainframe goes for payroll, for example, and what portion is for CAD/CAM. While we've seen estimates of IBM's 1983 CAD/CAM shipments that range from $332 million to $350 million, we believe they did less than $300 million.”

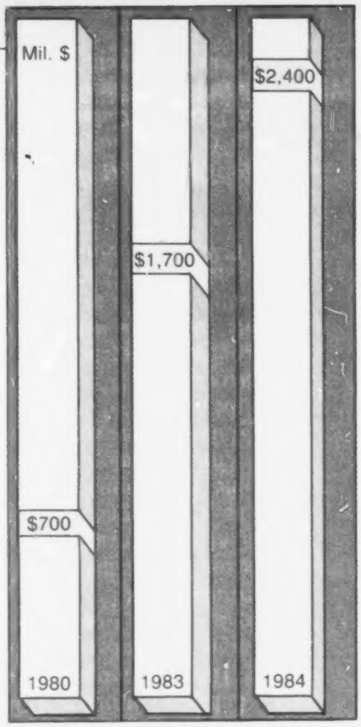
Regardless of their impact on market share, the new products give Computervision something it has lacked for some time, a competitive edge. “The key to the new products is the ability to share data bases,” says Lehman Brothers' James Love. “The data-base sharing characteristic is relatively unique in the industry and gives Computervision a competitive edge.”

Chiasson thinks the IBM-based CDS 5000 gives him a market niche where he'll enjoy one to two years lead time over competitors. One reason why Computervision sought the IBM tie-in is that approximately half of the data stored on Big Blue's computers around the world are said to be engineering related. As users integrate such data with corporate information systems in the factory-of-the-future, they'll tend to favor IBM's CAD/CAM units or a vendor with links to that company's mainframes.

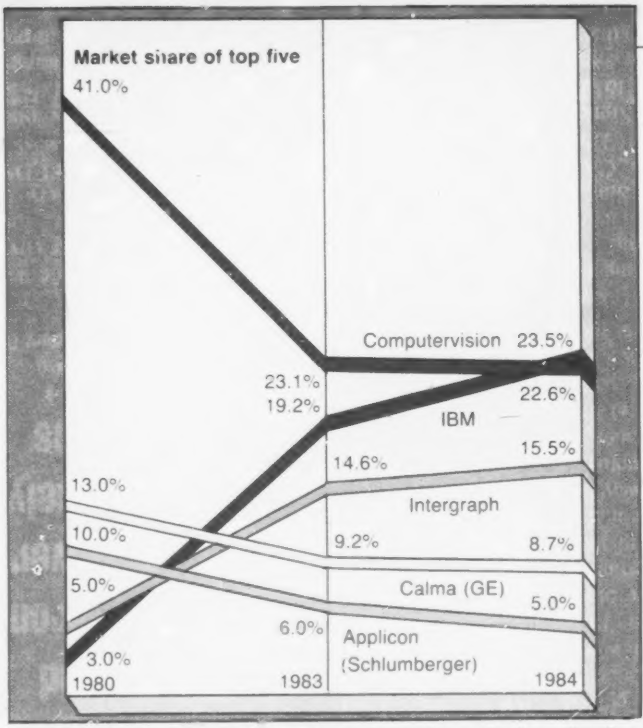
Other CAD/CAM vendors are wooing IBM for similar tie-ins. General Electric's Calma subsidiary is believed to be next designated value-added remarketer of the 4300 series.

Only 20% really new

Chiasson sees the CDS 5000 making inroads in the engineering design market because of its ability to store and manipulate graphic as well as nongraphic data. “Actually, 80% of new product design is a modification of an existing design,” he says. “The problem is that the engineer doesn't know that



Amidst flourishing CAD/CAM industry sales . . .



Source: Daratech, Inc., Cambridge, MA
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Computervision's grip is slipping

when he starts his product. The software OIR will develop for the CDS 5000 will enable him to pull together all of the designs done in the past and see which ones most closely resemble the new product he is working on."

Computervision president Berrett stresses that the IBM deal is not a one-sided affair. "They had the data-base management systems (DBMS) capability and a commitment to upgrade that we wanted," he notes. "We had the alternative distribution channel they wanted for their product."

Indeed, Computervision has already taken steps to shape the arrangements to its needs. "We've asked them for specific changes in their SQL query language, which is very good for transmitting small files but not very good for large files," Chiasson discloses. "They have agreed and we'll end up with an SQL tailored to CAD/CAM as opposed to the general DBMS query language they have today."

Sales of the IBM-based CDS 5000 will be positioned against Computervision's installed base, which, according to Richard Krieger, vice president and chief financial officer, tops $1.25 billion. "By and large, it will be a popular add-on product for customers with a number of CAD/CAM systems in place," says Chiasson. "It will appeal especially to our larger accounts because it's the only data-management system customized for CAD/CAM."

Along with hardware improvements, Computervision is also moving to bolster its software strengths. As president Berrett told a recent Frost & Sullivan seminar: "There is a need for open systems architecture—the ability of customers to tailor their systems' capabilities through additional software packages written by themselves or acquired through third parties. Application software will be the driving force in the expansion of the CAE/CAD/CAM industry."

To make sure Computervision does its share of the driving, the company's acquisition program is guided by three factors. They are, says Chiasson, "First, expertise in a particular discipline. Second, software for migrating the user to our products. Third, an opportunity to sell software independent of hardware."

The three acquisitions Computervision made so far were completed with future needs in mind. OIR will design the software for the CDS 5000, CIS and Grado for the CDS 3000.

Furthermore, Berrett discloses that Computervision recently made third-party agreements with 20 other software developers. Another 80 to 100 outfits are being considered, Chiasson adds, as candidates for partnership agreements, acquisitions, or some kind of joint marketing efforts.

Wooing third parties as well as selling software independent of hardware is "smart strategy," says Susan McGarry, an analyst with the Yankee Group, a Boston market research company. "Originally, the turnkey vendors chose how the user would configure their packages," she says. "Now, with the increasing number of third-party software packages that are good for certain applications, the user has gained more control. Hence, Computervision is smart in giving the user more software options."

Although Computervision banks on the new products to restore its winning ways, its prospects are clouded by memories of the long delay that marked its response to the 32-bit challenge when the CDS 4000 did not appear until a year after it was promised. Thomas D. Henwood, analyst with First Boston, New York City, notes that "our last CAD/CAM user survey reveals that Computervision must regain customer confidence as a result of the problems" associated with past product delays. "Sixty percent of the respondents say they don't understand Computervision's product strategy," he says. "This tells us the company has a lot of customer education ahead of it."

Recent problems at Sun Microsystems, Computervision's new OEM partner, heighten such fears. "Computervision's dependence upon Sun may be a risky proposition in view of the company's limited operating history and recent management shifts," warns Merrill Lynch's Kurlak. "Also, it's been very difficult for CAD/CAM companies to support more than one computer architecture in a product line effectively. At the same time Computervision is attempting to support its own 16-bit architecture and its own 32-bit CDS 4000 based on a proprietary operating system, they're supporting the IBM 4300 mainframe and the Sun Unix-based workstation."

A different viewpoint

Disagreeing, Lehman Brothers' James Love counters: "The recent production problems and management changes at Sun are not expected to have a negative impact on Computervision. The management shift—the president resigned, replaced by one of the founders—is inconsequential to Computervision. Production problems are related to yields in the monitors Sun buys rather than to flaws in the overall system design. We're confident Sun will ramp up production capacity in time to deliver larger amounts by the fourth quarter when Computervision plans to start volume shipments."

In any event, Computervision seems to be hedging its bets on Sun. Last month, it formed a joint venture with Metheus Corp., a three-year-old Hillsboro, OR, start-up, for developing and marketing electrical CAE workstations. Although Metheus has a majority interest in the venture initially, Computervision has the option to acquire the company in three years.

'In our expanded view of the marketplace, we'll serve it all the way from front end to process control.'

—Marketing chief Chiasson

To ensure the success of its new product strategy, Computervision has overhauled its selling strategy, Chiasson says "so that we will now focus on the specific needs of classes of prospects." Six industrial groups have been targeted which, he adds, account for 70%–80% of the CAD/CAM market.

Called Strategic Business Units, the six are: (1) mechanical machinery, (2) fabricated metals, (3) aerospace, (4) automotive, (5) architecture/engineering/construction (AEC), and (6) electrical/electronics. The purpose of the groupings, he explains, is "to facilitate the development of industry-specific solutions and sales support."

The sales organization consists of the general sales force that sells everything to the six categories and a sales support staff made up of specialists for each industry group. Dedicated sales forces will be spun off when "it makes sense," Chiasson says. One such unit has been created for the AEC group.

To reinforce the industry targeting, three new vice presidents were appointed, all of whom report to Chiasson. One heads groups 1 through 4, while groups 5 and 6 each have their own vice president. Each vice president has his own product development and marketing staffs.

The sales force is in the process of being doubled and should count close to 200 people by year's end. Along with the expansion, there has been a shift in recruiting emphasis.

"Traditionally, we looked for well-seasoned salesmen with a technical background," Chiasson says. "Now, we're reaching more for college grads with an engineering or computer science degree who have had some selling experience."

Computervision started a comprehensive training program to make CAD/CAM salespeople out of the recruits. Following six weeks of basic on-location training at the site where he's hired, the salesperson is brought to headquarters for two weeks of training in CAD/CAM. Next, he's sent to the location where he'll be permanently assigned and works in a sales support role for six months. After that, he returns to headquarters for an advanced course on CAD/CAM, with the emphasis on integrated systems.

Lots of back-up

Team selling is used when the sales rep feels he's ready to close, Chiasson says, "because we back him up with a tremendous number of support people, such as account executives and industry specialists." He figures the company has three or four sales support people for every salesperson.

Compensation is strongly geared to incentives, he says, "because if you reward people for superior effort they are better motivated." A standout performer can earn well in excess of $100,000, he claims.

As part of the compensation plan, salespeople all sign individual contracts with the company. "There's no mandate that all of them should receive the same quota," Chiasson says. "Some of them will be more specifically dedicated toward a particular market."

Currently, all sales are made by the direct sales force. However, Chiasson does not rule out future changes in that policy. "As we move to low price, low margin products," he feels, "we'll probably have to evaluate alternative distribution channels." He adds that such changes won't occur before 1985—the year, he hopes, when Computervision's long day's night is ended.

NOTE

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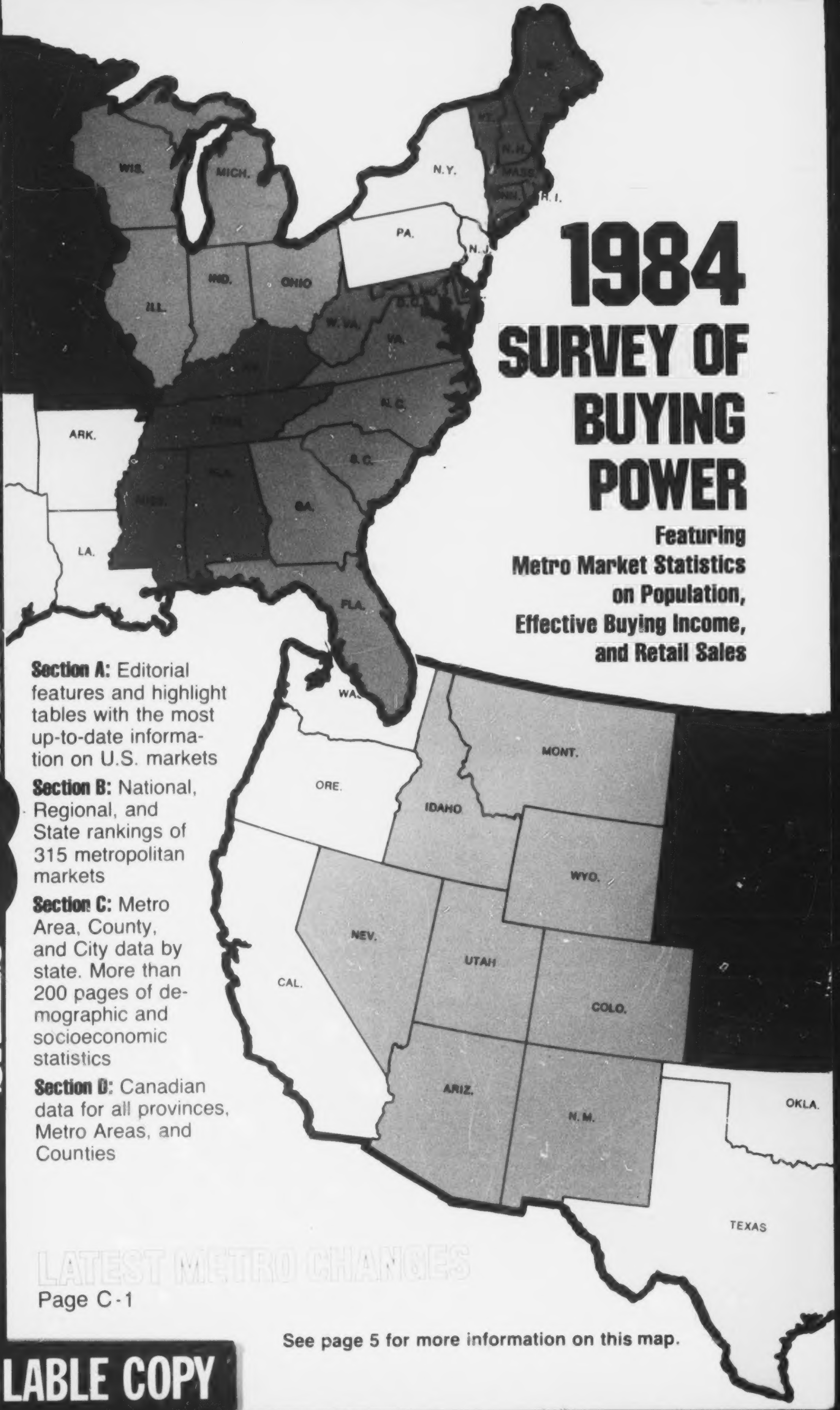
1984
SURVEY OF BUYING POWER

Featuring Metro Market Statistics on Population, Effective Buying Income, and Retail Sales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Section A: Editorial features and highlight tables with the most up-to-date information on U.S. markets

Section B: National, Regional, and State rankings of 315 metropolitan markets

Section C: Metro Area, County, and City data by state. More than 200 pages of demographic and socioeconomic statistics

Section D: Canadian data for all provinces, Metro Areas, and Counties

LATEST METRO CHANGES
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See page 5 for more information on this map.

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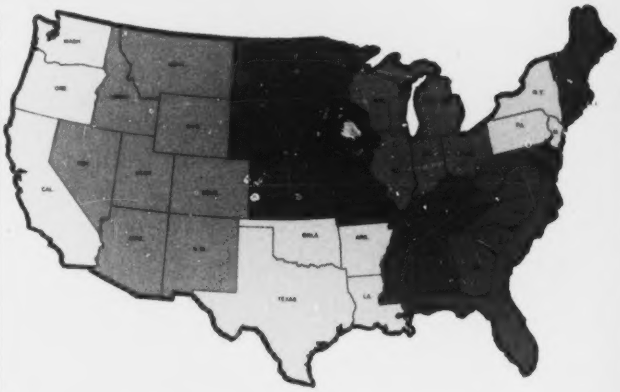

Regional Effective Buying Income (EBI) in $ Millions

New England—$133,989.5
Middle Atlantic—$395,966.8
East North Central—$413,166.0
West North Central—$169,352.9
South Atlantic—$366,264.8
East South Central—$121,113.1
West South Central—$242,619.4
Mountain—$116,234.9
Pacific—$370,502.4

COVER: The U.S. map on the cover of this year's *Survey* shows total Effective Buying Income (EBI) for the nine regions of the United States. S&MM's patented EBI figure shows marketers where the heaviest concentrations of disposable income are located.

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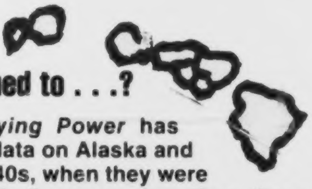
Data in this *Survey of Buying Power* are organized into four sections. The black index tabs along the right-hand edge of the book provide easy access to each section.

Section A

THE SURVEY OF BUYING POWER 55 years young, and still going strong!

In the years since the first *Survey of Buying Power* was published in 1929, literally millions of its readers have made use of the demographic and socioeconomic data it contains to help them perform a multitude of sales-and-marketing-related tasks with greater efficiency and accuracy.

As a desktop reference for state, metro, and county statistics, the *Survey of Buying Power* has attained near-legendary status among marketers. Still, there are many people each year who are using the *SBP* for the first time. For them, this year's issue opens with a brief overview of the ways that *Survey* data can be used in sales planning, marketing, and advertising. In each of these areas, a number of possible uses are discussed, and illustrations are offered, along with examples of *Survey* statistics.



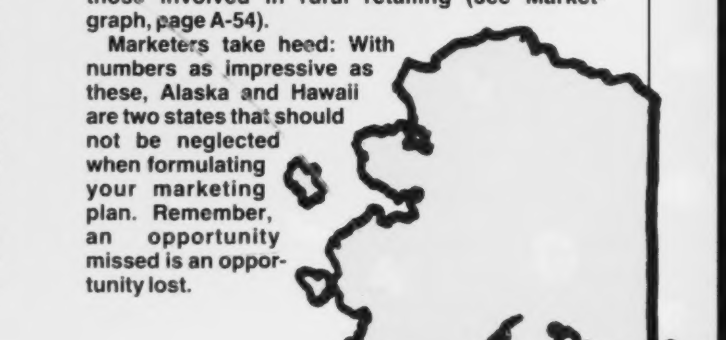
Whatever happened to . . .?

The *Survey of Buying Power* has been bringing you data on Alaska and Hawaii since the 1940s, when they were still U.S. territories. In the years since then, these states have become two of just a handful that have led the lists of population and household increases, bringing with them the necessary income levels to make them attractive to marketers.

During the 1970s, both of these states' populations increased at a rate surpassing 25%, while the U.S. posted a modest 11.4% gain. In addition, the growth surge that occurred during this time has shown no sign of slowing down. Since 1980 alone, Alaska's population has grown another 21.8%, while the total U.S. population increased only 3.1%. Hawaii, with a 5.5% increase, is also growing faster than the U.S. average, although not nearly as fast as Alaska, which leads all other states by a considerable margin (Nevada, in second place, has posted a more modest 10% gain for the 1980–83 period).

In terms of Effective Buying Income, the Anchorage and Honolulu metro markets have, for the better part of the last two decades, consistently placed in the top 25 metros for median household EBI. In 1983, the Anchorage metro area ranked second out of 315 with a figure of $34,842, far above the U.S. median of $23,420. Hawaii too, placed in the top 25 in 1983 with a total of $29,234, and also turned in an impressive performance in terms of retail sales for its nonmetro areas. Out of just 13 states whose nonmetro retail sales growth surpassed that of their metro areas over the last three years, Hawaii's 22.8% nonmetro figure (vs. a 17.6% growth in metro area sales) is good news for those involved in rural retailing (see Marketgraph, page A-54).

Marketers take heed: With numbers as impressive as these, Alaska and Hawaii are two states that should not be neglected when formulating your marketing plan. Remember, an opportunity missed is an opportunity lost.



MARKET HIGHLIGHT

Shoulder to shoulder: Metros with the highest population density

Population Per Square Mile	Metro
11,922	Jersey City, NJ
7,198	New York
3,170	Chicago
3,013	Bergen-Passaic, NJ
2,668	Anaheim-Santa Ana, CA
2,223	Nassau-Suffolk, NY
1,897	Los Angeles-Long Beach
1,524	Newark, NJ
1,504	Boston-Lawrence-Salem-Lowell-Brockton
1,483	San Francisco

Source: *S&MM's 1984 Survey of Buying Power Data Service.*
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SALES-PLANNING APPLICATIONS

A—Measuring sales performance

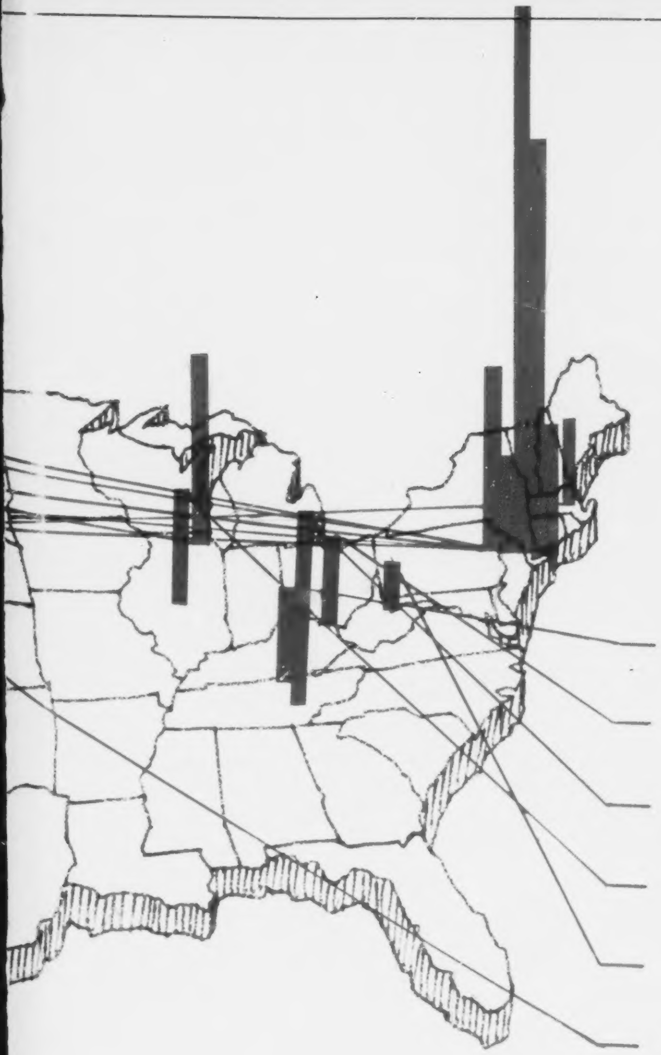
How do you determine just how well any salesperson is doing? Is a salesperson who generates a 20% increase doing a better job than another salesperson who may have only achieved last year's projected sales level?

An objective measure is required, because unless you know what your sales force *could* be doing, you'll never know how well they've done.

It has often been demonstrated that consumers with similar demographic and economic profiles, as well as the same access to distribution, will normally buy the same quality and quantity of product. Thus the most basic and useful measurement of sales performance in the *Survey of Buying Power* is the BPI, or Buying Power Index, which can be used to establish a Performance Index (PI) for your salespeople. To do this, take your yearly sales, for example; 1 million pairs of shoes, and multiply that figure times the BPI for a particular market, in this case, the New York metro area. This gives you a figure of 34,578 pairs of shoes, which is the sales measurement for this metropolitan market.

You can break this figure out even further by using the various counties that make up the New York market, showing you the geographic areas that should be doing better, and others where your sales volume is particularly heavy. Then, by creating a Performance Index for the market, you can determine your individual successes and shortcomings.

Using the example of shoe sales in the New York metro area, we determine that 50,000 pairs were actually sold in this market last



MARKET HIGHLIGHT

Consolidated area losses: Midwest exodus and one surprise

CMSA	Population (Thous.) 1982	1983	% Decline
Cincinnati-Hamilton Metro Areas: Cincinnati, Hamilton-Middletown, OH	1,674.0	**1,663.4**	0.64%
Cleveland-Akron-Lorain Metro Areas: Akron, Cleveland, Lorain-Elyria, OH	2,786.2	**2,770.4**	0.57
Detroit-Ann Arbor Metro Areas: Ann Arbor, Detroit, MI	4,690.1	**4,615.6**	1.61
Milwaukee-Racine Metro Areas: Milwaukee, Racine, WI	1,575.8	**1,560.4**	0.99
Pittsburgh-Beaver Valley Metro Areas: Beaver County, Pittsburgh, PA	2,385.0	**2,379.3**	0.24
Portland-Vancouver Metro Areas: Portland, OR; Vancouver, WA	1,341.1	**1,333.1**	0.60

Source: *Sales & Marketing Management's 1984 Survey of Buying Power.*
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year. To find the Performance Index, you divide the actual sales by the sales measurement figure calculated from New York's BPI.

$$PI = \frac{\text{Actual Sales}}{\text{Expected Sales}} \quad PI = \frac{50{,}000}{34{,}578}$$

$$PI = 1.44 \text{ or } 144$$

In this particular case, since the PI is greater than 100, it indicates that performance exceeds this market's share of sales, (the market's BPI × total U.S. sales). When the PI is less than 100 it indicates room for improvement in this market.

Of course, your product may be more complicated than a pair of shoes. It may be a specialized product line, such as running shoes, with well-known demographics—men 18 to 34 years old, living in households with incomes over $25,000 and located in areas having access to department stores. In cases like this, you might want to make use of the information on how to construct a custom BPI (page A-23), in order to more specifically define the BPI you use for your calculations.

B—Setting sales goals

If you've found a good "working" BPI in the *Survey*, or if you've constructed your own custom BPI for measuring sales performance, then there's no reason why you should not also consider using that BPI to set sales goals for your sales force in their individual territories.

Using the same example as we did in the previous section, if your company plans to increase production and you now have to sell 10% more shoes, increasing your total U.S. sales to 1.1 million pairs, don't simply take the New York sales figure and increase it by 10%. Remember, that particular territory indexed above 100 in terms of its

Performance Index in the example in Section A.

To properly set your goals, take the BPI and multiply it times your new sales target figure of 1.1 million. You will then find that New York's sales goal will actually be 38,036.

Since they had previously sold 50,000 pairs, you now know that even if there is little or no change in this market's performance, they will still easily exceed the goal for this coming year. This leaves you free to concentrate on other markets that aren't in as good a position as this one. On the other hand, don't make the mistake of increasing New York's targeted goal because of their better-than-average sales figures. This is only penalizing them for doing a good job.

In the next example, we'll examine another product with a totally different kind of problem.

Let's say that you are selling sheets. From years of experience, you and your company know that young adults buy proportionately more sheets than older people. In addition, throughout the U.S., there are areas where the population mix is far from average. A typical example of this type of situation occurs in the state of Arizona.

Yavapai County, with a relatively good-sized population, averages almost 39 years of age. Apache County, while almost the same size in terms of population, averages closer to 19 years of age. Also, the BPI in the *Survey* gives Yavapai almost a 2 to 1 edge over Apache County in buying power.

For a company selling sheets, the solution would be to construct a custom BPI, getting the additional data you need from the retail sales by store group columns (sheets are part of home furnishings), and then adding weights to each of the factors based on your company's experience.

C—Setting sales quotas

Salespeople have to feel justly compensated for their work. Also, the quotas set for them must be both realistic and achievable. This com-

SURVEY HIGHLIGHT

Retail store sales: Survey vs. Census Bureau

Retail Store Category	1983 Retail Sales As Reported By: Census Bureau ($ Mil.)	Survey of Buying Power ($ Mil.)	1982–83 % Change CB	SBP
Total retail sales	**$1,173,966**	**$1,186,387**	**+9.2%**	**+7.7%**
Durable goods	**385,141**	**N.A.**	**+18.7%**	**N.A.**
Building materials, hardware, garden supply, & mobile-home dealers	59,873	59,410	+16.7	+12.7
Hardware stores	9,680	N.A.	+6.0	N.A.
Automotive dealers	221,687	203,052	+21.4	+17.6
Motor-vehicle dealers	190,299	N.A.	+23.5	N.A.
Auto & home supply	21,478	N.A.	+9.1	N.A.
Furniture, home furnishings, & equipment	51,774	52,188	+12.3	+13.2
Furniture	19,614	N.A.	+10.1	N.A.
Household appliance, radio & TV	17,288	N.A.	+13.5	N.A.
Household appliance	7,416	N.A.	+12.1	N.A.
Jewelry	8,624	N.A.	+4.7	N.A.
Nondurable goods	**$788,825**	**N.A.**	**+5.2%**	**N.A.**
General merchandise	142,997	147,354	+7.8	+5.5
Department stores	116,658	N.A.	+8.1	N.A.
Misc. general merchandise	17,027	N.A.	+7.1	N.A.
Variety stores	9,312	N.A.	+5.6	N.A.
Food	259,441	278,427	+4.1	+3.7
Grocery	243,913	N.A.	+4.5	N.A.
Gasoline service stations	103,121	107,978	−0.4	+0.4
Apparel & accessory	54,005	54,648	+5.1	+8.0
Men's and boys' clothing	8,170	N.A.	+1.5	N.A.
Women's and girls' clothing	21,256	N.A.	+9.3	N.A.
Family clothing	11,904	N.A.	+3.6	N.A.
Shoes	9,266	N.A.	+4.1	N.A.
Eating & drinking places	115,710	118,935	+10.5	+10.6
Eating places	103,915	N.A.	+11.4	N.A.
Drinking places	11,795	N.A.	+3.3	N.A.
Drug	38,766	39,123	+7.8	+5.1
Liquor	19,690	N.A.	+1.5	N.A.
Nonstore retailers	23,641	N.A.	+2.5	N.A.

N.A.—Not Available.

Sources: *Sales & Marketing Management's 1984 Survey of Buying Power*; Census Bureau, *Revised Monthly Retail Sales and Inventories: January 1974 through December 1983*, BR-13-83S.

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bination is the source of true motivation. In order to reach it, a company must construct a quota that assigns a fair share of the total volume to each salesperson.

Just what is a fair quota? Well, it must cover the reality of its being accomplished, as well as the possibility of special awards for truly superior performance.

But fair does not necessarily mean equal. Actually, no two organizations confront the same challeges or problems. Through the use of the data in the *Survey of Buying Power*, you can develop a quota-setting system that is widely used by a large number of organizations. Of course, you should redefine the basic system to meet your special needs, since it is intentionally simplified to afford managers the flexibility to consider their own special circumstances unique to their company.

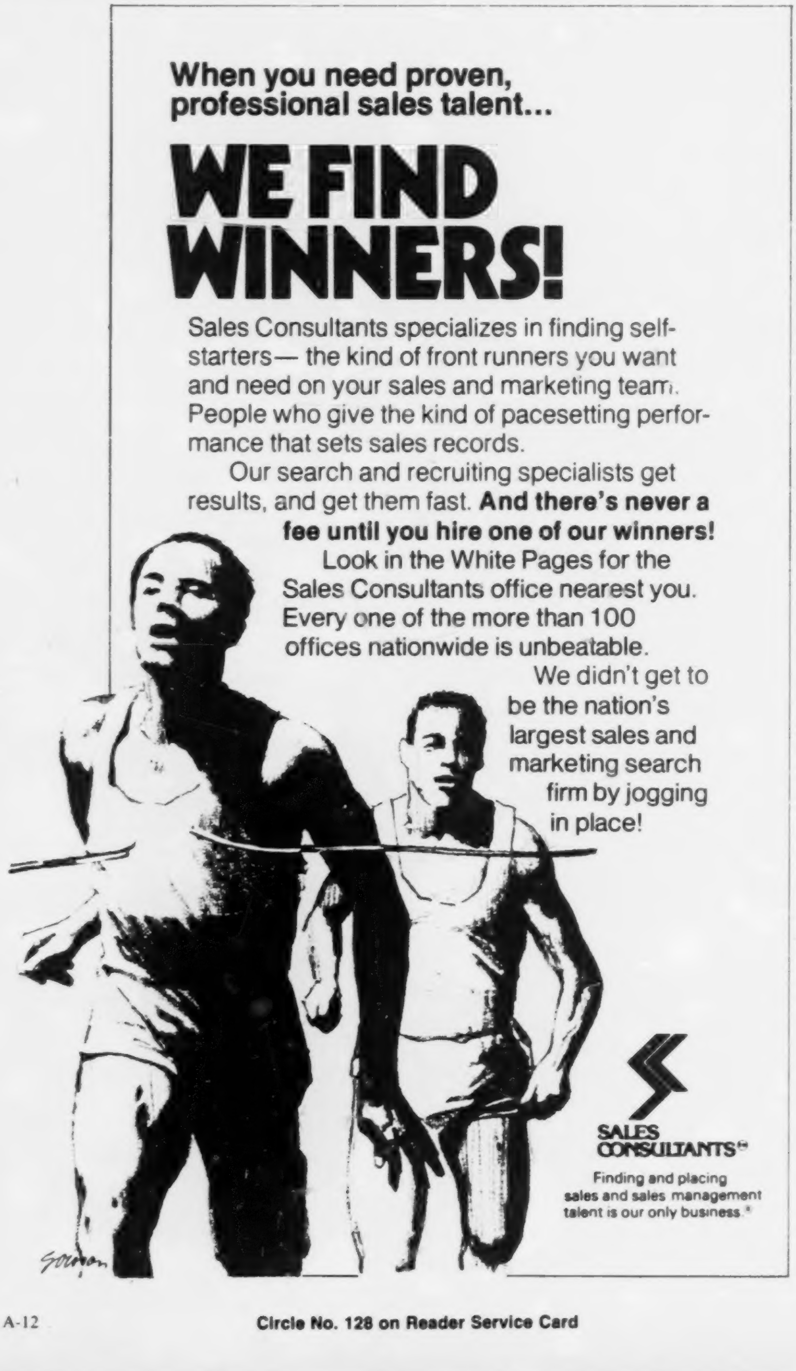
First of all, assume that a fair quota is an achievable one. Secondly, any such quota must consider the individual salesperson. In other words, you must evaluate past performance as a part of the construction of a fair quota. Also, this same quota reflects the amount of the product or service your company's management believes can be sold in each territory. In short, a quota system that incorporates both experience and potential is one that can be called a fair quota system.

Just what is a fair quota? In this case, fair does not necessarily mean equal.

Let's use as an example a raincoat manufacturer that has a national sales goal of 500,000 units. According to its own custom BPI, the figure for Boston is 2.4863, so we can expect sales of 12,315 units in this territory.

However, based on past indications, Boston has a Performance Index of 122, showing that it is already above average in terms of its share of sales. In reviewing the territory, we find that it includes Brockton, with no recorded sales (but a BPI of .3577), and the nearby New Bedford–Fall River–Taunton area, with a BPI of .2924. There is also a nonmetro portion of this territory with a BPI of .1432. So, all things considered, the total territory's BPI is, in fact, 3.8957, with the current Performance Index changing accordingly.

As you can see, setting a sales goal for the company's Boston territory meant looking into the *total*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geographic area, not just the metro area and its performance.

Setting sales quotas also means assigning each part of a territory its rightful share of the total selling effort. When the territory index is far from par (or 100), then it must be brought up to the proper performance level on a preplanned annual increase basis that does not overstate itself. To expect it all to happen in a single year might be a bit premature.

D—Territory analysis

Sales territories are all too often designated by historical situations rather than objective analysis of their sales potential or performance.

Through the use of *Survey* statistics, management is afforded the opportunity to use an objective process to identify and meet their territorial needs.

The first step is to use the aforementioned BPI method of measuring territories for basic sales potential. Ideally, all territories should have approximately the same BPI, be it regular or custom.

Company sales management will know if there is a major buying office in a specific territory, and that fact then has to be considered in any BPI equation for that territory and its surrounding territories.

As an example, let's say that you are the sales manager for a new product line of an existing company. The line is men's clothing for a company that formerly was limited to women's clothing.

You have no sales force, so you must start from scratch, establishing all of your individual territories. Your initial budget allows you to hire 10 salespoeple. You must decide where the territorial boundaries should be drawn for the best possible coverage.

In the October *Survey of Buying Power—Part II*, you will find rankings for all Men's and Boys' Clothing Sales by metro area, according to their retail volume. Thus you can identify the top markets for your initial effort.

Since your sales force will be paid on a commission basis, you can easily determine the potential earnings for your sales force. Then, by creating a custom BPI for your product, you can identify the size of the market you want covered by each individual salesperson. By doing this, you eliminate the necessity for the undue "cutting" of territories later on, while getting the maximum effort from each of your salespeople as they concentrate their efforts within an achievable, workable territory that has been efficiently planned.

MARKETING APPLICATIONS

A—Measuring market potential

The first thing you can do to make the most efficient use of the *Survey of Buying Power* in your marketing

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plan is to identify all of your markets in a manner that is consistent and compatible with the definitions found in the *Survey*.

Markets can therefore be identified by U.S. Census Bureau regions, by state, by the bureau's newly reorganized system of metro areas (see page A-42), by counties, or even by cities with populations of 40,000 or more (see definitions, page C-3).

Company sales records should be structured in such a way as to provide information that can be used for measuring market potential. In other words, your internal data must conform to the above-mentioned geographic designations.

With such information readily available, the *Survey* can be an in-

SURVEY HIGHLIGHT

For richer or for poorer: Median household Effective Buying Income for the top 10 . . .

Metro	1983 Median Household EBI
Nassau-Suffolk, NY	$38,427
Anchorage, AK	34,842
Bridgeport-Stamford-Norwalk-Danbury, CT	34,561
Middlesex-Somerset-Hunterdon, NJ	34,539
Lake County, IL	34,428
San Jose	33,780
Washington, DC	33,236
Anaheim-Santa Ana, CA	32,715
Bergen-Passaic, NJ	32,413
Brazoria, TX	31,915

. . . and bottom 10 metros

Metro	1983 Median Household EBI
Las Cruces, NM	$17,438
Fayetteville-Springdale, AR	17,266
Pine Bluff, AR	16,995
Brownsville-Harlingen, TX	16,979
Gadsden, AL	16,523
Panama City, FL	16,212
Ocala, FL	16,171
McAllen-Edinburg-Mission, TX	15,236
Laredo, TX	15,199
Jacksonville, NC	15,010

SURVEY HIGHLIGHT

Threads and bread: The nation's biggest apparel markets and their respective income levels . . .

Rank	Metro	1983 Apparel And Accessories Sales ($000)	1983 Median Household EBI
1	New York	**$2,583,845**	$22,603
2	Los Angeles-Long Beach	**2,254,115**	25,280
3	Chicago	**2,089,398**	27,453
4	Boston-Lawrence-Salem-Lowell-Brockton	**1,544,405**	27,633
5	Detroit	**1,185,550**	27,435
6	Philadelphia	**1,126,233**	26,120
7	Houston	**1,053,907**	28,588
8	Washington, DC	**1,008,303**	33,236
9	Dallas	**818,996**	26,519
10	Nassau-Suffolk, NY	**748,933**	38,427

. . . and the situation reversed

Rank	Metro	1983 Median Household EBI	1983 Apparel And Accessories Sales ($000)
1	Nassau-Suffolk, NY	**$38,427**	$ 748,933
2	Anchorage, AK	**34,842**	72,258
3	Bridgeport-Stamford-Norwalk-Danbury, CT	**34,561**	389,213
4	Middlesex-Somerset-Hunterdon, NJ	**34,539**	266,370
5	Lake County, IL	**34,428**	113,871
6	San Jose	**33,780**	362,128
7	Washington, DC	**33,236**	1,008,303
8	Anaheim-Santa Ana, CA	**32,715**	565,682
9	Bergen-Passaic, NJ	**32,413**	490,705
10	Brazoria, TX	**31,915**	46,804

Source: *Sales & Marketing Management's 1984 Survey of Buying Power.*
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valuable resource that will allow you to:

1. Identify the characteristics of a given geographic segment.

2. Identify the industry/product sales for that market. This can be done by multiplying a custom BPI by the total U.S. sales of the industry in question.

3. Identify your sales in that market.

4. Find your brand share in that market by dividing item No. 2 by item No. 3.

5. Identify the brand potential for a particular market by multiplying your total sales by a market's BPI. Then, divide your actual sales for that market by the potential figure. The result will be an index of your market performance. An index of 100 is par. A number above 100 indicates that the market is performing above its basic potential. Under 100 means that performance is under basic potential. Therefore, an index of 80 would mean that the market is 20% underdeveloped in terms of its potential.

B—Developing marketing strategies and channels of distribution

As a manufacturer of medium-priced single lens reflex cameras, let us assume we have defined our potential purchaser as follows: Age, 25 to 34, with a household income over $25,000.

Because our camera, a breakthrough SLR, is priced remarkably low and is exceedingly simple to operate and maintain, it is distributed through department stores as well as camera stores.

It has been found that in test markets, this camera sells with equal strength in both of the above-mentioned channels of distribution. Whereas at one time, access to camera stores was a mandatory element in the custom BPI calculated for this product, it is now time to reevaluate marketing strategy as a result of this natural change in distribution.

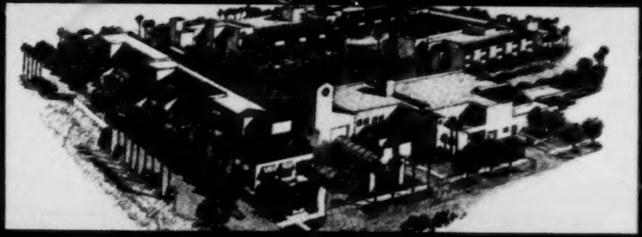
It is possible to identify our potential sales in the targeted markets by using the custom BPI.

Now, in setting our sales goals, we will search out the key concentrations of 25 to 34 year olds, in areas where household income is above the $25,000 line.

Preliminary examination reveals

BEFORE WE CREATED OUR NEW MEETING RESORT, WE CHECKED OUR COMPETITION.

RESORT	ON PREMISES CHAMPIONSHIP GOLF AND DAY/NIGHT TENNIS	IDEAL SOUTH FLORIDA CLIMATE	THREE AIRPORT PROXIMITY	ON PREMISES SHOPPING MALL	ON PREMISES INDOOR OUTDOOR SPORTS COMPLEX GYMNASIUM
MIAMI LAKES INN & COUNTRY CLUB					
PGA SHERATON RESORT	✓	✓			
DORAL HOTEL & COUNTRY CLUB	✓	✓	✓		
INNISBROOK RESORT	✓				
MARCO BEACH RESORT		✓			
SADDLEBROOK RESORT	✓				



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that, in the past, our dependency on camera stores made it necessary for the company to advertise on a national basis. That may no longer be the case. We have decided to use the new custom BPI to rank the metro markets that have been targeted. For purposes of this illustration, BPI figures have been approximated. Here is what we discover:

Metro Area	BPI
1. New York	11.92
2. Los Angeles	7.08
3. Chicago	5.95
4. San Francisco	4.36
5. Philadelphia	4.11
6. Detroit	3.20
7. Washington, DC	3.19
8. Boston	2.49
9. Houston	2.36
10. Dallas	2.07
Top 10 markets	46.73

When the next 10 markets are added, we find that we end up with a figure of 60.88. This means that more than 60% of the people we want to reach are living in these top 20 markets.

The advertising for these cameras can now be concentrated equally within the top markets for our product. Target sales for the coming year is 100,000 units, consequently, we can identify all of our potential sales in these 20 markets through the use of our custom BPI, showing us the share of the total target we can plan to sell.

Finally, we checked the ranking tables in Section B (page B-9), specifically the ranking of retail sales by store groups, to see how general merchandise store sales (of which department stores are a part), were ranked compared to the way the custom BPI ranked our sales. We also confirmed our plan by checking the market rankings for population, EBI, retail sales, and BPI to see how they compared to the list.

C—Evaluating new-product potential

Your company has created a new product; one specifically identified as having special potential among consumers in the lower-income categories, as opposed to your present

How to calculate your own custom BPI

The statistics in the *Survey of Buying Power* provide you with the basic information necessary to isolate the factors that reflect a market's ability to purchase your specific product or service. The three basic areas of *Survey* data, *population, income*, and *retail sales*, let you define the consumer profile for your product by using **A** demographic, **B** economic, and **C** distribution-oriented figures. We will examine each of these areas individually below, to help you discover the specific data that will most effectively outline your potential customer.

A First, you must isolate the population and/or household factors that apply to your target. For example, if your product is bicycles, the 18-and-under age group would be your primary demographic indicator. If your product is a media-oriented service, you may be more concerned with an area's total household count.

B The next step is to select the income group or groups best suited for your product. If it's a premium-priced product, you may want to use only those households with incomes over $35,000.

C The third step is to select the retail outlet or store group category that parallels your own channels of distribution. General merchandise stores are the appropriate distribution channel for bicycles, although some products may have more than one possibility in this area.

Once these factors have been selected, the process for computing your custom BPI is as follows:

Step 1: For each market (region, state, metro, county, etc.), for which a BPI is desired (in this case we will use factors associated with a premium-priced line of bicycles):

Factor **A** (Demographic) =

$$\frac{\text{Market's Pop. Under 18}}{\text{U.S. Pop. Under 18}} = X\%$$

Factor **B** (Economic) =

$$\frac{\text{Market's Hshlds. With Income Over \$35,000}}{\text{U.S. Hshlds. With Income Over \$35,000}} = Y\%$$

Factor **C** (Distribution) =

$$\frac{\text{Market's Gen. Merch. Sales}}{\text{U.S. Gen. Merch Sales}} = Z\%$$

Step 2: With your particular product in mind, determine the importance of each factor, and assign it a corresponding weight. For example, when dealing with premium-priced bicycles, the weighting might be as follows:

Factor **A** (Demographic)—50%
Factor **B** (Economic)—30%
Factor **C** (Distribution)—20%

Step 3: Now you're ready to calculate the BPI:

$$\text{BPI} = \underline{.5 \times X\%} + \underline{.3 \times Y\%} + \underline{.2 \times Z\%}$$

The fractional figure you arrive at can be used as a relative indicator to compare the potential buying power of the markets you have targeted for your product. Remember, U.S. BPI = 100.0000.*

Step 4: Repeat this sequence for each market targeted. Of course, some BPIs are more complex than others. However, the same principles apply whether one, two, three, four or more factors are used in the construction of your custom BPI.

**Note: If you are selling in a limited number of markets, you can substitute the total of these markets for the U.S. total in your calculations. In this case, your BPI of 100.0000 would represent the total of just these markets.*

products, which are aimed at a more affluent segment. The *Survey of Buying Power* can help you establish a strategy that identifies the highest concentrations of your potential customers.

Once these demographic prerequisites have been identified, you can then assign specific goals to sales personnel in the preselected areas where your greatest concentrations of potential customers reside. You will also be able to establish, with solid objectivity, maximum sales goals in these market areas, knowing in advance that they represent an optimum concentration of the best potential customers for your new product.

If part of your product potential evaluation includes a controlled market test, this same technique allows you to identify areas that are identical to your profile of the product/consumer relationship. You can therefore implement such controlled testing in additional markets that meet your requirements. You will then be able to compare the results of your market/product associations at the end of the test period. If you have used the objective information from the *Survey*, the results will be accurate and projectable.

Los Angeles may be a large market, but raincoats are not a hot item in L.A.

Let's say that your present product is a fine quality raincoat. Your new product is a "knock-off" of your present product, but is priced much lower. It is made to appeal to the same age group segment as your premium-priced model, but it is aimed at those with lower incomes.

Unlike previous examples, the first thing you must do is rely on your own internal data to identify those markets where raincoats, as a product category, sell best. While Los Angeles may be one of the largest markets in the U.S., raincoats are not a hot item in L.A. Your own sales history will let you know which markets are best for this category.

The *Survey's* data allows you to compare market information on the potential consumer for your product on a market-by-market basis. If New York is your top raincoat market for your premium-priced model, aimed at those with incomes of $25,000 or more, then your market will be vastly larger when you approach the $15,000-and-up category. The *Survey* will also specifically

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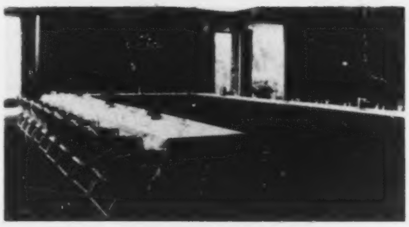

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Data from the *Survey* allow you to choose test markets intelligently.

identify where your potential customers might be found, thus allowing you to plan your sales approach based on the most productive markets.

ADVERTISING APPLICATIONS

A—Test market selection

One of the most important uses of the *Survey of Buying Power* is its use as a source for selecting test markets. Unfortunately for marketers, there is a tendency to use test markets that have been used before, or that are famous as "test markets."

With the *Survey*, and the demographic, economic, and retail sales information it contains, markets that are similar can be easily identified for a wide range of test marketing purposes.

You can identify such similarities as size of population, age groups, number of households, and income levels, both total and household. Also, comparisons can be made between areas' BPIs, both custom and/or general.

In addition, markets can also be matched through the use of retail sales data on store groups or, in the case of the October *Survey—Part II*, through merchandise line categories. The use of this type of data is indicated when raw population numbers are not necessarily relevant to the sale of your product. By examining and using the appropriate clusters of retail sales data, you can match up virtually all metro areas that sell approximately the same volume of any product or group of products.

Once this type of analysis has been used, it becomes very clear that there are major differences in metros that would preclude them from being used as similar test markets for all products.

Remember, we have established that a combination of known demographic, economic, and retail sales data determines sales potential, regardless of the geography of the area in question. This means that you can construct a wide variety of test market universes by focussing in on the specific characteristics that

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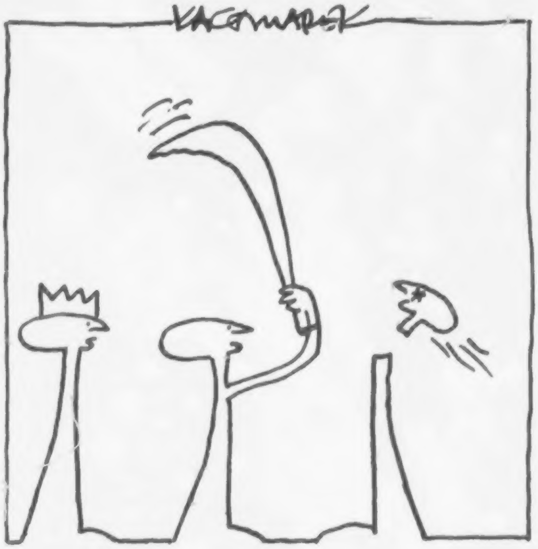
affect the rate of sales of your particular product.

In effect, you are no longer limited to choosing your own test market from someone else's list of the best markets. As a result, you probably won't run into any competitive testing that could skew your results and require reevaluation (assuming that you're fortunate enough to find out that such factors were affecting your results).

By knowing with objective certainty the combination of characteristics available that affect your product sales, you can create your own test markets with maximum control, projectability, and dollar efficiency. Actually, when you come right down to it, there really is no "average" product any more that there is a perfectly "average" test market, unless, of course, you are the first one on your block to have discovered such a market. But, if you're just one in a long line



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of users for any test market, be aware of the fact that inordinate testing could eventually destroy the natural responsiveness of the market, the very thing that made it valuable as a testing location in the first place.

B—Co-op advertising allocation
First, a definition. Co-op advertising is not determined by the media in which dollars are spent. Rather, the designation is related to the source of the expenditure.

One of the biggest problems in the preparation of a co-op advertising budget is trying to define the approximate dollar amounts that should be targeted for these important advertising markets.

The main source of this dilema: Most co-op advertising allocations are based on after-the-fact sales volume, with a percentage of total sales set aside for the co-op program.

Once again, the *Survey* can be used to identify sales potential by market area on an objective basis. It then becomes possible to make the proper allocations based on objectively projected sales quotas on a market-by-market analysis. In effect, you can use these all-important ad dollars to help you generate projected sales, rather than as a payment to dealers who have already made a commitment to buy.

In the following example, you are the manufacturer of a stereo

SURVEY HIGHLIGHT

The top 25: Leading black metros

Rank	Metro	1983 Black Pop. (Thous.)	% Of Metro Pop.
1	New York	2,012.8	24.4%
2	Chicago	1,378.1	22.9
3	Los Angeles-Long Beach	992.1	12.9
4	Philadelphia	898.3	19.0
5	Washington	885.3	26.3
6	Detroit	864.5	19.9
7	Houston	612.0	19.4
8	Baltimore	566.1	25.2
9	Atlanta	555.4	23.9
10	New Orleans	433.8	32.6
11	Newark	412.5	22.1
12	Memphis	377.4	41.0
13	Dallas	360.7	16.5
14	Cleveland	342.3	18.6
15	Norfolk-Virginia Beach	340.9	28.2
16	Miami-Hialeah	318.3	18.0
17	St. Louis	316.9	17.5
18	Oakland	279.4	15.1
19	Birmingham	252.2	27.9
20	Richmond-Petersburg	227.9	28.9
21	Charlotte-Gastonia	210.6	20.8
22	Boston-Lawrence-Salem	184.8	5.1
23	Kansas City, MO-KS	183.5	12.6
24	Cincinnati	176.5	12.7
25	Greensboro-Winston-Salem-High Point	173.5	19.7

Source: *Sales & Marketing Management's 1984 Survey of Buy Power.*

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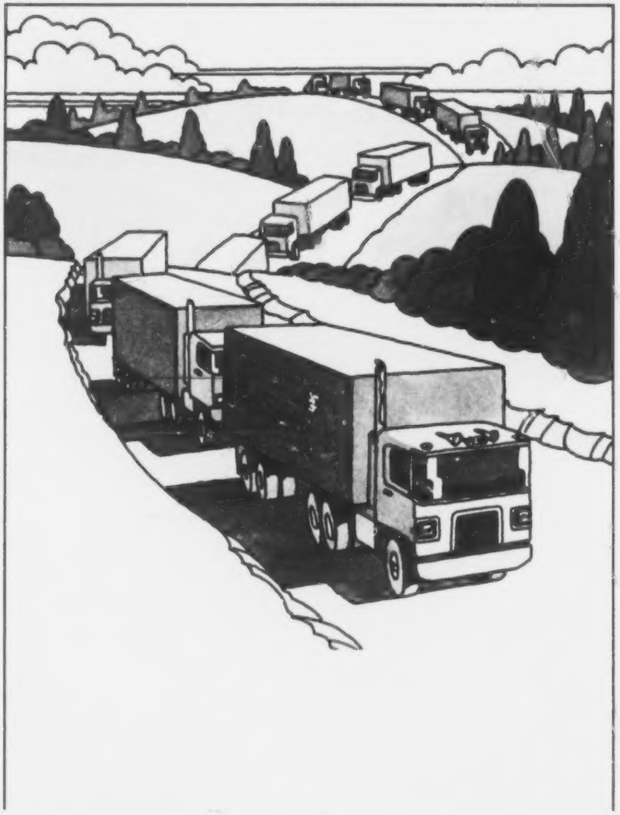

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component which happens to sell, on the average, 1 unit for every 500 people between the ages of 25 and 34. In Michigan last year, you only sold 2,100 units, even though the potential market in this age bracket is 1,579,300 people, or 3,159 potential sales. Each of your units averages $50, so that your actual accrual of co-op funds, based on your 5% co-op program, was $5,250.

Based on the market potential, you should have done $157,950 (3,159 × $50), and the 5% accrual would have generated $7,897.50. By planning the program based on potential, you could put together a co-op program that would help your salespeople generate the expected volume.

Through the use of the custom BPI process, for example, you can use your anticipated national sales volume to identify the proper share of that volume that should be generated by all target markets or groups of territories, and then apply the proper co-op advertising percentage to those markets to help achieve the potential sales volume.

C—Media allocation

Many consumer goods manufacturing companies purchase network, local, or spot TV, radio, newspaper, or magazine advertising for their products. Efficiency is achieved by reaching the most people with the least expenditure. This works well when the distribution for the product is widespread and if the product appeals to a large segment of consumers.

If the product is a specialty item, a national advertising program that does not reflect differences in market potential will deliver audiences, not customers. The difference here is critical to sales success. *Survey* ranking tables (Section B), are therefore provided in order that key markets can be flagged and determinations can be made as to the best buys for a particular product.

The Buying Power Index (BPI) is, in this type of situation, the ideal tool for allocating funds from limited advertising budgets into individual markets. If a market has a 6% share of potential, then the company should consider spending 6% of its budget in that market.

Of course, there are exceptions to this general rule. The main exception is that some portions of the country are well developed in terms of sales, through many years of excellent representation, while other areas are still new and in need of attention. In cases like this, funds can be averted from established markets to the ones in need of such expansion.

Another way in which this situation can be handled is by creating two different advertising funds. The first to be a "sustaining" fund, designed to keep your business in those markets where sales have been well established, and the second a "development" fund, to assist the sales force in achieving the maximum potential for those markets that are underdeveloped.

In both cases, clear goals of total sales should be written into the sales plan before any advertising monies are committed to markets.

D—Media selection

More and more major corporations are taking advantage of the strategic benefits that evolve from using advertising techniques that localize expenditures on a market-by-market basis.

Through the use of the *Survey's* BPI, you can now identify what any geographic area should generate in terms of sales volume. That sales percentage or unit count in a market (converted into dollars by using your company's advertising-to-sales ratio), enables you to relate sales volume to ad dollar investment.

Once a market's advertising dollar amount has been established, further use of the *SBP* can identify

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the efficiency of using various media (print, broadcast, etc.), against the cost-per-1,000 exposure to your target customers.

Also, if your product has specific demographics connected to it, you can adjust the basic cost per 1,000 to determine advertising efficiency based not just on population, but rather, on the concentration of the characteristics that represent your prime prospects: age, income, households, etc.

Using such data, and ranking markets with the greatest number of key prospects, you will be able to determine such things as whether national coverage is truly more efficient than local coverage. If TV, for example, justifies its high cost on the basis of more exposure to your advertising message, you can compare such network coverage to a list of the top 50 markets. In such cases, you might find that these markets represent 75% or 80% of your total national potential, and that nationwide coverage isn't justified, since the supplemental exposure would be against smaller markets where lack of buyer concentration produces cost inefficiencies.

In other cases, depending on the product, when you know that you're trying to reach a given age group within a high-income household, TV may turn out to be less efficient as a media for your message, compared to the alternatives such as cable networks or specialty magazines that are aimed directly at your target consumer. S&MM

The preceeding article is an edited version of "How to Use S&MM's Survey of Buying Power Data Service," published by Bill Communications' Market Statistics Div. The Data Service, like the "Survey of Buying Power," contains geographically oriented statistics on demographic, socioeconomic, and retail sales for all U.S. metros and counties. For more information on the SBP Data Service, Contact S&MM Sales Builders Div, 633 Third Ave., New York, NY 10017 (212-986-4800).

SURVEY HIGHLIGHT

Nuances of regional growth: As seen by the Surveys

Region/State	1983 Pop. (Thous.)	% Change 1980–83	% Of U.S. Pop. 1983	% Of U.S. Pop. 1980	% Of U.S. Pop. 1970
NEW ENGLAND	**12,499.9**	**+0.9%**	**5.3073%**	**5.4207%**	**5.7776%**
Connecticut	3,133.1	+0.8	1.3303	1.3606	1.4904
Maine	1,154.2	+1.8	.4901	.4964	.4827
Massachusetts	5,764.9	+0.4	2.4477	2.5126	2.7667
New Hampshire	964.5	+3.1	.4095	.4094	.3518
Rhode Island	954.3	+0.5	.4052	.4156	.4656
Vermont	528.9	+2.4	.2245	.2261	.2204
MIDDLE ATLANTIC	**37,141.9**	**+1.0%**	**15.7699%**	**16.0963%**	**18.1897%**
New Jersey	7,484.6	+1.4	3.1778	3.2299	3.5382
New York	17,740.7	+1.2	7.5325	7.6702	8.9100
Pennsylvania	11,916.6	+0.4	5.0596	5.1962	5.7415
EAST NORTH CENTRAL	**41,700.3**	**−0.2%**	**17.7052%**	**18.2938%**	**19.7614%**
Illinois	11,511.2	+0.5	4.8874	5.0122	5.4534
Indiana	5,526.3	+0.2	2.3464	2.4127	2.5515
Michigan	9,129.3	−1.7	3.8761	4.0647	4.3786
Ohio	10,767.4	−0.4	4.5717	4.7324	5.2253
Wisconsin	4,766.1	+0.7	2.0236	2.0718	2.1526
WEST NORTH CENTRAL	**17,519.1**	**+1.4%**	**7.4384%**	**7.5633%**	**8.0157%**
Iowa	2,934.0	+0.3	1.2458	1.2798	1.3787
Kansas	2,430.2	+2.3	1.0318	1.0394	1.1140
Minnesota	4,168.4	+1.6	1.7699	1.7959	1.8639
Missouri	4,990.3	+0.9	2.1189	2.1655	2.3065
Nebraska	1,603.4	+1.5	.6808	.6913	.7263
North Dakota	687.0	+4.5	.2916	.2876	.3029
South Dakota	705.8	+1.7	.2996	.3038	.3234
SOUTH ATLANTIC	**39,131.4**	**+4.4%**	**16.6147%**	**16.4036%**	**15.1408%**
Delaware	608.3	+1.5	.2583	.2623	.2667
Dist. of Columbia	618.4	−1.6	.2625	.2751	.3720
Florida	10,815.5	+7.9	4.5921	4.3878	3.3970
Georgia	5,777.4	+4.4	2.4530	2.4230	2.2727
Maryland	4,327.7	+2.1	1.8375	1.8542	1.9310
North Carolina	6,120.3	+3.2	2.5986	2.5955	2.5016
South Carolina	3,306.8	+4.7	1.4040	1.3819	1.2776
Virginia	5,583.5	+3.4	2.3707	2.3628	2.2813
West Virginia	1,973.5	+0.3	.8380	.8610	.8409
EAST SOUTH CENTRAL	**15,068.5**	**+1.8%**	**6.3978%**	**6.4776%**	**6.3012%**
Alabama	3,990.4	+1.7	1.6943	1.7164	1.6886
Kentucky	3,753.2	+1.5	1.5935	1.6186	1.5751
Mississippi	2,605.1	+2.6	1.1060	1.1117	1.0978
Tennessee	4,719.8	+1.7	2.0040	2.0309	1.9397
WEST SOUTH CENTRAL	**26,064.2**	**+8.2%**	**11.0665%**	**10.5458%**	**9.5812%**
Arkansas	2,350.1	+1.7	.9979	1.0116	.9480
Louisiana	4,471.7	+5.2	1.8986	1.8605	1.8049
Oklahoma	3,345.6	+9.3	1.4205	1.3389	1.2646
Texas	15,896.8	+9.8	6.7495	6.3348	5.5637
MOUNTAIN	**12,511.3**	**+7.6%**	**5.3120%**	**5.0895%**	**4.1056%**
Arizona	3,020.5	+7.7	1.2824	1.2278	.8847
Colorado	3,183.5	+8.3	1.3516	1.2869	1.0999
Idaho	1,003.5	+4.1	.4261	.4218	.3511
Montana	822.6	+3.4	.3492	.3480	.3370
Nevada	904.6	+10.0	.3841	.3598	.2417
New Mexico	1,416.7	+7.1	.6015	.5790	.5042
Utah	1,642.4	+9.7	.6974	.6552	.5241
Wyoming	517.5	+7.3	.2197	.2110	.1629
PACIFIC	**33,887.7**	**+5.1%**	**14.3882%**	**14.1094%**	**13.1268%**
Alaska	499.6	+21.8	.2121	.1795	.1519
California	25,332.3	+5.6	10.7557	10.4945	9.8653
Hawaii	1,033.4	+5.5	.4388	.4285	.3882
Oregon	2,675.7	−0.1	1.1361	1.1722	1.0374
Washington	4,346.7	+3.7	1.8455	1.8347	1.6840
U.S. total	**235,524.3**	**+3.1%**	**100.0000%**	**100.0000%**	**100.0000%**

Source: *Sales & Marketing Management's 1971, 1981 and 1984 Survey of Buying Power.*
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The local numbers racket

By RICHARD KERN
Editorial Director
Survey of Buying Power

Statistics from the *Survey of Buying Power* and the Census Bureau are often used by local governments, chambers of commerce, and the media for official and promotional purposes. Naturally, the better off an area is in terms of its relative rank, the more positive the impression that's created. For many, the redefinition of the metro area system instituted last June was a cause of major concern, and in some cases, outright panic. For example, the former Dallas–Fort Worth metropolitan area is now separated into two metros, Dallas and Fort Worth–Arlington. The result, in this case, was a drop in the population rankings from 9th (for the former combined metro) to 14th for Dallas, and 41st for Fort Worth. This same problem occurred in the former San Francisco–Oakland metro, in Kansas City, KS, and Kansas City, MO (formerly combined), and to a lesser extent in other smaller metro areas.

To minimize the problems created by this change, many users of *Survey* data have turned to other systems of definition, some more resourceful than others, that let them retain a favorable position (i.e., one that looks good in print).

A case in point is an article published May 3 in the *Orlando Sentinel* (FL) titled "762,000 Say Orlando Is a Top-50 City." The article is based on a recently released Census Bureau table that shows the top 50 metropolitan areas in the U.S. as of July 1, 1982. In it, Orlando ranks 49th in terms of population, just under the wire, but nonetheless, a "top-50" metro.

Rankings and 'rankings'

What the table does not show is that 18 of the top 25 metros are, in fact, Consolidated Metropolitan Statistical Areas (CMSAs). These CMSAs are actually comprised of a number of separately defined metro areas called Primary Metropolitan Statistical Areas, or PMSAs. All of the metros on the list are, technically speaking, metropolitan areas, in accordance with the Office of Management and Budget's (OMB) new system of definition, outlined elsewhere in this issue. Historically, consolidated areas have been considered separate entities in the system of metros, because of their makeup and, consequently, their necessarily larger geographical area.

Under a policy that is designed to give consolidated areas more visibility, the Census Bureau recently decided to rank all "metros," regardless of class (CMSA, PMSA, or MSA) or relative size—resulting in an increase in Orlando's (and some other metro's) position in these rankings and, more importantly, a brighter picture in terms of the public's image of the Orlando area as a major market.

Other metros have, in cases simi-

:BULLETIN:

. . . . . . In a statement issued June 29, 1984, the Office of Management and Budget announced the creation of two new metropolitan areas and merged two others, causing some last-minute changes in this year's *Survey of Buying Power.* The new metro areas, Naples, FL, and Santa Fe, NM, have been added to this year's *Survey* Sections B and C, with all other figures adjusted accordingly.

The merger, however, which involves the Kansas City, MO, and Kansas City, KS, metros, is reflected only in the metro market ranking tables in Section B. Unfortunately, the presses were already rolling on Section C, hence these data have been footnoted but not reformatted. Some other inconsistencies will also appear, for example, in the alphabetical listing of metros and in some of the highlight tables in Section A. We regret any inconvenience that these changes may cause, and we hope that our efforts to include this late-breaking information will benefit the users of the *Survey.* . . . .

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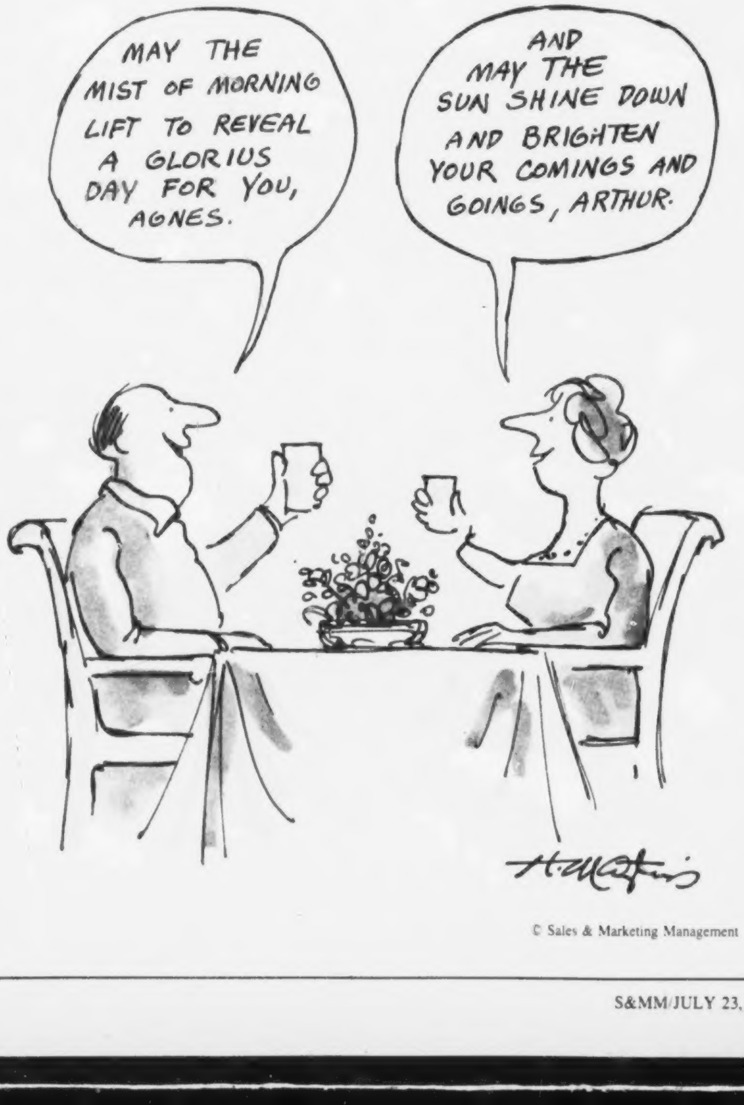
lar to Dallas–Fort Worth's, opted to make the switch from metro area ranks to ADI rankings. ADIs, or Areas of Dominant Influence, are used by TV and other electronic media marketers because they conform to broadcast area rather than metro area geography and subsequently, were not affected by the OMB's new definitions for metro markets. In terms of ADI rank, Dallas–Fort Worth is still a top-10 market, and many of the people who prepare promotional materials for this market now use this orientation.

The ranking tables in *S&MM's Survey of Buying Power* contain metros from two classes, MSAs and PMSAs. Under the old system, Standard Metropolitan Statistical Areas (SMSAs) were the basic unit of metropolitan area definition. All metros, whether or not they were bordered by other SMSAs, were defined equally in all cases. Consolidated areas were constructed from groups of SMSAs located in and around America's urban centers, creating the large "megalopolitan" complexes on the East and West coasts, and also in the Midwest. This method of constructing consolidated areas remains virtually the same under the new system.

What has changed is that under the new rules, a two-tiered system of definition has replaced SMSAs with MSAs and PMSAs, depending on a metro's location in relation to other metros (see page A-43). Because this system splits up a group of metros that were essentially equal as SMSAs, our *Survey of Buying Power* rankings include both classes, under a policy designed to label the whole group as "metropolitan markets" for purposes of uniformi-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AND MAY THE SUN SHINE DOWN AND BRIGHTEN YOUR COMINGS AND GOINGS, ARTHUR.
H. Martin

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ty. Consolidated areas, or CMSAs, are not ranked in *Survey* Section B, since they are made up of a number of PMSAs, and would consequently make all rankings top-heavy if included. However, now that the Census Bureau has opened the door for consolidated areas by ranking them alongside their component pieces (PMSAs), a metro's place in the rankings really depends on which system you decide to use.

Essentially, marketers need a system that provides a uniform class of geographical segments for which information is available on a regular basis. Hence, we have metro areas as defined by the Census Bureau, whose data is the basis for the *Survey's* annual updates. For the chambers of commerce and for those involved in public relations or advertising, the basic rule of thumb is to "find the numbers that tell the *best* possible story." In this case, *Survey* data are not always the most useful, since the availability of other numbers and systems of definition present alternatives for those concerned with how well their data "reads." For those in the media, on the lookout for a story with local interest, the name of the game is position. A very high or a very low rank can provide the focal point for a story, or an interesting statistic on income levels may support an article on local affluence. Different numbers for different needs, that's what it's all about; and how good an area's stats are compared to its neighbor can sometimes make all the difference. Some term this the "creative" use of statistics, some label it the "numbers racket." Call it what you will—the data are the thing; and the *Survey of Buying Power* is where you can find them.

What are now MSAs and PMSAs were, until recently, equally defined as SMSAs.

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An S&MM special: The new metros

The following list contains the names of the 315 Sales & Marketing Management metropolitan areas and reflects the changes in metro area definition announced last June by the Office of Management and Budget (OMB). The markets are listed alphabetically, with a corresponding code letter that shows whether an area is a Metropolitan Statistical Area (M) or a Primary Metropolitan Statistical Area (P) according to the new rules, which are outlined in greater detail in the article on page A-43. The individual county makeup for each metro can be found on page B-52 of the *Survey of Buying Power*. A separate list of the Consolidated Metropolitan Statistical Areas (CMSAs) are included with this article, as are listings of metro area name changes, mergers, and newly created metros.

It should be noted that while S&MM metro areas are based on OMB criteria, the process for labelling metros in New England differs slightly from that of OMB and the Census Bureau. S&MM maintains the use of county units for these areas, with NECMAs (New England County Metropolitan Areas) being the basic geographical unit, rather than cities and towns, in accordance with OMB's rules. The result, simply stated, is that there are fewer S&MM metros than the government's total of 337 (which includes Puerto Rico). A more complete definition of the new designations, as well as other pertinent information on this change, is included with this report.

Abilene, TX (M)
Akron, OH (P)
Albany, GA (M)
Albany-Schenectady-Troy, NY (M)
Albuquerque, NM (M)
Alexandria, LA (M)
Allentown-Bethlehem, PA (M)
Alton-Granite City, IL (P)
Altoona, PA (M)
Amarillo, TX (M)
Anaheim-Santa Ana, CA (P)
Anchorage, AK (M)
Anderson, IN (M)
Anderson, SC (M)
Ann Arbor, MI (P)
Anniston, AL (M)
Appleton-Oskosh-Neenah, WI (M)
Asheville, NC (M)
Athens, GA (M)
Atlanta, GA (M)
Atlantic City, NJ (M)
Augusta, GA (M)
Aurora-Elgin, IL (P)
Austin, TX (M)
Bakersfield, CA (M)
Baltimore, MD (M)
Bangor, ME (M)
Baton Rouge, LA (M)
Battle Creek, MI (M)
Beaumont-Port Arthur, TX (M)
Beaver County, PA (P)
Bellingham, WA (M)
Benton Harbor, MI (M)
Bergen-Passaic, NJ (P)
Billings, MT (M)
Biloxi-Gulfport, MS (M)
Binghamton, NY (M)
Birmingham, AL (M)
Bismarck, ND (M)
Bloomington, IN (M)
Bloomington-Normal, IL (M)
Boise, ID (M)
Boston-Lawrence-Salem-
  Lowell-Brockton, MA*
Boulder-Longmont, CO (P)
Bradenton, FL (M)
Brazoria, TX (P)
Bremerton, WA (M)
Bridgeport-Stamford-
  Norwalk-Danbury, CT (M)
Brownsville-Harlingen, TX (M)
Bryan-College Station, TX (M)
Buffalo, NY (P)
Burlington, NC (M)
Burlington, VT (M)
Canton, OH (M)
Casper, WY (M)
Cedar Rapids, IA (M)
Champaign-Urbana-Rantoui, IL (M)
Charleston, SC (M)
Charleston, WV (M)
Charlotte-Gastonia-Rock Hill, NC-SC (M)
Charlottesville, VA (M)
Chattanooga, TN (M)
Chicago, IL (P)
Chico, CA (M)
Cincinnati, OH (P)
Clarksville-Hopkinsville, TN (M)
Cleveland, OH (P)
Colorado Springs, CO (M)
Columbia, MO (M)
Columbia, SC (M)
Columbus, GA (M)
Columbus, OH (M)
Corpus Christi, TX (M)
Cumberland, MD (M)
Dallas, TX (P)
Danville, VA (M)
Davenport-Rock Island-
  Moline, IL-IA (M)
Dayton-Springfield, OH (M)
Daytona Beach, FL (M)
Decatur, IL (M)
Denver, CO (P)
Des Moines, IA (M)
Detroit, MI (P)
Dothan, AL (M)
Dubuque, IA (M)
Duluth, MN (M)
East St. Louis-Belleville, IL (P)
Eau Claire, WI (M)
El Paso, TX (M)
Elkhart-Goshen, IN (M)
Elmira, NY (M)
Enid, OK (M)
Erie, PA (M)
Eugene-Springfield, OR (M)
Evansville, IN (M)
Fargo-Moorhead, ND-MN (M)
Fayetteville, NC (M)
Fayetteville-Springdale, AR (M)
Flint, MI (M)
Florence, AL (M)
Florence, SC (M)
Fort Collins-Loveland, CO (M)
Fort Lauderdale-Hollywood-
  Pompano Beach, FL (P)
Fort Myers-Cape Coral, FL (M)
Fort Pierce, FL (M)
Fort Smith, AR (M)
Fort Walton Beach, FL (M)
Fort Wayne, IN (M)
Fort Worth-Arlington, TX (P)

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*An asterisk has been used to identify the metros that are based on New England County Metropolitan Areas (NECMAs), as defined by the federal government. In these areas, the new Office of Management and Budget (OMB) designations differ slightly, causing a difference in the total number of metros listed by *S&MM's Survey of Buying Power* and those listed under the new OMB classifications.

(Continued on next page)

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The new rules defined: MSA, PMSA, or CMSA?

Metropolitan Statistical Areas (MSAs) are defined as geographic areas where a large population nucleus is grouped together with adjacent communities having a high degree of economic and social integration with that urban center. Metropolitan area definitions are reviewed every 10 years following the completion of the decennial census of population, and changes are made accordingly.

As part of the current revisions, the old term, Standard Metropolitan Statistical Area (SMSA), has been replaced by a three-tiered system of metro designations. The system more realistically reflects the *degree of urbanization*, rather than emphasizing the central city as had been the case in past years. Briefly, the three new classifications are:

Consolidated Metropolitan Statistical Area (CMSA): This is the largest designation in terms of geographic area and market size, and is made up of component metro areas (PMSAs) that together total at least 1 million in population. These CMSAs are the large metropolitan, or "megalopolitan," complexes that are usually of little use to marketers because of their prohibitive size. They can, however, exert a marked degree of influence on the counties that border them, because of the proximity of potential buyers for area goods and services.

Primary Metropolitian Statistical Area (PMSA): These are the component pieces that together make up the consolidated areas. They are, by definition, directly associated with other PMSAs, but remain separate entities in terms of the presentation of data, with individual counties as the basic unit of measurement. In order to be classified as a PMSA, an area must be a component part of a consolidated area that has a combined total population of 1 million or more. It must also be comprised of counties that conform to the following standards:

1. A total population of at least 100,000
2. A population that is at least 60% urban
3. Counties where *less than 50%* of the resident workers commute to jobs outside the county.

Metropolitan Statistical Area (MSA): Under the new rules, the MSA has, in most cases, replaced the SMSA as the basic unit of metropolitan measurement. The qualifications for designation are based on an area's degree of urbanization, with the following stipulations:

1. If there's a city with a population of at least 50,000, or
2. If the area in question is an urbanized area with a population in excess of 50,000, with a total metropolitan population of at least 100,000.

In addition to the county containing the urban center, an MSA may include other counties that have close economic and social ties to the central county. MSAs are defined in terms of county geography, except in the six New England states, where towns and cities are the basis of OMB designations. The federal government's alternative (but unofficial) New England County Metropolitan Area (NECMA) system is used to define these states' metros for S&MM's listings.

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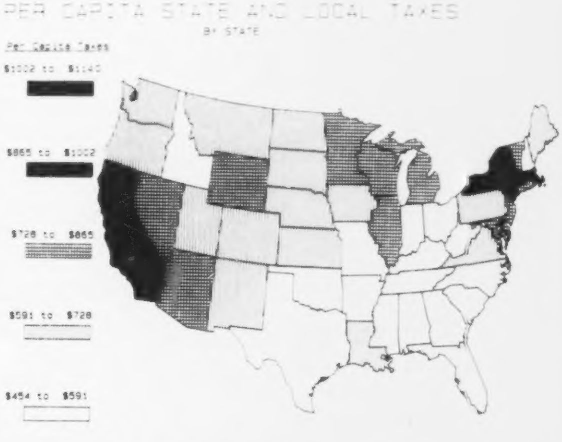

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Metro area name changes

As a result of the 1980 Census counts and new criteria for designating metro area titles, the names of 41 markets were changed in the federal government's latest revisions. They are:

New Metro Name	Former Metro Name
CALIFORNIA	
Anaheim-Santa Ana	Anaheim-Santa Ana-Garden Grove
Oxnard-Ventura	Oxnard-Simi Valley-Ventura
Riverside-San Bernardino	Riverside-San Bernardino-Ontario
San Francisco	San Francisco-Oakland
Santa Rosa-Petaluma	Santa Rosa
COLORADO	
Denver	Denver-Boulder
Fort Collins-Loveland	Fort Collins
CONNECTICUT	
Hartford-New Britain-Middletown-Bristol	Hartford-New Britain-Bristol
FLORIDA	
Fort Lauderdale-Hollywood-Pompano Beach	Fort Lauderdale-Hollywood
Melbourne-Titusville-Palm Bay	Melbourne-Titusville-Cocoa
Miami-Hialeah	Miami
Tampa-St. Petersburg-Clearwater	Tampa-St. Petersburg
West Palm Beach-Boca Raton-Delray Beach	West Palm Beach-Boca Raton
GEORGIA	
Macon-Warner Robins	Macon
INDIANA	
Elkhart-Goshen	Elkhart
Gary-Hammond	Gary-Hammond-East Chicago
Lafayette	Lafayette-West Lafayette
South Bend-Mishawaka	South Bend
MASSACHUSETTS	
Boston-Lawrence-Salem-Lowell-Brockton	Boston-Lowell-Brockton-Lawrence-Haverhill
New Bedford-Fall River-Attleboro	New Bedford-Fall River
Springfield	Springfield-Chicopee-Holyoke
MICHIGAN	
Kalamazoo	Kalamazoo-Portage
Muskegon	Muskegon-Norton Shores-Muskegon Heights
MINNESOTA	
Duluth	Duluth-Superior
MISSISSIPPI	
Pascagoula	Pascagoula-Moss Point
NEW JERSEY	
Bergen-Passaic	Paterson-Clifton-Passaic
Middlesex-Somerset-Hunterdon	New Brunswick-Perth Amboy-Sayreville
Monmouth-Ocean	Long Branch-Asbury Park
NEW YORK	
Orange County	Newburgh-Middletown
PENNSYLVANIA	
Allentown-Bethlehem	Allentown-Bethlehem-Easton
Harrisburg-Lebanon-Carlisle	Harrisburg
Scranton-Wilkes-Barre	Northeast Pennsylvania
RHODE ISLAND	
Providence-Pawtucket-Woonsocket	Providence-Pawtucket-Warwick
SOUTH CAROLINA	
Charleston	Charleston-North Charleston
TENNESSEE	
Nashville	Nashville-Davidson
TEXAS	
Beaumont-Port Arthur	Beaumont-Port Arthur-Orange
Brownsville-Harlingen	Brownsville-Harlingen-San Benito
Dallas	Dallas-Fort Worth
McAllen-Edinburg-Mission	McAllen-Pharr-Edinburg
WASHINGTON	
Seattle	Seattle-Everett
WISCONSIN	
Appleton-Oshkosh-Neenah	Appleton-Oshkosh

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Gadsden, AL (M)
Gainesville, FL (M)
Galveston-Texas City, TX (P)
Gary-Hammond, IN (P)
Glens Falls, NY (M)
Grand Forks, ND (M)
Grand Rapids, MI (M)
Great Falls, MT (M)
Greeley, CO (M)
Green Bay, WI (M)
Greensboro-Winston-Salem-High Point, NC (M)
Greenville-Spartanburg, SC (M)
Hagerstown, MD (M)
Hamilton-Middletown, OH (P)
Harrisburg-Lebanon-Carlisle, PA (M)
Hartford-New Britain-Middletown-Bristol, CT*
Hickory, NC (M)
Honolulu, HI (M)

New metro areas

Sixteen new metropolitan markets were created in the federal government's latest revisions. They are:

State/Metro Area	*Counties*
ALABAMA	
Dothan	Dale, Houston
CALIFORNIA	
Oakland	Alameda, Contra Costa (Formerly part of San Francisco-Oakland market)
COLORADO	
Boulder-Longmont	Boulder (Formerly part of Denver-Boulder market)
FLORIDA	
Fort Pierce	Martin, St. Lucie
ILLINOIS	
Alton-Granite City	Jersey, Madison (Formerly part of St. Louis market)
Aurora-Elgin	Kane, Kendall (Formerly part of Chicago market)
East St. Louis-Belleville	Clinton, St. Clair (Formerly part of St. Louis market
Joliet	Grundy, Will (Formerly part of Chicago market)
Lake County	Lake (Formerly part of Chicago market)
KANSAS	
Kansas City	Johnson, Leavenworth, Miami, Wyandotte (Formerly part of Kansas City, MO, market)
LOUISIANA	
Houma-Thibodaux	Lafourche, Terrebone
NEW YORK	
Niagara Falls	Niagara (Formerly part of Buffalo market)
PENNSYLVANIA	
Beaver County	Beaver (Formerly part of Pittsburgh market)
TEXAS	
Brazoria	Brazoria (Formerly part of Houston market)
Fort Worth-Arlington	Johnson, Parker, Tarrant (Formerly part of Dallas-Fort Worth market)
WASHINGTON	
Vancouver	Clark (Formerly part of Portland, OR, market)

NEWLY-DESIGNATED METRO
SEE PAGE C-1

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Indianapolis, IN (M)
Iowa City, IA (M)
Jackson, MI (M)
Jackson, MS (M)
Jacksonville, FL (M)
Jacksonville, NC (M)
Janesville-Beloit, WI (M)
Jersey City, NJ (M)
Johnson City-Kingsport-Bristol, TN-VA (M)
Johnstown, PA (M)
Joliet, IL (P)
Joplin, MO (M)
Kalamazoo, MI (M)
Kankakee, IL (M)
Kansas City, KS (P) } See page
Kansas City, MO (P) } C-1
Kenosha, WI (P)
Killeen-Temple, TX (M)
Knoxville, TN (M)
Kokomo, IN (M)
La Crosse, WI (M)
Lafayette, IN (M)
Lafayette, LA (M)
Lake Charles, LA (M)
Lake County, IL (P)
Lakeland-Winter Haven, FL (M)
Lancaster, PA (M)
Lansing-East Lansing, MI (M)
Laredo, TX (M)
Las Cruces, NM (M)
Las Vegas, NV (M)
Lawrence, KS (M)
Lawton, OK (M)
Lewiston-Auburn, ME (M)
Lexington-Fayette, KY (M)
Lima, OH (M)
Lincoln, NE (M)
Little Rock-North Little Rock, AR (M)
Longview-Marshall, TX (M)
Lorain-Elyria, OH (P)
Los Angeles-Long Beach, CA (P)
Louisville, KY (M)
Lubbock, TX (M)
Lynchburg, VA (M)
McAllen-Edinburg-Mission, TX (M)
Macon-Warner Robins, GA (M)
Madison, WI (M)
Manchester-Nashua, NH (M)
Mansfield, OH (M)
Medford, OR (M)
Melbourne-Titusville-Palm Bay, FL (M)
Memphis, TN (M)
Miami-Hialeah, FL (P)
Middlesex-Somerset-Hunterdon, NJ (M)
Midland, TX (M)
Milwaukee, WI (P)
Minneapolis-St. Paul, MN (M)
Mobile, AL (M)
Modesto, CA (M)
Monmouth-Ocean, NJ (P)
Monroe, LA (M)
Montgomery, AL (M)
Muncie, IN (M)
Muskegon, MI (M)
Naples, FL (M)
Nashville, TN (M)
Nassau-Suffolk, NY (P)
Newark, NJ (P)
New Bedford-Fall River-Attleboro, MA (M)
New Haven-Waterbury-Meriden, CT (M)
New London-Norwich, CT (M)
New Orleans, LA (M)
New York, NY (P)
Niagara Falls, NY (P)
Norfolk-Virginia Beach-Newport News, VA (M)
Oakland, CA (P)
Ocala, FL (M)
Odessa, TX (M)
Oklahoma City, OK (M)
Olympia, WA (M)
Omaha, NE (M)
Orange County, NY (P)
Orlando, FL (M)
Owensboro, KY (M)
Oxnard-Ventura, CA (P)
Panama City, FL (M)
Parkersburg-Marietta, WV-OH (M)
Pascagoula, MS (M)
Pensacola, FL (M)
Peoria, IL (M)
Philadelphia, PA (P)
Phoenix, AZ (M)
Pine Bluff, AR (M)
Pittsburgh, PA (P)
Pittsfield, MA (M)
Portland, OR (P)
Portsmouth-Dover-Rochester, NH (M)
Poughkeepsie, NY (M)
Providence-Pawtucket-Woonsocket, RI*
Provo-Orem, UT (M)
Pueblo, CO (M)
Racine, WI (P)
Raleigh-Durham, NC (M)
Reading, PA (M)
Redding, CA (M)
Reno, NV (M)
Richland-Kennewick-Pasco, WA (M)
Richmond-Petersburg, VA (M)
Riverside-San Bernadino, CA (P)
Roanoke, VA (M)
Rochester, MN (M)
Rochester, NY (M)
Rockford, IL (M)
Sacramento, CA (M)
Saginaw-Bay City-Midland, MI (M)
St. Cloud, MN (M)
St. Joseph, MO (M)

(continued on next page)

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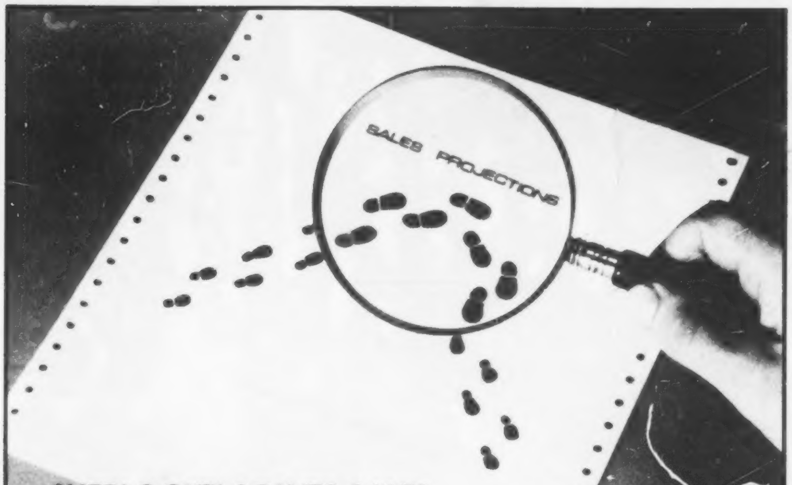

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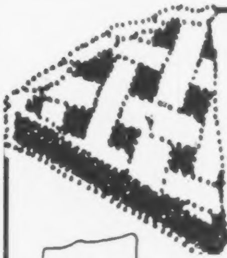

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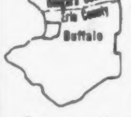

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Springfield, MA (M)
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Syracuse, NY (M)
Tacoma, WA (P)
Tallahassee, FL (M)
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Terre Haute, IN (M)
Texarkana, TX-AR (M)
Toledo, OH (M)
Topeka, KS (M)
Trenton, NJ (P)
Tucson, AZ (M)

(continued on next page)

Merged metro areas

Six metropolitan markets absorbed seven other markets in the latest revisions. They are:

MICHIGAN

Saginaw-Bay City-Midland includes the former Bay City market.

NORTH CAROLINA

Charlotte-Gastonia-Rock Hill, NC-SC, includes former Salisbury-Concord, NC, and Rock Hill, SC, markets

OHIO

Columbus includes former Newark market

Dayton-Springfield includes major portion of former Springfield market

SOUTH CAROLINA

See Charlotte-Gastonia-Rock Hill, under North Carolina.

VIRGINIA

Norfolk-Virginia Beach-Newport News includes former Newport News-Hampton market

Richmond-Petersburg includes former Petersburg-Colonial Heights-Hopewell market

Tulsa, OK (M)
Tuscaloosa, AL (M)
Tyler, TX (M)
Utica-Rome, NY (M)
Vallejo-Fairfield-Napa, CA (P)
Vancouver, WA (P)
Victoria, TX (M)
Vineland-Millville-Bridgeton, NJ (P)
Visalia-Tulare-Porterville, CA (M)
Waco, TX (M)
Washington, DC (M)
Waterloo-Cedar Falls, IA (M)
Wausau, WI (M)
West Palm Beach-Boca Raton-Delray Beach, FL (M)
Wheeling, WV (M)
Wichita, KS (M)
Wichita Falls, TX (M)
Williamsport, PA (M)
Wilmington, DE (P)
Wilmington, NC (M)
Worchester-Fitchburg-Leominster, MA (M)
Yakima, WA (M)
York, PA (M)
Youngstown-Warren, OH (M)
Yuba City, CA (M)

Consolidated metropolitan statistical areas

Rank	Consolidated Area	1983 Pop. (Thous.)
19	**Buffalo-Niagara Falls** Metro Areas: Buffalo, Niagara Falls, NY	1,221.7
3	**Chicago-Gary-Lake County** Metro Areas: Aurora-Elgin, IL; Chicago; Gary-Hammond, IN; Joliet, IL; Kenosha, WI; Lake County, IL	7,965.4
15	**Cincinnati-Hamilton** Metro Areas; Cincinnati, Hamilton-Middletown, OH	1,663.4
10	**Cleveland-Akron-Lorain** Metro Areas: Akron, Cleveland, Lorain-Elyria, OH	2,770.4
8	**Dallas-Fort Worth** Metro Areas: Dallas, Fort Worth-Arlington, TX	3,267.8
14	**Denver-Boulder** Metro Areas: Boulder-Longmont, Denver, CO	1,792.6
6	**Detroit-Ann Arbor** Metro Areas: Ann Arbor, Detroit, MI	4,615.6
7	**Houston-Galveston-Brazoria County** Metro Areas: Brazoria County, Galveston-Texas City, Houston, TX	3,564.2
17	**Kansas City-Kansas City** NEWLY DESIGNATED METRO—SEE PAGE C-1 Metro Areas: Kansas City, KS; Kansas City, MO	1,452.0
2	**Los Angeles-Anaheim-Riverside** Metro Areas: Anaheim-Santa Ana, Los Angeles-Long Beach, Oxnard-Ventura, Riverside-San Bernardino, CA	12,189.9
9	**Miami-Fort Lauderdale** Metro Areas: Fort Lauderdale-Hollywood-Pompano Beach, Miami-Hialeah, FL	2,885.5
16	**Milwaukee-Racine** Metro Areas: Milwaukee, Racine, WI	1,560.4
1	**New York-Northern New Jersey-Long Island** Metro Areas: Bergen-Passaic, NJ; Bridgeport-Stamford-Norwalk-Danbury, CT; Jersey City, Middlesex-Somerset-Hunterdon, Monmouth-Ocean, NJ; Nassau-Suffolk, New York, NY; Newark, NJ; Orange County, NY	17,507.4
4	**Philadelphia-Wilmington-Trenton** Metro Areas: Philadelphia, PA; Trenton, Vineland-Millville-Bridgeton, NJ; Wilmington, DE	5,702.5
11	**Pittsburgh-Beaver Valley** Metro Areas: Beaver County, Pittsburgh, PA	2,379.3
18	**Portland-Vancouver** Metro Areas: Portland, OR; Vancouver, WA	1,333.1
12	**St. Louis-East St. Louis-Alton** Metro Areas: Alton-Granite City, East St. Louis-Belleville, IL; St. Louis, MO	2,375.8
5	**San Francisco-Oakland-San Jose** Metro Areas: Oakland, San Francisco, San Jose, Santa Cruz, Santa Rosa-Petaluma, Vallejo-Fairfield-Napa, CA	5,668.6
13	**Seattle-Tacoma** Metro Areas: Seattle, Tacoma, WA	2,188.7

Note: According to the federal government's revised criteria, "if an area has more than 1 million population and meets certain other specified requirements, it will be termed a 'Consolidated Metropolitan Statistical Area' (CMSA), consisting of major components recognized as 'Primary Metropolitan Statistical Areas' (PMSA)."

Source: *Sales & Marketing Management's 1984 Survey of Buying Power.*

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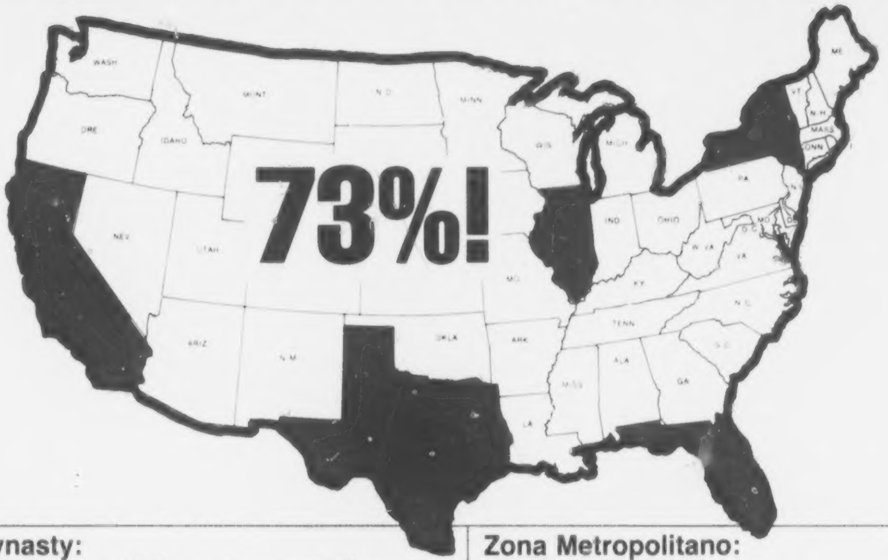
S&MM MARKETGRAPH

The Hispanic market: Talk about concentration!



Hispanic dynasty: States with the largest Hispanic populations

Rank	State	1980 Hispanic Population*	(Majority Type)
1	California	4,541,300	(80% Mexican)
2	Texas	2,982,583	(92% Mexican)
3	New York	1,660,583	(59% Puerto Rican)
4	Florida	858,105	(55% Cuban)
5	Illinois	634,617	(64% Mexican)
		10,677,188	
	Hispanic Pop.	**14,603,683**	

*All figures U.S. Census Bureau, 1980

Market points

- 63.2% of the U.S. Hispanic population reside in the 25 metro areas listed here.[1]
- A full 87.6% live in metro (as opposed to nonmetro) areas, making them a highly urbanized group.[2]
- There are 4,015,659 Hispanic households in the U.S., almost half (45.4%) of which are made up of 4 or more persons.[2]
- 19.3% of Hispanic households have earnings in excess of $25,000, according to the most recent census of incomes (1979).[2]
- 71% of this nation's 14.6 million Hispanics are native Americans.[2]
- The median age for Hispanics is 23.2 years, compared with the U.S. figure of just over 30.[2]

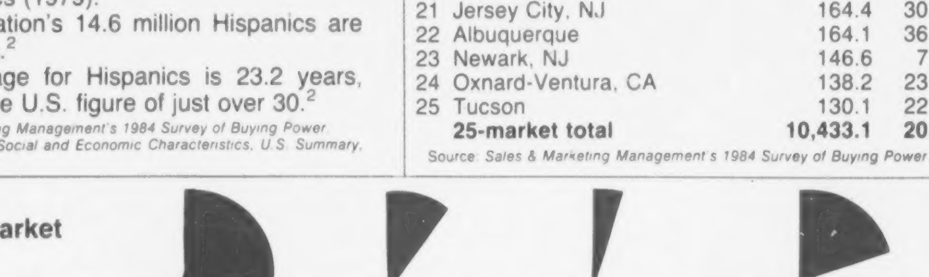
Sources: [1] *Sales & Marketing Management's 1984 Survey of Buying Power*
[2] Census Bureau, *General Social and Economic Characteristics, U.S. Summary*, PC80-1-C1.

Zona Metropolitano: The 25 biggest Hispanic metros

Rank	Metro Market	1983 Hispanic Pop. (Thous.)	% Of Metro Pop.
1	Los Angeles-Long Beach	2,338.2	30.3%
2	New York	1,493.7	18.1
3	Miami-Hialeah	707.6	40.1
4	San Antonio	579.1	49.3
5	Chicago	538.1	8.9
6	Houston	512.8	16.3
7	Riverside-San Bernardino	357.5	20.4
8	El Paso, TX	352.1	66.0
9	Anaheim-Santa Ana, CA	346.2	16.2
10	San Diego	329.9	16.2
11	McAllen-Edinburg-Mission, TX	286.6	86.2
12	San Jose	266.9	19.2
13	Phoenix	233.3	13.9
14	Dallas	215.4	9.9
15	Oakland	213.1	11.5
16	Brownsville-Harlingen, TX	195.3	81.8
17	Corpus Christi, TX	189.3	53.9
18	San Francisco	183.8	12.2
19	Fresno, CA	178.3	32.1
20	Denver	172.5	10.9
21	Jersey City, NJ	164.4	30.0
22	Albuquerque	164.1	36.0
23	Newark, NJ	146.6	7.8
24	Oxnard-Ventura, CA	138.2	23.4
25	Tucson	130.1	22.0
	25-market total	**10,433.1**	**20.8%**

Source: *Sales & Marketing Management's 1984 Survey of Buying Power*

Zeroing in: The Hispanic market by ethnic type

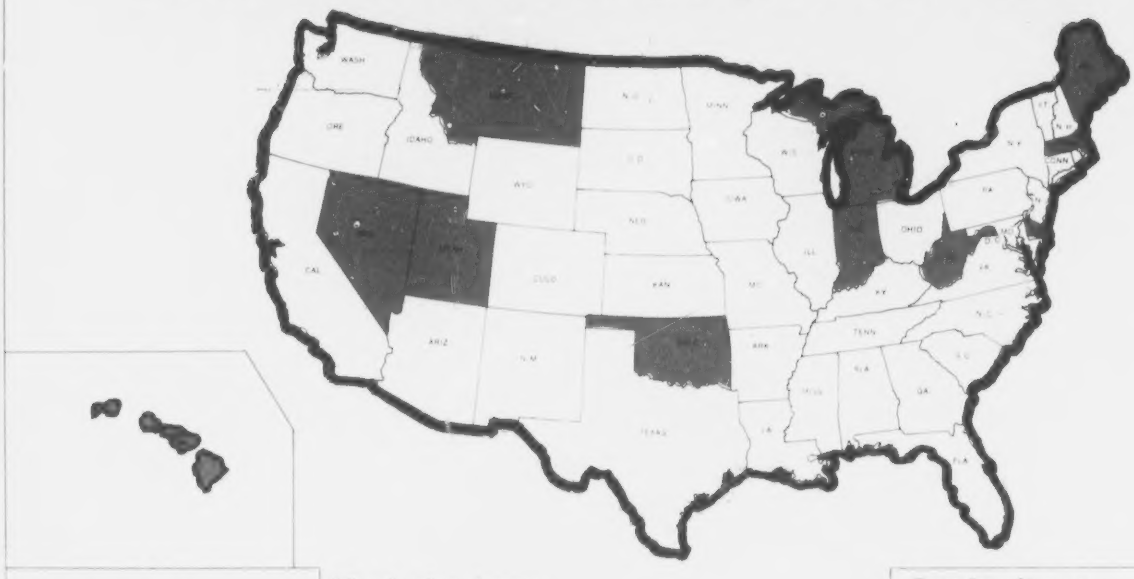


Source: U.S. Dept. of Commerce Bureau of the Census, 1980
Note: Details may not add to 100% due to rounding.

Sales & Marketing Management

S&MM MARKETGRAPH

Rural trends: What's going on out there?



Not the sticks: Nonmetro counties with the highest median household EBI:

County/State	Median Hshld. EBI
Campbell, WY	$36,524
Uinta, WY	35,846
Sweetwater, WY	33,500
McKenzie, ND	31,565
Williams, ND	31,393
Weston, WY	30,409
Billings, ND	29,714
Crane, TX	29,594
Litchfield, CT	29,588
Rio Blanco, CO	29,267
Eagle, CO	28,633
Converse, WY	28,540
Hutchinson, TX	28,496
Stark, IL	28,448
Mercer, ND	28,421
Uintah, UT	28,414
De Witt, IL	28,329
Woodward, OK	28,264
Andrews, TX	28,022
Hood, TX	28,006
Emery, UT	27,870
Morgan, UT	27,865
Summitt, CO	27,828
Nantucket, MA	27,431
Stark, ND	27,378

Source: *Sales & Marketing Management's 1984 Survey of Buying Power.*

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The lucky dozen: Metro vs. nonmetro retail sales growth 1980–83

State	% Increase Total Retail Sales Metro	Nonmetro
Delaware	13.60%	**13.98%**
Hawaii	17.57	**22.79**
Indiana	20.11	**31.68**
Maine	21.99	**88.14**
Massachusetts	37.44	**39.72**
Michigan	8.74	**18.62**
Montana	34.30	**34.33**
Nevada	31.76	**39.46**
Oklahoma	15.28	**20.13**
Rhode Island	46.88	**57.45**
Utah	27.50	**43.87**
West Virginia	25.06	**28.59**

Source: *Sales & Marketing Management's 1981 & 1984 Survey of Buying Power.*

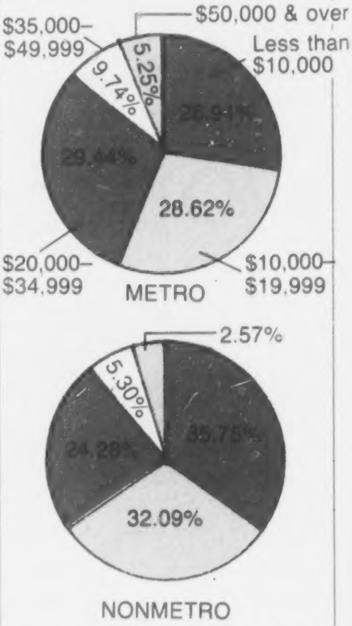
Market points

Metro areas continue to be the place to go for marketers considering product introduction, franchising, test marketing, and direct mail campaigns. But what about nonmetro areas? For certain companies, the level of saturation that's been reached in the major metropolitan markets has caused them to look outside the regular channels of distribution to areas not typically targeted for this type of attention. Rural America has its share of spenders who have the income levels that marketers take note of, and as the population shift away from urban centers continues, these areas are becoming more attractive as potential markets. Also, as the electronic age allows more consumers to work at home, less and less of them will find it necessary to locate in population centers. So, whatever you do—don't neglect this important market segment. Remember, 20% of total U.S. buying power is nothing to sneeze at, and that ain't hay.

Carving it up: The metro vs. nonmetro income pie

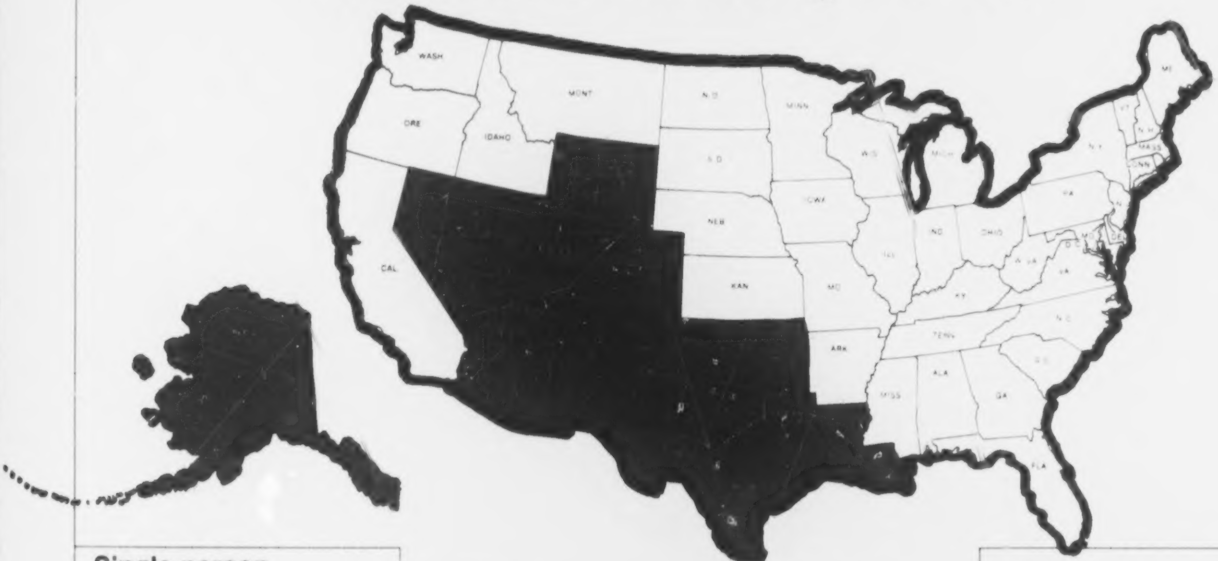
Median Household Income 1979:
Metro—$17,880
Nonmetro—$14,040

HOUSEHOLD INCOME
% Of Total Households



Source: Census Bureau, *General Social and Economic Characteristics, U.S. Summary,* PC80-1-C1.

Households: Reversing the flow



Single-person households: An army of one(s)

Rank	Metro Market	Single-Person Households (Thous.)
1	New York	1,036.5
2	Los Angeles-Long Beach	776.3
3	Chicago	583.1
4	Philadelphia	412.5
5	Boston-Lawrence-Salem-Lowell-Brockton	356.9
6	Detroit	355.9
7	Washington	329.0
8	Houston	279.8
9	Pittsburgh	220.8
10	San Francisco	217.3
11	Minneapolis-St. Paul	212.0
12	Dallas	203.2
13	Oakland	195.9
14	Tampa-St. Petersburg-Clearwater	195.7
15	Cleveland	194.8
16	Atlanta	188.0
17	Baltimore	182.9
18	San Diego	182.4
19	Seattle	179.8
20	Anaheim-Santa Ana	175.5
21	Denver	175.3
22	Miami-Hialeah	168.0
23	St. Louis	163.2
24	Phoenix	158.1
25	Newark	148.4

Source: *Sales & Marketing Management's 1984 Survey of Buying Power.*
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Go West young man—then turn right: Household growth leaders 1980–83

State	% Increase Total Households 1980–83	State	% Increase Total Households 1980–83
Alaska	24.4%	Colorado	10.5
Nevada	13.3	Oklahoma	9.2
Arizona	12.1	New Mexico	9.2
Wyoming	10.8	Utah	8.9
Texas	10.6	Louisiana	8.4

Source: *Sales & Marketing Management's 1981 and 1984 Survey of Buying Power.*

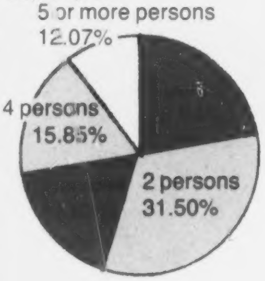
Market points

It's been a busy year statistically for households, with new trends reported that could have a marked effect on the ways products and services are handled by marketers. Among the many changes that occurred in 1983:

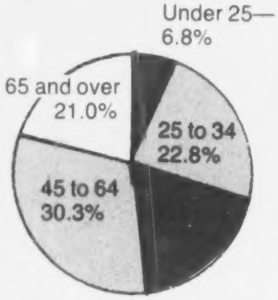
- The first increase in average household size in twenty years, from 2.72 to 2.73 persons. However, the Census Bureau says that this increase is not statistically significant.
- On the other hand, the total number of households in the U.S. increased by less than 1 million for the first time in 16 years.
- Married couples still account for approximately 60% of all households, with single-person households comprising another 23%.
- The number of one-parent families increased by 107% between 1970 and 1983. During that same period, two-parent families declined 5%. In the last year, however, the number of new one-parent families has fallen far below its previous average of 308,000 per year (1970–80).
- The percentage of new households started by married-couple families has increased dramatically since 1980–81, when this segment comprised just 11% of all new households. Between 1982 and 1983, their share was up to a whopping 71%!

Household size: Small is big — more is less

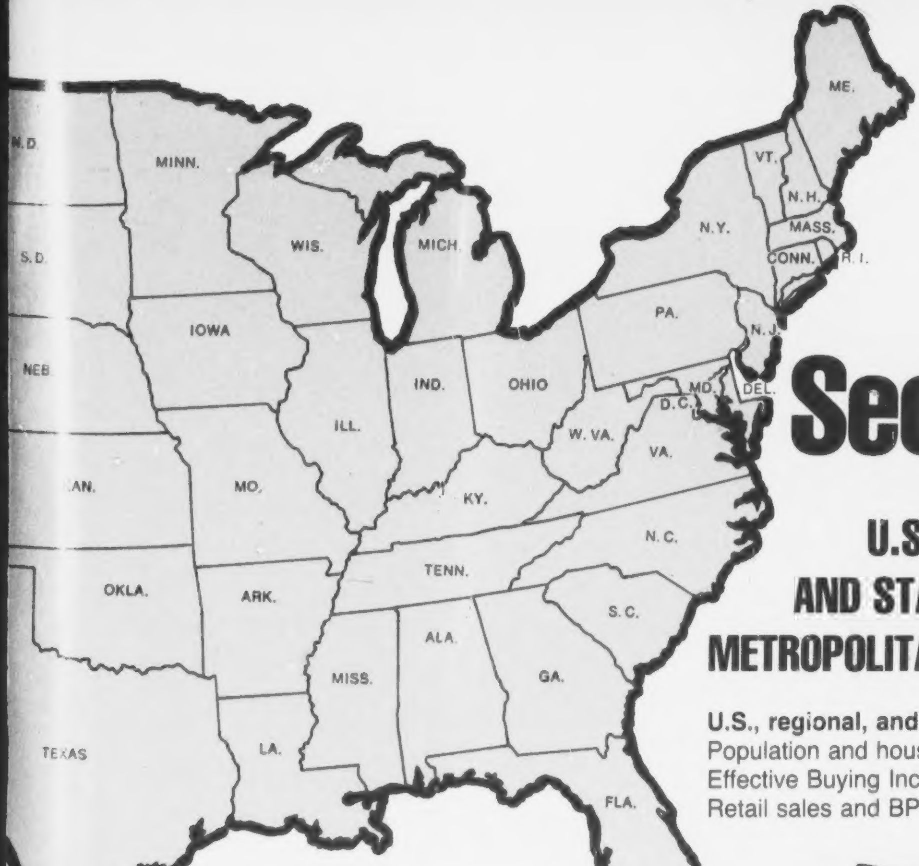
Total households—83,918,000



Age of householder: Bulge in the middle



Source: Dept. of Commerce, Bureau of the Census, *Household and Family Characteristics, March 1983;* P-20, No. 388.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Section B

U.S., REGIONAL, AND STATE SUMMARIES; METROPOLITAN MARKET RANKINGS

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1983 REGIONAL AND STATE SUMMARIES OF POPULATION

S&MM ESTIMATES				Population by Age Group						
REGION State	12/31/83 Total Population (Thousands)	% Of U.S.	Median Age of Population	0–17 Years (Thousands)	18–24 Years (Thousands)	25–34 Years (Thousands)	35–49 Years (Thousands)	50 & Over (Thousands)	12/31/83 Households (Thousands)	% Of U.S.
NEW ENGLAND	**12,499.9**	**5.3073**	**32.4**	**3,100.6**	**1,571.2**	**2,120.9**	**2,206.0**	**3,501.2**	**4,540.4**	**5.2985**
Connecticut	3,133.1	1.3303	33.1	772.5	370.7	520.3	585.8	883.8	1,127.1	1.3153
Maine	1,154.2	.4901	31.8	308.4	138.5	192.7	199.3	315.3	419.1	.4891
Massachusetts	5,764.9	2.4477	32.5	1,397.7	747.3	985.5	996.7	1,637.7	2,107.7	2.4596
New Hampshire	964.5	.4095	31.3	252.5	120.9	173.1	173.8	244.2	345.8	.4035
Rhode Island	954.3	.4052	33.0	228.8	124.0	154.6	158.4	288.5	350.5	.4090
Vermont	528.9	.2245	30.7	140.7	69.8	94.7	92.0	131.7	190.2	.2220
MIDDLE ATLANTIC	**37.141.9**	**15.7699**	**33.2**	**9,258.4**	**4,344.7**	**6,060.7**	**6,743.6**	**10,734.5**	**13,568.1**	**15.8337**
New Jersey	7,484.6	3.1778	33.3	1,891.1	841.6	1,216.1	1,415.5	2,120.3	2,668.0	3.1135
New York	17,740.7	7.5325	33.0	4,428.3	2,066.8	2,951.5	3,268.2	5,025.9	6,518.1	7.6065
Pennsylvania	11,916.6	5.0596	33.4	2,939.0	1,436.3	1,893.1	2.059.9	3,588.3	4,382.0	5.1137
EAST NORTH CENTRAL	**41,700.3**	**17.7052**	**31.0**	**11,342.1**	**5,299.4**	**7,067.4**	**7,320.1**	**10,671.3**	**15,151.0**	**17.6810**
Illinois	11,511.2	4.8874	31.3	3,068.1	1,448.1	1,964.6	2,046.5	2,983.9	4,227.6	4.9335
Indiana	5,526.3	2.3464	30.7	1,531.9	705.7	926.0	973.1	1,389.6	1,961.1	2.2886
Michigan	9,129.3	3.8761	30.3	2,548.1	1,183.5	1,572.0	1,598.2	2,227.5	3,230.1	3.7695
Ohio	10,767.4	4.5717	31.3	2,902.2	1,343.3	1,806.6	1,900.1	2,815.2	3,995.8	4.6630
Wisconsin	4,766.1	2.0236	30.9	1,291.8	618.8	798.2	802.2	1,255.1	1,736.4	2.0264
WEST NORTH CENTRAL	**17,519.1**	**7.4384**	**31.4**	**4,653.1**	**2,243.3**	**2,903.4**	**2,959.0**	**4,760.3**	**6,479.8**	**7.5616**
Iowa	2,934.0	1.2458	31.6	781.1	372.6	475.4	482.6	822.3	1,108.8	1.2939
Kansas	2,430.2	1.0318	31.6	627.7	318.7	404.9	408.0	670.9	924.1	1.0784
Minnesota	4,168.4	1.7699	30.7	1,128.2	541.8	726.6	715.5	1,056.3	1,504.7	1.7559
Missouri	4,990.3	2.1189	32.3	1,298.1	613.3	802.1	871.2	1,405.6	1,843.8	2.1517
Nebraska	1,603.4	.6808	31.2	429.7	205.4	267.7	265.6	435.0	594.4	.6936
North Dakota	687.0	.2916	29.8	189.9	98.1	115.8	106.6	176.6	244.6	.2854
South Dakota	705.8	.2996	30.5	198.4	93.4	110.9	109.5	193.6	259.4	.3027
SOUTH ATLANTIC	**39,131.4**	**16.6147**	**32.0**	**10,008.3**	**4,895.1**	**6,658.8**	**7,061.4**	**10,507.8**	**14,238.2**	**16.6157**
Delaware	608.3	.2583	31.2	159.9	81.3	102.2	111.3	153.6	215.2	.2511
District of Columbia	618.4	.2625	32.3	129.4	88.7	124.2	110.7	165.4	248.1	.2896
Florida	10,815.5	4.5921	36.1	2,434.8	1,194.2	1,634.6	1,822.3	3,729.6	4,200.7	4.9021
Georgia	5,777.4	2.4530	30.0	1,637.2	733.8	1,038.1	1,066.9	1,301.4	2,014.9	2.3513
Maryland	4,327.7	1.8375	31,4	1,119.7	539.5	783.8	842.7	1,042.0	1,529.4	1.7848
North Carolina	6,120.3	2.5986	30.9	1,615.1	819.3	1,055.4	1,117.0	1,513.5	2,200.0	2.5674
South Carolina	3,306.8	1.4040	29.5	936.5	457.7	577.2	582.2	753.2	1,139.5	1.3298
Virginia	5,583.5	2.3707	30.9	1,442.4	746.4	1,018.2	1,075.2	1,301.3	1,975.5	2.3053
West Virginia	1,973.5	.8380	31.7	533.3	234.2	325.1	333.1	547.8	714.9	.8343
EAST SOUTH CENTRAL	**15,068.5**	**6.3978**	**30.7**	**4,210.1**	**1,902.5**	**2,484.5**	**2,639.3**	**3,832.1**	**5,351.5**	**6.2451**
Alabama	3,990.4	1.6943	30.8	1,119.9	502.1	645.8	699.2	1,023.4	1,429.0	1.6676
Kentucky	3,753.2	1.5935	30.6	1,045.5	478.8	631.5	651.4	946.0	1,350.3	1.5758
Mississippi	2,605.1	1.1060	29.3	793.2	334.1	403.7	426.2	647.9	879.7	1.0266
Tennessee	4,719.8	2.0040	31.5	1,251.5	587.5	803.5	862.5	1,214.8	1.692.5	1.9751
WEST SOUTH CENTRAL	**26,064.2**	**11.0665**	**29.9**	**7,408.1**	**3,410.6**	**4,534.2**	**4,547.6**	**6,163.7**	**9,256.9**	**10.8026**
Arkansas	2,350.1	.9979	32.1	646.2	271.2	362.2	399.6	670.9	844.0	.9850
Louisiana	4,471.7	1.8986	28.9	1,336.0	605.4	763.8	753.2	1,013.3	1,565.8	1.8272
Oklahoma	3,345.6	1.4205	31.5	889.6	422.1	551.9	588.8	893.2	1,245.6	1.4536
Texas	15,896.8	6.7495	29.6	4,536.3	2,111.9	2,856.3	2.806.0	3,586.3	5,601.5	6.5368
MOUNTAIN	**12,511.3**	**5.3120**	**29.3**	**3,591.1**	**1,662.7**	**2,304.3**	**2,185.3**	**2,767.9**	**4,534.5**	**5.2916**
Arizona	3,020.5	1.2824	30.7	826.6	389.9	518.0	515.5	770.5	1,120.8	1.3079
Colorado	3,183.5	1.3516	29.8	836.4	442.2	658.3	589.2	657.4	1,208.5	1.4103
Idaho	1,003.5	.4261	29.0	308.5	124.2	173.9	169.9	227.0	348.1	.4062
Montana	822.6	.3492	30.4	228.0	103.7	146.3	143.2	201.4	308.8	.3604
Nevada	904.6	.3841	31.4	228.4	113.4	171.9	183.5	207.4	358.6	.4185
New Mexico	1,416.7	.6015	28.8	428.5	184.7	248.1	247.6	307.8	496.5	.5794
Utah	1,642.4	.6974	25.2	582.1	232.1	284.6	247.3	296.3	503.1	.5871
Wyoming	517.5	.2197	28.3	152.6	72.5	103.2	89.1	100.1	190.1	.2218
PACIFIC	**33,887.7**	**14.3882**	**31.1**	**8,666.1**	**4,391.9**	**6,406.8**	**6,203.6**	**8,219.3**	**12,571.1**	**14.6702**
Alaska	499.6	.2121	27.2	153.5	70.4	118.1	99.6	58.0	169.9	.1983
California	25,332.3	10.7557	31.2	6,419.6	3,306.7	4,754.9	4,661.8	6,189.3	9,386.6	10.9539
Hawaii	1,033.4	.4388	29.7	279.5	141.9	202.2	185.0	224.8	326.2	.3807
Oregon	2,675.7	1.1361	31.5	689.2	319.0	510.9	471.6	685.0	1,032.4	1.2048
Washington	4,346.7	1.8455	31.0	1,124.3	553.9	820.7	785.6	1,062.2	1,656.0	1.9325
TOTAL UNITED STATES	**235,524.3**	**100.0000**	**31.4**	**62,237.9**	**29,721.4**	**40,541.0**	**41,865.9**	**61,158.1**	**85,691.5**	**100.0000**

1983 REGIONAL AND STATE SUMMARIES OF EFFECTIVE BUYING INCOME

S&MM ESTIMATES	$$					Households by Effective Buying Income Group				
REGION State	1983 Total EBI ($000)	% Of U.S.	Per Capita EBI	Average Household EBI	Median Household EBI	Under $10,000 (Thousands)	$10,000–$19,999 (Thousands)	$20,000–$34,999 (Thousands)	$35,000–$49,999 (Thousands)	$50,000 & Over (Thousands)
NEW ENGLAND	**133,989,468**	**5.7526**	**10,719**	**29,510**	**25,713**	**730.4**	**976.5**	**1,406.0**	**860.8**	**566.7**
Connecticut	39,180,919	1.6822	12,505	34,763	30,529	138.4	196.0	327.1	251.6	214.0
Maine	9,629,837	.4134	8,343	22,977	19,998	86.6	123.0	138.8	51.4	19.3
Massachusetts	61,741,827	2.6508	10,710	29,293	25,957	349.8	438.8	647.0	411.8	260.3
New Hampshire	9,495,682	.4077	9,845	27,460	24,318	53.8	82.2	117.0	61.3	31.5
Rhode Island	9,388,138	.4031	9,838	26,785	23,471	66.2	80.9	112.9	59.9	30.6
Vermont	4,553,065	.1954	8,609	23,938	20,727	35.6	55.6	63.2	24.8	11.0
MIDDLE ATLANTIC	**395,966,842**	**17.0000**	**10,661**	**29,184**	**25,349**	**2,349.5**	**2,903.5**	**4,043.0**	**2,519.8**	**1,752.3**
New Jersey	87,142,793	3.7413	11,643	32,662	29,026	376.9	494.5	758.6	572.1	465.9
New York	192,224,655	8.2528	10,835	29,491	25,272	1,181.6	1,382.0	1,846.8	1,200.3	907.4
Pennsylvania	116,599,394	5.0059	9,785	26,609	23,599	791.0	1,027.0	1,437.6	747.4	379.0
EAST NORTH CENTRAL	**413,165,985**	**17.7384**	**9,908**	**27,270**	**24,516**	**2,648.5**	**3,367.6**	**4,956.5**	**2,779.7**	**1,398.7**
Illinois	123,078,525	5.2841	10,692	29,113	26,016	717.8	862.0	1,306.4	836.1	505.3
Indiana	49,563,220	2.1279	8,969	25,273	22,802	355.2	486.9	678.1	314.7	126.2
Michigan	90,516,386	3.8861	9,915	28,023	25,525	549.3	680.0	1,031.0	640.1	329.7
Ohio	103,514,383	4.4442	9,614	25,906	23,390	742.3	928.9	1,348.7	676.5	299.4
Wisconsin	46,493,471	1.9961	9,755	26,776	24,206	283.9	409.8	592.3	312.3	138.1
WEST NORTH CENTRAL	**169,352,942**	**7.2710**	**9,667**	**26,136**	**22,689**	**1,243.4**	**1,588.8**	**2,030.5**	**1,068.3**	**548.8**
Iowa	28,172,028	1.2096	9,602	25,408	22,461	208.1	278.9	367.6	174.4	79.8
Kansas	25,233,805	1.0833	10,383	27,306	23,448	165.9	222.3	288.9	157.1	89.9
Minnesota	41,320,981	1.7741	9,913	27,461	24,365	259.5	344.7	477.7	278.5	144.3
Missouri	46,150,398	1.9814	9,248	25,030	21,460	393.6	465.8	557.7	285.5	141.2
Nebraska	15,476,679	.6645	9,652	26,037	22,445	113.5	148.8	187.5	93.8	50.8
North Dakota	6,833,698	.2934	9,947	27,938	23,960	42.5	57.8	75.0	43.8	25.5
South Dakota	6,165,353	.2647	8,735	23,768	19,824	60.3	70.5	76.1	35.2	17.3
SOUTH ATLANTIC	**366,264,800**	**15.7249**	**9,360**	**25,724**	**21,698**	**2,874.3**	**3,656.1**	**4,351.7**	**2,115.2**	**1,240.9**
Delaware	6,362,629	.2732	10,460	29,566	26,174	32.8	46.4	65.8	42.7	27.5
District of Columbia	8,025,222	.3445	12,977	32,347	25,692	43.8	50.8	68.1	41.2	44.2
Florida	106,985,550	4.5932	9,892	25,469	20,794	868.0	1,149.5	1,233.4	583.7	366.1
Georgia	50,309,719	2.1600	8,708	24,969	21,144	445.7	506.6	602.6	297.9	162.1
Maryland	47,204,555	2.0266	10,908	30,865	27,677	214.7	300.3	473.6	318.8	222.0
North Carolina	50,790,321	2.1806	8,299	23,087	19,865	486.2	621.9	702.6	274.9	114.4
South Carolina	25,558,804	1.0973	7,729	22,430	19,344	269.5	320.5	362.1	135.0	52.4
Virginia	55,571,307	2.3859	9,953	28,130	24,201	332.3	462.3	620.8	338.5	221.6
West Virginia	15,456,693	.6636	7,832	21,621	18,813	181.3	197.8	222.7	82.5	30.6
EAST SOUTH CENTRAL	**121,113,097**	**5.1998**	**8,038**	**22,632**	**18,922**	**1,396.5**	**1,420.5**	**1,549.5**	**673.4**	**311.6**
Alabama	31,813,683	1.3659	7,973	22,263	18,732	383.6	374.8	412.0	179.5	79.1
Kentucky	30,722,274	1.3190	8,186	22,752	19,237	343.0	357.1	398.1	176.9	75.2
Mississippi	18,501,182	.7943	7,102	21,031	17,020	263.0	242.4	235.0	94.7	44.6
Tennessee	40,075,958	1.7206	8,491	23,679	19,839	406.9	446.2	504.4	222.3	112.7
WEST SOUTH CENTRAL	**242,619,445**	**10.4164**	**9,309**	**26,210**	**22,039**	**1,986.5**	**2,220.9**	**2,711.8**	**1,466.9**	**870.8**
Arkansas	17,273,392	.7416	7,350	20,466	16,821	244.5	250.4	231.3	81.7	36.1
Louisiana	39,341,263	1.6891	8,798	25,125	21,161	384.8	359.9	444.6	242.1	134.4
Oklahoma	31,583,150	1.3559	9,440	25,356	21,276	274.5	311.2	370.1	187.6	102.2
Texas	154,421,640	6.6298	9,714	27,568	23,412	1,082.7	1,299.4	1,665.8	955.5	598.1
MOUNTAIN	**116,234,935**	**4.9901**	**9,290**	**25,633**	**22,366**	**832.6**	**1,171.1**	**1,467.3**	**710.5**	**353.0**
Arizona	27,122,366	1.1644	8,979	24,199	20,889	225.8	309.3	356.9	156.6	72.2
Colorado	33,953,180	1.4577	10,665	28,095	24,713	191.6	281.3	390.7	219.9	125.0
Idaho	8,151,366	.3499	8,123	23,417	20,510	70.1	99.2	114.0	46.5	18.3
Montana	7,135,501	.3063	8,674	23,107	20,253	66.5	85.9	100.2	40.0	16.2
Nevada	9,723,783	.4174	10,749	27,116	23,546	56.6	91.9	117.9	60.1	32.1
New Mexico	11,825,275	.5077	8,347	23,817	20,168	112.8	133.4	146.9	67.8	35.6
Utah	12,822,293	.5505	7,807	25,487	23,023	81.3	130.1	178.4	80.4	32.9
Wyoming	5,501,171	.2362	10,630	28,938	26,494	27.9	40.0	62.3	39.2	20.7
PACIFIC	**370,502,408**	**15.9068**	**10,933**	**29,473**	**25,305**	**2,060.8**	**2,809.1**	**3,741.2**	**2,317.2**	**1,642.8**
Alaska	6,268,994	.2691	12,548	36,898	32,546	21.0	28.5	41.9	36.0	42.5
California	284,288,701	12.2054	11,222	30,287	26,040	1,487.5	2,044.0	2,735.7	1,785.7	1,333.7
Hawaii	10,546,511	.4528	10,206	32,331	27,917	40.4	70.1	95.6	67.8	52.3
Oregon	24,397,418	1.0475	9,118	23,632	20,825	210.8	282.8	340.8	140.9	57.1
Washington	45,000,784	1.9320	10,353	27,174	23,852	301.1	383.7	527.2	286.8	157.2
TOTAL UNITED STATES	**2,329,209,922**	**100.0000**	**9,889**	**27,181**	**23,420**	**16,122.5**	**20,114.1**	**26,257.5**	**14,511.8**	**8,685.6**

1983 REGIONAL AND STATE SUMMARIES OF RETAIL SALES

S&MM ESTIMATES				Retail Sales by Store Group						Sales/Advertising Indexes		
REGION State	1983 Total Retail Sales ($000)	% Of U.S.	Per Household Retail Sales	Food ($000)	Eating & Drinking Places ($000)	General Merchandise ($000)	Furniture/ Home Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)	Sales Activity	Buying Power	Quality
NEW ENGLAND	**74,516,465**	**6.2808**	**16,412**	**17,210,510**	**8,334,013**	**8,606,204**	**3,074,975**	**9,674,960**	**2,304,116**	**118**	**5.8219**	**110**
Connecticut	18,924,988	1.5951	16,791	4,189,893	2,070,743	2,210,881	850,435	2,497,121	568,810	120	1.5857	119
Maine	6,778,499	.5713	16,174	1,536,091	644,269	734,960	236,084	1,039,716	226,142	117	.4761	97
Massachusetts	34,652,979	2.9209	16,441	8,107,419	4,156,529	4,217,429	1,417,992	4,183,354	1,100,113	119	2.6911	110
New Hampshire	6,110,998	.5151	17,672	1,533,735	603,085	630,272	276,092	904,423	163,745	126	.4403	108
Rhode Island	4,913,000	.4141	14,017	1,119,814	550,895	564,588	171,949	603,646	161,794	102	.4068	100
Vermont	3,136,001	.2643	16,488	723,558	308,492	248,074	122,423	446,700	83,512	118	.2219	99
MIDDLE ATLANTIC . . .	**176,386,920**	**14.8675**	**13,000**	**44,369,411**	**17,877,580**	**20,408,651**	**8,177,398**	**27,486,586**	**4,872,541**	**94**	**16.1142**	**102**
New Jersey	40,473,188	3.4114	15,170	10,333,027	3,961,042	4,239,809	1,960,347	6,617,800	876,778	107	3.5295	111
New York	81,561,943	6.8748	12,513	21,322,586	8,768,912	9,359,087	3,976,309	10,966,920	2,478,433	91	7.6953	102
Pennsylvania	54,351,789	4.5813	12,403	12,713,798	5,147,626	6,809,755	2,240,742	9,901,866	1,517,330	91	4.8894	97
EAST NORTH CENTRAL	**199,401,172**	**16.8075**	**13,161**	**45,602,005**	**20,813,685**	**26,713,833**	**8,428,230**	**32,554,361**	**7,837,971**	**95**	**17.4524**	**99**
Illinois	56,422,590	4.7558	13,346	12,349,052	6,217,395	7,267,025	2,517,204	8,766,791	2,292,633	97	5.0462	103
Indiana	26,497,281	2.2335	13,511	6,043,817	2,654,876	3,241,485	987,884	4,462,203	1,210,950	95	2.2033	94
Michigan	44,657,436	3.7641	13,825	9,781,000	4,369,551	6,635,322	1,923,787	7,927,202	1,803,544	97	3.8476	99
Ohio	50,755,270	4.2782	12,702	12,591,140	4,974,047	6,929,600	2,090,871	8,319,467	1,864,083	94	4.4198	97
Wisconsin	21,068,595	1.7759	12,133	4,836,996	2,597,816	2,640,401	908,484	3,078,698	666,761	88	1.9355	96
WEST NORTH CENTRAL	**89,896,745**	**7.5773**	**13,873**	**20,195,788**	**9,111,387**	**10,832,852**	**3,273,127**	**16,536,302**	**2,563,345**	**102**	**7.3963**	**99**
Iowa	14,598,693	1.2305	13,166	3,400,468	1,490,738	1,701,991	572,702	2,708,252	440,727	99	1.2230	98
Kansas	11,909,593	1.0038	12,888	2,574,829	1,200,640	1,509,264	477,631	2,385,355	293,980	97	1.0492	102
Minnesota	22,102,586	1.8630	14,689	4,780,222	2,251,588	2,579,327	786,728	3,642,185	651,169	105	1.7999	102
Missouri	26,132,783	2.2027	14,173	6,267,111	2,553,856	3,486,401	854,759	4,888,990	719,098	104	2.0753	98
Nebraska	8,115,100	.6840	13,653	1,789,588	891,587	936,212	337,410	1,492,789	217,358	100	.6736	99
North Dakota	3,418,999	.2882	13,978	624,412	340,469	320,560	117,425	741,198	103,710	99	.2915	100
South Dakota	3,618,991	.3051	13,951	759,158	382,509	299,097	126,472	677,533	137,303	102	.2838	95
SOUTH ATLANTIC	**196,516,468**	**16.5643**	**13,802**	**43,051,564**	**17,805,907**	**23,808,012**	**9,055,921**	**39,860,031**	**6,798,989**	**100**	**16.1548**	**97**
Delaware	3,080,997	.2597	14,317	717,070	251,465	467,670	132,636	516,687	108,084	101	.2661	103
District of Columbia . .	3,059,000	.2579	12,330	549,853	609,555	233,407	144,960	276,475	135,780	98	.3021	115
Florida	59,092,749	4.9809	14,067	11,979,534	5,927,798	7,260,455	3,029,889	12,072,676	2,038,086	108	4.7093	103
Georgia	26,465,182	2.2307	13,135	5,897,277	2,358,970	3,206,142	996,405	5,621,794	890,173	91	2.2398	91
Maryland	23,448,096	1.9765	15,332	5,370,409	2,133,616	2,964,413	962,992	4,446,732	791,867	108	1.9739	107
North Carolina	28,827,180	2.4298	13,103	6,465,081	2,295,021	3,157,885	1,492,069	6,217,242	1,018,029	94	2.3390	90
South Carolina	13,677,293	1.1528	12,003	3,084,748	1,176,512	1,508,141	590,921	2,765,114	489,752	82	1.1753	84
Virginia	29,132,978	2.4556	14,747	6,476,341	2,439,575	3,610,760	1,322,464	5,960,882	999,742	104	2.4037	101
West Virginia	9,732,993	.8204	13,614	2,511,251	613,395	1,399,139	383,585	2,002,429	327,476	98	.7456	89
EAST SOUTH CENTRAL	**65,534,287**	**5.5239**	**12,246**	**17,109,958**	**5,526,243**	**9,289,135**	**2,741,211**	**10,678,803**	**2,254,937**	**86**	**5.5365**	**87**
Alabama	16,835,999	1.4191	11,782	4,098,725	1,395,990	2,418,359	704,492	2,871,866	603,847	84	1.4475	85
Kentucky	17,214,201	1.4510	12,748	4,788,462	1,453,303	2,113,171	735,933	2,597,879	619,243	91	1.4135	89
Mississippi	9,501,199	.8009	10,800	2,864,874	693,799	1,346,437	351,503	1,528,982	324,793	72	.8586	78
Tennessee	21,982,888	1.8529	12,988	5,357,897	1,983,151	3,411,168	949,283	3,680,076	707,054	92	1.8169	91
WEST SOUTH CENTRAL	**133,998,825**	**11.2946**	**14,476**	**31,400,557**	**11,947,119**	**16,387,797**	**6,106,199**	**28,090,355**	**3,365,319**	**102**	**10.8098**	**98**
Arkansas	10,491,000	.8843	12,430	2,518,343	730,234	1,445,771	368,734	2,183,234	289,869	89	.8355	84
Louisiana	19,412,698	1.6363	12,398	5,275,050	1,686,487	2,549,677	850,947	3,520,455	571,682	86	1.7151	90
Oklahoma	15,776,494	1.3297	12,666	3,797,813	1,348,426	1,814,035	775,871	3,423,512	333,364	94	1.3611	96
Texas	88,318,633	7.4443	15,767	19,809,351	8,181,972	10,578,314	4,110,647	18,963,154	2,170,404	110	6.8981	102
MOUNTAIN	**63,528,499**	**5.3549**	**14,010**	**15,236,699**	**5,312,483**	**7,081,786**	**3,330,293**	**12,021,314**	**1,784,916**	**101**	**5.1642**	**97**
Arizona	13,379,620	1.1277	11,938	3,576,968	1,147,236	1,533,720	761,687	2,511,776	466,681	88	1.1771	92
Colorado	16,871,794	1.4222	13,961	4,168,437	1,545,522	1,876,632	868,870	3,100,466	338,934	105	1.4258	105
Idaho	5,068,296	.4272	14,560	1,247,289	382,772	476,823	293,652	995,314	131,361	100	.3884	91
Montana	4,917,695	.4145	15,925	1,115,452	405,887	433,816	242,311	911,027	184,520	119	.3474	99
Nevada	5,997,896	.5056	16,726	1,144,219	500,859	689,305	262,289	1,195,202	234,827	132	.4372	114
New Mexico	6,888,700	.5807	13,875	1,673,435	607,545	739,964	339,827	1,383,219	171,132	97	.5484	91
Utah	7,122,498	.6004	14,157	1,645,314	457,049	1,108,715	411,433	1,339,497	177,040	86	.5949	85
Wyoming	3,282,000	.2766	17,265	665,585	265,613	222,811	150,224	584,813	80,421	126	.2450	112
PACIFIC	**186,607,870**	**15.7292**	**14,844**	**44,250,895**	**22,206,504**	**24,225,537**	**8,001,115**	**26,129,533**	**7,341,562**	**109**	**15.5499**	**108**
Alaska	3,119,999	.2630	18,364	758,591	525,284	373,645	80,525	299,544	152,413	124	.2559	121
California	140,496,994	11.8424	14,968	34,039,756	16,194,536	17,715,587	6,194,707	19,773,323	5,425,543	110	11.8067	110
Hawaii	5,361,996	.4520	16,438	1,160,968	827,442	964,279	118,284	540,033	321,829	103	.4498	103
Oregon	14,879,990	1.2543	14,413	2,974,392	1,760,666	2,530,537	665,650	2,286,604	442,027	110	1.1271	99
Washington	22,748,891	1.9175	13,737	5,317,188	2,898,576	2,641,489	941,949	3,230,029	999,750	104	1.9104	104
TOTAL UNITED STATES	**1,186,387,251**	**100.0000**	**13,845**	**278,427,387**	**118,934,921**	**147,353,807**	**52,188,469**	**203,052,245**	**39,123,696**	**100**	**100.0000**	**100**

POPULATION

Area	(Thous.)	Rank
New York	8,241.8	1
Los Angeles - Long Beach	7,719.1	2
Chicago	6,028.5	3
Philadelphia	4,725.1	4
Detroit	4,346.9	5
Boston - Lawrence - Salem - Lowell - Brockton	3,652.8	6
Washington	3,363.0	7
Houston	3,150.8	8
Nassau - Suffolk	2,665.9	9
Atlanta	2,320.0	10
Baltimore	2,248.6	11
Minneapolis - St. Paul	2,200.2	12
Dallas	2,182.0	13
Pittsburgh	2,176.3	14
Anaheim - Santa Ana	2,129.4	15
San Diego	2,036.1	16
Newark	1,868.8	17
Oakland	1,847.6	18
Cleveland	1,843.3	19
St. Louis	1,812.0	20
Tampa - St. Petersburg - Clearwater	1,787.8	21
Miami - Hialeah	1,764.5	22
Riverside - San Bernardino	1,751.6	23
Phoenix	1,681.8	24
Seattle	1,675.4	25
Denver	1,580.1	26
San Francisco	1,507.2	27
Kansas City, Mo.-Ks.	1,452.0	28
Cincinnati	1,395.0	29
San Jose	1,390.9	30
Milwaukee	1,389.2	31
New Orleans	1,330.5	32
Bergen - Passaic	1,277.4	33
Columbus, Ohio	1,263.4	34
Sacramento	1,217.5	35
Norfolk - Virginia Beach - Newport News	1,210.7	36
Indianapolis	1,180.4	37
San Antonio	1,173.6	38
Portland, Ore.	1,125.6	39
Fort Lauderdale - Hollywood - Pompano Beach	1,121.0	40
Fort Worth - Arlington	1,085.8	41
Hartford - New Britain - Middletown - Bristol	1,054.8	42
Charlotte - Gastonia - Rock Hill	1,013.3	43
Salt Lake City - Ogden	1,008.1	44
Rochester, N.Y.	995.9	45
Buffalo	993.5	46
Louisville	964.7	47
Oklahoma City	954.6	48
Dayton - Springfield	925.6	49
Memphis	920.4	50
Total Top 50	**104,750.5**	
Monmouth - Ocean	910.5	51
Birmingham	905.5	52
Middlesex - Somerset - Hunterdon	905.5	52
Nashville	889.4	54
Greensboro - Winston-Salem - High Point	880.3	55
Providence - Pawtucket - Woonsocket	872.3	56
Albany - Schenectady - Troy	861.9	57
Bridgeport - Stamford - Norwalk - Danbury	811.4	58
Honolulu	805.8	59
Orlando	804.5	60
Richmond - Petersburg	788.3	61
New Haven - Waterbury - Meriden	765.7	62
Jacksonville, Fla.	759.9	63
Scranton - Wilkes-Barre	738.1	64
Tulsa	733.6	65
West Palm Beach - Boca Raton - Delray Beach	664.5	66
Syracuse	658.4	67
Allentown - Bethlehem	651.1	68
Worcester - Fitchburg - Leominster	650.9	69
Akron	650.5	70
Gary - Hammond	636.4	71
Austin	623.7	72
Toledo	617.1	73
Grand Rapids	610.4	74
Raleigh - Durham	600.3	75
Greenville - Spartanburg	599.3	76
Omaha	597.2	77
Tucson	590.1	78
Oxnard - Ventura	589.8	79
Knoxville	583.7	80
Springfield, Mass.	581.3	81
Harrisburg - Lebanon - Carlisle	572.8	82
Fresno	555.2	83
Jersey City	548.4	84
Baton Rouge	543.5	85
El Paso	533.1	86
Wilmington, Del.	529.6	87
Las Vegas	529.3	88
Youngstown - Warren	521.0	89
Tacoma	513.3	90
Little Rock - North Little Rock	494.9	91
New Bedford - Fall River - Attleboro	485.9	92
Charleston, S.C.	473.7	93
Lake County, Ill.	467.1	94
Mobile	461.4	95
Albuquerque	455.8	96
Johnson City - Kingsport - Bristol	444.3	97
Bakersfield	443.4	98
Flint	437.8	99
Columbia, S.C.	434.9	100
Total Top 100	**136,533.3**	
Chattanooga	433.0	101
Wichita	424.7	102
Lansing - East Lansing	421.1	103
Saginaw - Bay City - Midland	414.7	104
Canton	405.8	105
Beaumont - Port Arthur	397.9	106
York	397.9	106
Davenport - Rock Island - Moline	388.7	108
Jackson, Miss.	385.5	109
Joliet	381.5	110
Stockton	379.2	111
Des Moines	377.0	112
Lancaster	376.7	113
Vallejo - Fairfield - Napa	372.8	114
Peoria	370.9	115
Augusta	365.5	116
Fort Wayne	355.2	117
Spokane	354.2	118
Corpus Christi	351.4	119
Lakeland - Winter Haven	351.1	120
Shreveport	349.7	121
Huntington - Ashland	339.5	122
Colorado Springs	337.7	123
Santa Rosa - Petaluma	335.0	124
McAllen - Edinburg - Mission	332.6	125
Madison	332.6	125
Aurora - Elgin	329.6	127
Lexington-Fayette	328.8	128
Utica - Rome	320.3	129
Reading	319.8	130
Salinas - Seaside - Monterey	316.5	131
Santa Barbara - Santa Maria - Lompoc	316.4	132
Trenton	310.8	133
Pensacola	306.5	134
Melbourne - Titusville - Palm Bay	300.7	135
East St. Louis - Belleville	296.5	136
Appleton - Oshkosh - Neenah	296.0	137
Atlantic City	295.5	138
Portsmouth - Dover - Rochester	295.1	139
Modesto	293.4	140
Daytona Beach	291.4	141
Manchester - Nashua	288.6	142
Montgomery	287.0	143
Erie	285.2	144
Evansville	282.7	145
Rockford	281.2	146
Orange County, N.Y.	277.7	147
Lorain - Elyria	276.6	148
Macon - Warner Robins	273.0	149
Visalia - Tulare - Porterville	272.9	150
Total Top 150	**153,407.4**	
Eugene - Springfield	270.5	151
Ann Arbor	268.7	152
Hamilton - Middletown	268.4	153
Charleston, W.Va.	267.5	154
Alton - Granite City	267.3	155
Binghamton	266.6	156
Johnstown	264.7	157
Duluth	264.2	158
Fayetteville, N.C.	260.5	159
Poughkeepsie	259.0	160
Salem, Ore.	254.4	161
Provo - Orem	252.8	162
New London - Norwich	244.3	163
Fort Myers - Cape Coral	244.1	164
Brownsville - Harlingen	238.8	165
Killeen - Temple	238.5	166
Columbus, Ga.	237.0	167
South Bend - Mishawaka	236.7	168
Sarasota	233.5	169
Lubbock	228.6	170
Niagara Falls	228.2	171
Savannah	226.7	172
Roanoke	223.3	173
Portland, Me.	221.0	174
Springfield, Mo.	219.1	175
Anchorage	217.5	176
Santa Cruz	215.1	177
Lafayette, La.	213.8	178
Reno	213.4	179
Galveston - Texas City	212.6	180
Boulder - Longmont	212.5	181
Kalamazoo	212.4	182
Hickory	211.8	183
Vancouver	207.5	184
Tallahassee	204.6	185
Beaver County, Pa.	203.0	186
Lincoln	201.8	187
Brazoria	200.8	188
Huntsville	199.2	189
Springfield, Ill.	193.6	190
Biloxi - Gulfport	192.6	191
Houma - Thibodaux	191.6	192
Amarillo	191.4	193
Boise	190.6	194
Gainesville	188.0	195
Waco	184.1	196
Wheeling	183.3	197
Fort Pierce	181.8	198
Green Bay	180.6	199
Yakima	179.8	200
Total Top 200	**164,575.2**	
Lake Charles	177.0	201
Fort Smith	173.2	202
St. Cloud	173.2	202
Fort Collins - Loveland	171.8	204
Racine	171.2	205
Cedar Rapids	170.6	206
Longview - Marshall	169.8	207
Bradenton	169.6	208
Champaign - Urbana - Rantoul	168.8	209
Benton Harbor	165.7	210
Bremerton	165.7	210
Asheville	165.6	212
Waterloo - Cedar Falls	163.9	213
Chico	160.3	214
Parkersburg - Marietta	159.7	215
Richland - Kennewick - Pasco	159.1	216
Steubenville - Weirton	157.9	217
Clarksville - Hopkinsville	157.0	218
Lima	156.6	219
Topeka	156.0	220
Muskegon	153.5	221
Jackson, Mich.	150.0	222
Monroe	146.7	223
Tyler	145.9	224
Fargo - Moorhead	145.3	225
Ocala	145.3	225
Lynchburg	144.5	227
Anderson, S.C.	142.9	228
Pittsfield	142.5	229
Tuscaloosa	142.3	230
Alexandria, La.	142.2	231
Elkhart - Goshen	139.7	232
Janesville - Beloit	139.3	233
Florence, Ala.	138.4	234
Olympia	138.2	235
Medford	138.1	236
Bangor	137.9	237
Anderson, Ind.	137.3	238
Athens	137.2	239
Greeley	137.2	239
Vineland - Millville - Bridgeton	137.0	241
Altoona	136.9	242
Battle Creek	135.9	243
Eau Claire	135.5	244
Terre Haute	135.3	245
Decatur	132.0	246
Redding	131.4	247
Joplin	131.1	248
Odessa	130.8	249
Mansfield	129.6	250
Total Top 250	**172,067.8**	
Sharon	128.4	251
Pascagoula	127.7	252
Pueblo	126.7	253
Dothan	125.8	254
Muncie	125.1	255
Wichita Falls	125.1	255
Burlington, Vt.	124.2	257
Bloomington - Normal	123.9	258
Lafayette, Ind.	123.2	259
Anniston	122.8	260
Kenosha	122.3	261
Charlottesville	120.6	262
Williamsport	120.5	263
Abilene	120.0	264
Jacksonville, N.C.	120.0	264
Texarkana	118.4	266
Sioux City	117.8	267
Billings	117.5	268
Fort Walton Beach	117.2	269
Albany, Ga.	117.1	270
Lawton	116.9	271
Florence, S.C.	116.2	272
State College	116.0	273
Sioux Falls	115.5	274
Hagerstown	114.6	275
Glens Falls	114.5	276
Wausau	114.4	277
Laredo	113.6	278
Bellingham	112.7	279
Danville, Va.	112.2	280
Bryan - College Station	110.3	281
Wilmington, N.C.	109.7	282
Yuba City	109.6	283
Las Cruces	106.4	284
Naples	106.1	285
Cumberland	105.9	286
Columbia, Mo.	105.8	287
Panama City	104.9	288
Fayetteville - Springdale	104.6	289
Kankakee	104.5	290
Gadsden	104.3	291
Kokomo	102.8	292
Bloomington, Ind.	101.3	293
Sheboygan	101.2	294
Santa Fe	100.8	295
Lewiston - Auburn	100.3	296
Burlington, N.C.	98.5	297
Elmira	98.2	298
Midland, Tex.	97.3	299
Sherman - Denison	94.7	300
San Angelo	94.4	301
Rochester, Minn.	94.2	302
Dubuque	93.7	303
La Crosse	93.0	304
Pine Bluff	89.4	305
Bismarck	89.2	306
Owensboro	87.3	307
St. Joseph	86.7	308
Iowa City	85.1	309
Great Falls	80.5	310
Casper	77.9	311
Victoria	77.5	312
Lawrence, Kans.	70.9	313
Grand Forks	69.1	314
Enid	67.8	315
Total Above Areas	**178,982.6**	
Percent of U.S.	**75.9933**	
U.S. Total	**235,524.3**	

SUBURBAN POPULATION

Area	(Thous.)	Rank
Los Angeles - Long Beach	3,975.2	1
Detroit	3,049.4	2
Philadelphia	2,987.3	3
Chicago	2,981.3	4
Nassau - Suffolk	2,665.9	5
Washington	2,562.9	6
Boston - Lawrence - Salem - Lowell - Brockton	2,441.1	7
Atlanta	1,864.2	8
Pittsburgh	1,742.1	9
Anaheim - Santa Ana	1,669.6	10
Minneapolis - St. Paul	1,488.5	11
Baltimore	1,458.8	12
Newark	1,447.6	13
Riverside - San Bernardino	1,409.1	14
Oakland	1,346.6	15
St. Louis	1,344.9	16
Houston	1,312.1	17
Cleveland	1,303.0	18
New York	1,182.8	19
Tampa - St. Petersburg - Clearwater	1,159.8	20
Bergen - Passaic	1,139.2	21
Seattle	1,100.4	22
Miami - Hialeah	1,089.5	23
Denver	1,086.4	24
Dallas	1,048.5	25
Cincinnati	1,022.1	26
San Diego	1,018.3	27
Monmouth - Ocean	910.5	28
Sacramento	850.1	29
San Francisco	836.4	30
Middlesex - Somerset - Hunterdon	825.1	31
Kansas City, Mo.-Ks.	780.9	32
Fort Lauderdale - Hollywood - Pompano Beach	777.1	33
Salt Lake City - Ogden	774.8	34
Portland, Ore.	761.4	35
Rochester, N.Y.	757.5	36
Hartford - New Britain - Middletown - Bristol	752.5	37
New Orleans	735.6	38
Milwaukee	714.6	39
Dayton - Springfield	670.4	40
Orlando	663.4	41
San Jose	652.6	42
Buffalo	652.1	43
Louisville	638.6	44
Albany - Schenectady - Troy	637.0	45
Columbus, Ohio	613.1	46
Providence - Pawtucket - Woonsocket	601.0	47
Birmingham	590.3	48
Charlotte - Gastonia - Rock Hill	589.2	49
Scranton - Wilkes-Barre	575.5	50
Total Top 50	**63,256.3**	
Richmond - Petersburg	537.5	51
Greensboro - Winston-Salem - High Point	513.0	52
West Palm Beach - Boca Raton - Delray Beach	498.7	53
Greenville - Spartanburg	497.0	54
Indianapolis	490.8	55
Syracuse	489.4	56
Harrisburg - Lebanon - Carlisle	476.3	57
Fort Worth - Arlington	476.2	58
Wilmington, Del.	461.3	59
Allentown - Bethlehem	449.7	60
New Haven - Waterbury - Meriden	429.0	61
Bridgeport - Stamford - Norwalk - Danbury	428.2	62
Honolulu	422.9	63
Phoenix	421.3	64
Oklahoma City	415.6	65
Worcester - Fitchburg - Leominster	415.1	66
Grand Rapids	402.1	67
Charleston, S.C.	401.7	68
Nashville	397.5	69
Oxnard - Ventura	385.7	70
Knoxville	379.6	71
Akron	365.2	72
Gary - Hammond	362.5	73
Youngstown - Warren	356.8	74
Lake County, Ill.	355.9	75
York	354.4	76
Tacoma	349.5	77
Tulsa	348.3	78
Las Vegas	347.9	79
Columbia, S.C.	332.8	80
Johnson City - Kingsport - Bristol	328.3	81
Bakersfield	322.1	82
San Antonio	321.7	83
Lancaster	321.6	84
Augusta	319.6	85
Springfield, Mass.	319.6	85
Joliet	302.3	87
Fresno	300.3	88
Baton Rouge	297.9	89
Raleigh - Durham	296.5	90
Jersey City	289.6	91
Flint	287.8	92
Canton	284.5	93
Orange County, N.Y.	277.7	94
Lakeland - Winter Haven	273.9	95
Saginaw - Bay City - Midland	264.9	96
Chattanooga	261.6	97
New Bedford - Fall River - Attleboro	257.2	98
Atlantic City	256.4	99
Mobile	254.1	100
Total Top 100	**81,655.8**	
Huntington - Ashland	251.6	101
Pensacola	247.9	102
Memphis	245.7	103
Lansing - East Lansing	243.1	104
Reading	241.7	105
Toledo	240.7	106
Austin	239.5	107
Daytona Beach	233.6	108
Johnstown	230.8	109
Norfolk - Virginia Beach - Newport News	229.9	110
Poughkeepsie	228.8	111
Tucson	226.5	112
Little Rock - North Little Rock	223.4	113
Portsmouth - Dover - Rochester	222.2	114
Trenton	220.0	115
Omaha	219.6	116
Peoria	212.3	117
Binghamton	211.9	118
Jacksonville, Fla.	209.7	119
Beaumont - Port Arthur	206.7	120
Charleston, W.Va.	206.4	121
Santa Rosa - Petaluma	203.5	122
Beaver County, Pa.	203.0	123
Utica - Rome	203.0	123
East St. Louis - Belleville	202.6	125
Brazoria	200.8	126
McAllen - Edinburg - Mission	199.2	127
Fayetteville, N.C.	198.3	128
Alton - Granite City	197.8	129
Melbourne - Titusville - Palm Bay	191.5	130
Davenport - Rock Island - Moline	189.4	131
Hickory	185.6	132
Fort Wayne	183.7	133
Des Moines	183.5	134
Sarasota	180.6	135
Spokane	179.3	136
Aurora - Elgin	178.8	137
New London - Norwich	177.1	138
Stockton	176.3	139
Jackson, Miss.	174.4	140
Santa Cruz	169.3	141
Visalia - Tulare - Porterville	168.4	142
Santa Barbara - Santa Maria - Lompoc	167.4	143
Erie	166.3	144
Salem, Ore.	164.0	145
Vancouver	163.8	146
Fort Myers - Cape Coral	163.0	147
Appleton - Oshkosh - Neenah	162.4	148
Vallejo - Fairfield - Napa	162.4	148
Salinas - Seaside - Monterey	161.3	150
Total Top 150	**91,704.5**	
Ann Arbor	161.2	151
Hamilton - Middletown	160.5	152
Portland, Me.	159.9	153
Madison	159.1	154
Niagara Falls	159.0	155
Evansville	153.6	156
Benton Harbor	151.9	157
Duluth	144.0	158
Fort Pierce	144.0	158
Lorain - Elyria	142.9	160
Wheeling	142.2	161
Rockford	141.8	162
Killeen - Temple	141.3	163
Modesto	140.9	164
Houma - Thibodaux	138.6	165
Wichita	137.7	166
Bradenton	135.2	167
Kalamazoo	133.7	168
Chico	130.7	169
Bremerton	129.6	170
Yakima	129.6	170
St. Cloud	129.2	172
Roanoke	126.0	173
Eugene - Springfield	125.7	174
Manchester - Nashua	124.4	175
Lafayette, La.	122.3	176
Lexington-Fayette	118.7	177
Anderson, S.C.	115.1	178
Muskegon	114.2	179
Macon - Warner Robins	113.3	180
Jackson, Mich.	112.0	181
Sharon	110.2	182
Lima	109.7	183
Olympia	109.5	184
Provo - Orem	108.9	185
Steubenville - Weirton	108.9	185
Bangor	106.3	187
Asheville	105.8	188
Parkersburg - Marietta	103.9	189
Reno	103.2	190
Gainesville	102.4	191
Colorado Springs	102.0	192
Ocala	101.8	193
Galveston - Texas City	101.7	194
Montgomery	101.1	195
Corpus Christi	100.9	196
Florence, Ala.	100.7	197
Fort Smith	99.5	198
Albuquerque	99.3	199
Biloxi - Gulfport	99.3	199
Total Top 200	**97,917.9**	
Jacksonville, N.C.	99.0	201
Lake Charles	98.9	202
Glens Falls	98.1	203
Medford	96.9	204
Pascagoula	96.7	205
Fort Walton Beach	95.8	206
Athens	93.9	207
Joplin	92.0	208
Pittsfield	92.0	208
Anniston	91.9	210
Springfield, Ill.	91.[illegible]	211
Tallahassee	91.[illegible]	211
Green Bay	90.[illegible]	213
South Bend - Mishawaka	90.6	214
Brownsville - Harlingen	90.2	215
Yuba City	88.9	216
Monroe	88.3	217
Williamsport	87.6	218
Alexandria, La.	87.4	219
Racine	87.4	219
Burlington, Vt.	86.4	221
Florence, S.C.	84.9	222
Naples	84.4	223
Redding	82.5	224
Savannah	82.1	225
Wausau	82.0	226
Eau Claire	81.7	227
Cumberland	81.1	228
Battle Creek	81.0	229
Altoona	80.9	230
Hagerstown	80.8	231
Lafayette, Ind.	80.6	232
Shreveport	80.6	232
Springfield, Mo.	80.2	234
Charlottesville	79.6	235
State College	79.5	236
Boulder - Longmont	79.4	237
Boise	78.6	238
Greeley	78.5	239
Waco	78.5	239
Elkhart - Goshen	78.3	241
Lynchburg	78.0	242
Mansfield	76.5	243
Terre Haute	76.0	244
Kankakee	74.3	245
Anderson, Ind.	74.2	246
Dothan	73.7	247
Longview - Marshall	71.5	248
Panama City	70.4	249
Tyler	70.3	250
Total Top 250	**102,133.1**	
Clarksville - Hopkinsville	70.2	251
Columbus, Ga.	69.2	252
El Paso	68.7	253
Danville, Va.	67.8	254
Bellingham	66.6	255
Richland - Kennewick - Pasco	65.6	256
Tuscaloosa	64.7	257
Wilmington, N.C.	64.4	258
Fort Collins - Loveland	63.9	259
Elmira	63.4	260
Texarkana	63.4	260
Burlington, N.C.	60.4	262
Cedar Rapids	60.0	263
Gadsden	57.4	264
Las Cruces	57.4	264
Kokomo	57.3	266
Huntsville	55.2	267
Champaign - Urbana - Rantoul	54.4	268
Janesville - Beloit	53.2	269
Sheboygan	52.8	270
Waterloo - Cedar Falls	51.4	271
Fargo - Moorhead	50.0	272
Muncie	49.6	273
Santa Fe	47.5	274
Bloomington, Ind.	46.9	275
Billings	45.4	276
Kenosha	45.4	276
La Crosse	44.1	278
Lubbock	43.7	279
Fayetteville - Springdale	42.2	280
Bloomington - Normal	41.3	281
Columbia, Mo.	40.9	282
Bismarck	40.4	283
Sherman - Denison	37.6	284
Decatur	37.5	285
Vineland - Millville - Bridgeton	36.8	286
Lewiston - Auburn	36.6	287
Sioux City	36.6	287
Topeka	36.5	289
Rochester, Minn.	34.9	290
Pine Bluff	33.8	291
Lawton	33.1	292
Iowa City	32.7	293
Dubuque	31.5	294
Albany, Ga.	31.4	295
Owensboro	31.1	296
Amarillo	30.9	297
Odessa	28.9	298
Sioux Falls	27.5	299
Wichita Falls	24.8	300
Pueblo	24.4	301
Great Falls	24.0	302
Grand Forks	23.3	303
Casper	22.4	304
Lincoln	21.9	305
Victoria	20.4	306
Lawrence, Kans.	15.6	307
Bryan - College Station	14.0	308
Abilene	13.6	309
Enid	13.4	310
San Angelo	12.9	311
Midland, Tex.	12.4	312
St. Joseph	11.0	313
Laredo	8.9	314
Anchorage	.0	315
Total Above Areas	**104,758.3**	
Percent of U.S.	**100.0000**	
U.S. Total	**104,758.3**	

BLACK POPULATION

Area	(Thous.)	Rank
New York	2,012.8	1
Chicago	1,378.1	2
Los Angeles - Long Beach	992.1	3
Philadelphia	898.3	4
Washington	885.3	5
Detroit	864.5	6
Houston	612.0	7
Baltimore	566.1	8
Atlanta	555.4	9
New Orleans	433.8	10
Newark	412.5	11
Memphis	377.4	12
Dallas	360.7	13
Cleveland	342.3	14
Norfolk - Virginia Beach - Newport News	340.9	15
Miami - Hialeah	318.3	16
St. Louis	316.9	17
Oakland	279.4	18
Birmingham	252.2	19
Richmond - Petersburg	227.9	20
Charlotte - Gastonia - Rock Hill	210.6	21
Boston - Lawrence - Salem - Lowell - Brockton	184.8	22
Kansas City, Mo.-Ks.	183.5	23
Cincinnati	176.5	24
Greensboro - Winston-Salem - High Point	173.5	25
Pittsburgh	172.3	26
Nassau - Suffolk	171.8	27
Tampa - St. Petersburg - Clearwater	169.6	28
Jacksonville, Fla.	166.9	29
Jackson, Miss.	162.8	30
Raleigh - Durham	161.5	31
Indianapolis	161.2	32
Baton Rouge	156.0	33
Milwaukee	151.7	34
Charleston, S.C.	150.6	35
Nashville	146.6	36
Columbus, Ohio	143.3	37
Mobile	136.4	38
Fort Lauderdale - Hollywood - Pompano Beach	130.7	39
San Francisco	128.8	40
Gary - Hammond	127.6	41
Columbia, S.C.	126.9	42
Louisville	124.9	43
Dayton - Springfield	120.6	44
Shreveport	119.6	45
Fort Worth - Arlington	119.0	46
San Diego	116.8	47
Augusta	115.5	48
Greenville - Spartanburg	107.2	49
Orlando	107.1	50
Total Top 50	**16,851.2**	
Buffalo	105.0	51
Montgomery	102.6	52
Little Rock - North Little Rock	97.5	53
Bergen - Passaic	94.7	54
Macon - Warner Robins	94.5	55
West Palm Beach - Boca Raton - Delray Beach	93.8	56
Riverside - San Bernardino	88.6	57
Beaumont - Port Arthur	88.5	58
Columbus, Ga.	85.7	59
Oklahoma City	85.5	60
Savannah	85.4	61
Rochester, N.Y.	83.1	62
Fayetteville, N.C.	82.2	63
San Antonio	82.2	63
Denver	80.5	65
Flint	79.6	66
Wilmington, Del.	77.3	67
Hartford - New Britain - Middletown - Bristol	77.1	68
East St. Louis - Belleville	75.3	69
Jersey City	71.8	70
New Haven - Waterbury - Meriden	71.3	71
Bridgeport - Stamford - Norwalk - Danbury	70.2	72
Sacramento	69.1	73
Tallahassee	67.5	74
Toledo	67.2	75
Chattanooga	62.7	76
Akron	61.6	77
Seattle	61.1	78
Austin	59.9	79
Trenton	58.5	80
Tulsa	57.4	81
Monmouth - Ocean	57.3	82
Youngstown - Warren	56.8	83
Lakeland - Winter Haven	55.1	84
Las Vegas	53.8	85
Phoenix	53.1	86
Pensacola	52.2	87
Lafayette, La.	50.9	88
Minneapolis - St. Paul	49.6	89
Albany, Ga.	49.0	90
Middlesex - Somerset - Hunterdon	48.7	91
San Jose	46.6	92
Omaha	46.3	93
Florence, S.C.	45.1	94
Monroe	44.4	95
Atlantic City	43.6	96
Killeen - Temple	42.4	97
Huntsville	41.1	98
Galveston - Texas City	40.9	99
Tuscaloosa	40.3	100
Total Top 100	**20,205.8**	
Lake Charles	40.1	101
Alexandria, La.	39.6	102
Longview - Marshall	39.6	102
Saginaw - Bay City - Midland	38.3	104
Gainesville	37.6	105
Pine Bluff	37.5	106
Lexington-Fayette	37.4	107
Knoxville	36.5	108
Harrisburg - Lebanon - Carlisle	36.3	109
Biloxi - Gulfport	35.8	110
Joliet	35.2	111
Danville, Va.	35.0	112
Clarksville - Hopkinsville	34.4	113
Daytona Beach	34.0	114
Wichita	33.6	115
Grand Rapids	33.5	116
Tyler	33.4	117
Springfield, Mass.	32.7	118
Syracuse	32.4	119
Albany - Schenectady - Troy	32.3	120
Vallejo - Fairfield - Napa	31.9	121
Tacoma	31.3	122
Portland, Ore.	31.0	123
Lake County, Ill.	30.8	124
Waco	30.7	125
Lynchburg	30.4	126
Fort Pierce	29.7	127
Ann Arbor	29.4	128
Providence - Pawtucket - Woonsocket	28.5	129
Anaheim - Santa Ana	28.4	130
Texarkana	27.9	131
Fort Wayne	27.6	132
Melbourne - Titusville - Palm Bay	27.3	133
Fresno	27.0	134
Roanoke	26.5	135
Dothan	26.3	136
Houma - Thibodaux	26.3	136
Anderson, S.C.	25.7	138
Athens	25.6	139
Canton	25.3	140
Jacksonville, N.C.	25.3	140
Ocala	25.1	142
Benton Harbor	25.0	143
Pascagoula	24.9	144
Wilmington, N.C.	24.7	145
Lansing - East Lansing	23.8	146
Bakersfield	23.1	147
Peoria	22.7	148
Anniston	22.6	149
Rockford	22.1	150
Total Top 150	**21,727.9**	
South Bend - Mishawaka	22.0	151
Vineland - Millville - Bridgeton	21.7	152
Colorado Springs	21.3	153
El Paso	21.0	154
Lorain - Elyria	21.0	154
Fort Myers - Cape Coral	20.4	156
Stockton	20.3	157
Salinas - Seaside - Monterey	20.0	158
Burlington, N.C.	19.8	159
Muskegon	19.4	160
Poughkeepsie	18.9	161
Lawton	18.8	162
Charlottesville	18.7	163
Florence, Ala.	18.2	164
Hickory	18.2	164
Orange County, N.Y.	18.2	164
Davenport - Rock Island - Moline	17.9	167
Lubbock	17.6	168
Kalamazoo	16.4	169
Tucson	16.3	170
Brazoria	16.2	171
Evansville	16.2	171
Honolulu	16.2	171
Bradenton	15.9	174
Kankakee	15.9	174
Asheville	15.1	176
Aurora - Elgin	15.0	177
Champaign - Urbana - Rantoul	15.0	177
Alton - Granite City	14.8	179
Corpus Christi	14.6	180
Gadsden	14.6	180
Decatur	14.5	182
Des Moines	14.4	183
Racine	14.3	184
Charleston, W.Va.	14.1	185
Battle Creek	13.6	186
Erie	13.2	187
Hamilton - Middletown	13.0	188
Panama City	13.0	188
Bryan - College Station	12.6	190
Sarasota	12.6	190
Topeka	12.3	192
Springfield, Ill.	12.2	193
Oxnard - Ventura	12.0	194
Beaver County, Pa.	11.8	195
Lima	11.6	196
Wichita Falls	11.6	196
Niagara Falls	11.3	198
Anchorage	11.2	199
Jackson, Mich.	11.2	199
Total Top 200	**22,524.0**	
York	10.6	201
Albuquerque	10.4	202
Fort Walton Beach	10.4	202
Anderson, Ind.	10.0	204
Mansfield	9.7	205
Allentown - Bethlehem	9.6	206
Worcester - Fitchburg - Leominster	9.6	206
Johnson City - Kingsport - Bristol	9.5	208
New London - Norwich	9.5	208
Amarillo	9.3	210
Salt Lake City - Ogden	9.1	211
Waterloo - Cedar Falls	9.0	212
Midland, Tex.	8.7	213
Reading	8.4	214
Utica - Rome	8.1	215
New Bedford - Fall River - Attleboro	8.0	216
Santa Barbara - Santa Maria - Lompoc	8.0	216
Lancaster	7.7	218
Muncie	7.7	218
Abilene	7.5	220
Huntington - Ashland	7.5	220
Columbia, Mo.	6.9	222
Sherman - Denison	6.9	222
Fort Smith	6.4	224
Steubenville - Weirton	6.4	224
Terre Haute	6.4	224
Elkhart - Goshen	6.1	227
Odessa	6.0	228
Naples	5.9	229
Madison	5.8	230
Sharon	5.7	231
Victoria	5.6	232
Bloomington - Normal	5.1	233
Hagerstown	5.0	234
Janesville - Beloit	4.8	235
Scranton - Wilkes-Barre	4.8	235
Kokomo	4.4	237
Spokane	4.3	238
Elmira	4.2	239
Wheeling	4.0	240
San Angelo	3.9	241
Visalia - Tulare - Porterville	3.8	242
Reno	3.7	243
Santa Rosa - Petaluma	3.7	243
Lincoln	3.6	245
Owensboro	3.6	245
Binghamton	3.5	247
Johnstown	3.5	247
Modesto	3.3	249
Lawrence, Kans.	3.2	250
Total Top 250	**22,852.8**	
Springfield, Mo.	3.1	251
Bremerton	2.9	252
Kenosha	2.9	252
Yuba City	2.9	252
Cedar Rapids	2.8	255
St. Joseph	2.7	256
Bloomington, Ind.	2.6	257
Richland - Kennewick - Pasco	2.5	258
Enid	2.3	259
Pueblo	2.3	259
Cumberland	2.2	261
Pittsfield	2.2	261
Lafayette, Ind.	2.0	263
Boulder - Longmont	1.9	264
Chico	1.8	265
Portsmouth - Dover - Rochester	1.8	265
Williamsport	1.8	265
Las Cruces	1.7	268
Parkersburg - Marietta	1.7	268
Vancouver	1.7	268
Santa Cruz	1.6	271
Yakima	1.6	271
Eugene - Springfield	1.5	273
Fayetteville - Springdale	1.5	273
State College	1.5	273
Manchester - Nashua	1.4	276
Salem, Ore.	1.4	276
Glens Falls	1.3	278
Iowa City	1.2	279
Grand Forks	1.1	280
Joplin	1.1	280
Olympia	1.1	280
Sioux City	1.1	280
Altoona	1.0	284
Duluth	1.0	284
Portland, Me.	1.0	284
Brownsville - Harlingen	.9	287
Great Falls	.9	287
Redding	.8	289
Boise	.7	290
Fort Collins - Loveland	.7	290
Greeley	.7	290
McAllen - Edinburg - Mission	.6	293
Burlington, Vt.	.5	294
Casper	.5	294
Green Bay	.5	294
Santa Fe	.5	294
Appleton - Oshkosh - Neenah	.4	298
Rochester, Minn.	.4	298
Bangor	.3	300
Bellingham	.3	300
Billings	.3	300
Fargo - Moorhead	.3	300
St. Cloud	.3	300
Sheboygan	.3	300
Sioux Falls	.3	300
Dubuque	.2	307
Eau Claire	.2	307
La Crosse	.2	307
Lewiston - Auburn	.2	307
Medford	.2	307
Provo - Orem	.2	307
Bismarck	.1	313
Laredo	.1	313
Wausau	.0	315
Total Above Areas	**22,930.6**	
Percent of U.S.	**81.8754**	
U.S. Total	**28,006.7**	

S&MM METRO MARKET RANKING

SPANISH-ORIGIN POPULATION

Area	(Thous.)	Rank
Los Angeles - Long Beach	2,338.2	1
New York	1,493.7	2
Miami - Hialeah	707.6	3
San Antonio	579.1	4
Chicago	538.1	5
Houston	512.8	6
Riverside - San Bernardino	357.5	7
El Paso	352.1	8
Anaheim - Santa Ana	346.2	9
San Diego	329.9	10
McAllen - Edinburg - Mission	286.6	11
San Jose	266.9	12
Phoenix	233.3	13
Dallas	215.4	14
Oakland	213.1	15
Brownsville - Harlingen	195.3	16
Corpus Christi	189.3	17
San Francisco	183.8	18
Fresno	178.3	19
Denver	172.5	20
Jersey City	164.4	21
Albuquerque	164.1	22
Newark	146.6	23
Oxnard - Ventura	138.2	24
Tucson	130.1	25
Sacramento	127.3	26
Austin	121.5	27
Philadelphia	121.3	28
Nassau - Suffolk	107.8	29
Bakersfield	104.9	30
Laredo	104.3	31
Bergen - Passaic	103.1	32
Washington	97.8	33
Tampa - St. Petersburg - Clearwater	92.6	34
Salinas - Seaside - Monterey	89.8	35
Visalia - Tulare - Porterville	89.3	36
Boston - Lawrence - Salem - Lowell - Brockton	89.2	37
Fort Worth - Arlington	88.6	38
Stockton	79.7	39
Detroit	71.4	40
Santa Barbara - Santa Maria - Lompoc	64.3	41
Honolulu	55.8	42
Las Cruces	54.1	43
New Orleans	50.9	44
Salt Lake City - Ogden	50.1	45
Lubbock	49.7	46
Modesto	48.3	47
Santa Fe	46.8	48
Fort Lauderdale - Hollywood - Pompano Beach	46.3	49
Bridgeport - Stamford - Norwalk - Danbury	46.0	50
Total Top 50	**12,434.0**	
Gary - Hammond	46.0	50
Middlesex - Somerset - Hunterdon	45.7	52
Hartford - New Britain - Middletown - Bristol	44.6	53
Pueblo	41.8	54
Vallejo - Fairfield - Napa	41.0	55
Las Vegas	39.0	56
Santa Cruz	34.7	57
West Palm Beach - Boca Raton - Delray Beach	34.7	57
Kansas City, Mo.-Ks.	33.9	59
Milwaukee	32.6	60
Seattle	32.1	61
Odessa	31.3	62
Orlando	30.7	63
Aurora - Elgin	30.4	64
Brazoria	29.9	65
Galveston - Texas City	28.4	66
New Haven - Waterbury - Meriden	27.8	67
Colorado Springs	27.3	68
Killeen - Temple	27.2	69
Monmouth - Ocean	26.3	70
Atlanta	26.2	71
Victoria	26.2	71
Yakima	25.6	73
Santa Rosa - Petaluma	25.5	74
Springfield, Mass.	24.6	75
Cleveland	24.5	76
Lake County, Ill.	23.9	77
Portland, Ore.	23.9	77
Greeley	23.3	79
Baltimore	22.6	80
San Angelo	22.2	81
Minneapolis - St. Paul	22.0	82
Oklahoma City	21.0	83
Rochester, N.Y.	20.4	84
Norfolk - Virginia Beach - Newport News	20.0	85
Providence - Pawtucket - Woonsocket	18.6	86
Amarillo	17.9	87
Waco	17.9	87
Joliet	16.5	89
St. Louis	16.3	90
Toledo	16.3	90
Saginaw - Bay City - Midland	16.2	92
Midland, Tex.	16.1	93
Allentown - Bethlehem	16.0	94
Abilene	15.9	95
Vineland - Millville - Bridgeton	14.9	96
Beaumont - Port Arthur	14.7	97
Buffalo	14.5	98
Worcester - Fitchburg - Leominster	14.5	98
Jacksonville, Fla.	14.4	100
Total Top 100	**13,712.0**	
Grand Rapids	14.2	101
Lansing - East Lansing	13.4	102
Tacoma	13.1	103
Lorain - Elyria	13.0	104
Bryan - College Station	12.4	105
Orange County, N.Y.	12.4	105
Wichita	12.4	105
Yuba City	12.4	105
Davenport - Rock Island - Moline	12.3	109
Trenton	12.3	109
Omaha	12.2	111
Naples	12.0	112
Salem, Ore.	11.6	113
Boulder - Longmont	11.5	114
Pittsburgh	11.2	115
Lakeland - Winter Haven	10.9	116
New Bedford - Fall River - Attleboro	10.9	116
Atlantic City	10.6	118
Richland - Kennewick - Pasco	10.6	118
Tulsa	10.6	118
Fort Collins - Loveland	10.1	121
Reno	10.1	121
Lancaster	9.6	123
Albany - Schenectady - Troy	9.3	124
Fayetteville, N.C.	9.3	124
Reading	9.3	124
Chico	9.2	127
Wilmington, Del.	9.2	127
Indianapolis	9.0	129
Baton Rouge	8.9	130
Wichita Falls	8.9	130
Memphis	8.7	132
Columbus, Ohio	8.2	133
Cincinnati	7.7	134
Charlotte - Gastonia - Rock Hill	7.6	135
Flint	7.5	136
Richmond - Petersburg	7.2	137
Rockford	7.2	137
Fort Myers - Cape Coral	7.1	139
Racine	6.9	140
Anchorage	6.6	141
Charleston, S.C.	6.6	141
Nashville	6.5	143
Youngstown - Warren	6.5	143
Harrisburg - Lebanon - Carlisle	6.4	145
Poughkeepsie	6.4	145
Lawton	6.3	147
Topeka	6.3	147
Dayton - Springfield	6.2	149
Melbourne - Titusville - Palm Bay	6.1	150
Total Top 150	**14,186.9**	
Gainesville	5.9	151
Provo - Orem	5.9	151
Syracuse	5.9	151
Louisville	5.8	154
Birmingham	5.7	155
Greensboro - Winston-Salem - High Point	5.7	155
Eugene - Springfield	5.6	157
Augusta	5.5	158
Columbus, Ga.	5.4	159
Columbia, S.C.	5.3	160
Des Moines	5.2	161
Fort Wayne	5.2	161
Shreveport	5.2	161
Pensacola	5.1	164
Tyler	5.1	164
Daytona Beach	4.8	166
New London - Norwich	4.8	166
Raleigh - Durham	4.8	166
Spokane	4.8	166
Fort Pierce	4.7	170
Lafayette, La.	4.7	170
Mobile	4.6	172
Jacksonville, N.C.	4.5	173
Boise	4.3	174
Greenville - Spartanburg	4.3	174
Redding	4.3	174
Ann Arbor	4.2	177
Clarksville - Hopkinsville	4.2	177
Medford	4.2	177
Bremerton	4.1	180
Little Rock - North Little Rock	4.1	180
Knoxville	3.8	182
Biloxi - Gulfport	3.7	183
Bradenton	3.7	183
East St. Louis - Belleville	3.7	183
Peoria	3.7	183
Longview - Marshall	3.6	187
Sarasota	3.6	187
South Bend - Mishawaka	3.6	187
York	3.5	190
Akron	3.4	191
Canton	3.4	191
Houma - Thibodaux	3.4	191
Kenosha	3.4	191
Tallahassee	3.4	191
Madison	3.3	196
Billings	3.2	197
Vancouver	3.2	197
Chattanooga	3.1	199
Jackson, Miss.	3.1	199
Total Top 200	**14,406.6**	
Lincoln	3.1	199
Scranton - Wilkes-Barre	3.1	199
Utica - Rome	3.0	203
Casper	2.8	204
Fort Walton Beach	2.8	204
Muskegon	2.8	204
Olympia	2.8	204
Alton - Granite City	2.7	208
Kalamazoo	2.7	208
Champaign - Urbana - Rantoul	2.6	210
Montgomery	2.6	210
Macon - Warner Robins	2.5	212
Ocala	2.5	212
Savannah	2.5	212
Battle Creek	2.4	215
Lexington-Fayette	2.3	216
Manchester - Nashua	2.3	216
Johnson City - Kingsport - Bristol	2.2	218
Lake Charles	2.2	218
Bellingham	2.1	220
Benton Harbor	2.1	220
Erie	2.1	220
Huntsville	2.1	220
Niagara Falls	1.9	224
Binghamton	1.8	225
Elkhart - Goshen	1.8	225
Jackson, Mich.	1.8	225
Portsmouth - Dover - Rochester	1.8	225
Lawrence, Kans.	1.7	229
Panama City	1.7	229
Sioux City	1.7	229
Alexandria, La.	1.6	232
Dothan	1.6	232
Huntington - Ashland	1.6	232
Pascagoula	1.6	232
Sherman - Denison	1.6	232
Appleton - Oshkosh - Neenah	1.5	237
Athens	1.5	237
Hamilton - Middletown	1.5	237
St. Joseph	1.5	237
Springfield, Mo.	1.5	237
Texarkana	1.5	237
Charleston, W.Va.	1.4	243
Fort Smith	1.4	243
Kankakee	1.4	243
Lafayette, Ind.	1.4	243
Albany, Ga.	1.3	247
Cedar Rapids	1.3	247
Evansville	1.3	247
Great Falls	1.3	247
Total Top 250	**14,506.9**	
Monroe	1.3	247
Roanoke	1.3	247
Bloomington - Normal	1.2	253
Johnstown	1.2	253
Tuscaloosa	1.2	253
Anniston	1.1	256
Beaver County, Pa.	1.1	256
Bloomington, Ind.	1.1	256
Hickory	1.1	256
Lima	1.1	256
Portland, Me.	1.1	256
Springfield, Ill.	1.1	256
Asheville	1.0	263
Burlington, Vt.	1.0	263
Charlottesville	1.0	263
Columbia, Mo.	1.0	263
Fargo - Moorhead	1.0	263
Glens Falls	1.0	263
Grand Forks	1.0	263
Kokomo	1.0	263
Lynchburg	1.0	263
Mansfield	1.0	263
Sheboygan	1.0	263
Waterloo - Cedar Falls	1.0	263
Wheeling	1.0	263
Duluth	.9	276
Elmira	.9	276
Fayetteville - Springdale	.9	276
Florence, S.C.	.9	276
Green Bay	.9	276
Janesville - Beloit	.9	276
Joplin	.9	276
Terre Haute	.9	276
Anderson, Ind.	.8	284
Anderson, S.C.	.8	284
Danville, Va.	.8	284
Decatur	.8	284
Enid	.8	284
Florence, Ala.	.8	284
Iowa City	.8	284
Muncie	.8	284
Pittsfield	.8	284
State College	.8	284
Steubenville - Weirton	.8	284
Wilmington, N.C.	.8	284
Hagerstown	.7	296
Parkersburg - Marietta	.7	296
Pine Bluff	.7	296
Burlington, N.C.	.6	299
St. Cloud	.6	299
Dubuque	.5	301
Gadsden	.5	301
Lewiston - Auburn	.5	301
Rochester, Minn.	.5	301
Sioux Falls	.5	301
Altoona	.4	306
Bangor	.4	306
Cumberland	.4	306
Eau Claire	.4	306
Owensboro	.4	306
Sharon	.4	306
Williamsport	.4	306
Bismarck	.3	313
La Crosse	.3	313
Wausau	.3	313
Total Above Areas	**14,560.1**	
Percent of U.S.	**88.2072**	
U.S. Total	**16,506.7**	

CHILDREN UNDER 6 YEARS OLD

Area	(Thous.)	Rank
Los Angeles - Long Beach	702.1	1
New York	654.7	2
Chicago	536.0	3
Detroit	386.6	4
Philadelphia	379.0	5
Houston	326.5	6
Washington	265.2	7
Boston - Lawrence - Salem - Lowell - Brockton	257.9	8
Dallas	209.3	9
Atlanta	209.0	10
Nassau - Suffolk	202.6	11
Minneapolis - St. Paul	198.6	12
Anaheim - Santa Ana	175.9	13
Baltimore	175.7	14
Riverside - San Bernardino	174.6	15
San Diego	172.8	16
St. Louis	161.5	17
Phoenix	155.1	18
Pittsburgh	155.0	19
Salt Lake City - Ogden	151.7	20
Cleveland	151.3	21
Oakland	148.8	22
Newark	147.2	23
Denver	142.9	24
New Orleans	134.9	25
Seattle	133.6	26
Kansas City, Mo.-Ks.	132.8	27
Cincinnati	130.7	28
Miami - Hialeah	126.7	29
Milwaukee	123.8	30
San Antonio	121.4	31
San Jose	117.8	32
Tampa - St. Petersburg - Clearwater	114.3	33
Columbus, Ohio	114.0	34
Norfolk - Virginia Beach - Newport News	111.7	35
Indianapolis	109.2	36
Sacramento	105.4	37
Fort Worth - Arlington	101.1	38
Portland, Ore.	99.9	39
San Francisco	94.6	40
Oklahoma City	92.2	41
Memphis	90.5	42
Louisville	88.6	43
Bergen - Passaic	88.5	44
Charlotte - Gastonia - Rock Hill	85.3	45
Birmingham	83.0	46
Rochester, N.Y.	81.6	47
Dayton - Springfield	81.3	48
Honolulu	78.1	49
Nashville	76.9	50
Total Top 50	**8,957.9**	
Hartford - New Britain - Middletown - Bristol	76.1	51
Buffalo	75.2	52
Monmouth - Ocean	72.9	53
Tulsa	70.5	54
Jacksonville, Fla.	69.9	55
Greensboro - Winston-Salem - High Point	69.0	56
Fort Lauderdale - Hollywood - Pompano Beach	67.6	57
Gary - Hammond	66.8	58
Albany - Schenectady - Troy	66.7	59
Middlesex - Somerset - Hunterdon	65.5	60
Orlando	64.8	61
Providence - Pawtucket - Woonsocket	64.1	62
Richmond - Petersburg	64.0	63
El Paso	62.7	64
Grand Rapids	61.2	65
Omaha	59.2	66
Oxnard - Ventura	59.1	67
Baton Rouge	58.2	68
Bridgeport - Stamford - Norwalk - Danbury	58.2	68
Toledo	57.5	70
Fresno	56.9	71
New Haven - Waterbury - Meriden	56.8	72
Austin	56.3	73
Syracuse	56.3	73
Akron	55.1	75
Scranton - Wilkes-Barre	53.5	76
Tucson	52.0	77
Worcester - Fitchburg - Leominster	52.0	77
Greenville - Spartanburg	50.9	79
Tacoma	50.1	80
Little Rock - North Little Rock	49.1	81
Bakersfield	49.0	82
Allentown - Bethlehem	48.7	83
Mobile	47.9	84
Charleston, S.C.	47.1	85
Las Vegas	46.8	86
Knoxville	46.0	87
Raleigh - Durham	45.7	88
Jersey City	45.4	89
Harrisburg - Lebanon - Carlisle	45.2	90
Provo - Orem	44.9	91
Youngstown - Warren	44.9	91
Wilmington, Del.	44.5	93
McAllen - Edinburg - Mission	44.1	94
Lake County, Ill.	44.0	95
Flint	43.4	96
Albuquerque	43.1	97
Springfield, Mass.	42.9	98
West Palm Beach - Boca Raton - Delray Beach	42.4	99
Wichita	42.4	99
Total Top 100	**11,714.5**	
Joliet	41.8	101
Saginaw - Bay City - Midland	40.7	102
Corpus Christi	40.2	103
Jackson, Miss.	40.2	103
New Bedford - Fall River - Attleboro	39.9	105
Beaumont - Port Arthur	39.4	106
Chattanooga	38.6	107
Davenport - Rock Island - Moline	38.5	108
Lansing - East Lansing	38.4	109
Columbia, S.C.	37.5	110
Peoria	36.7	111
Stockton	36.7	111
Shreveport	36.5	113
Fort Wayne	35.9	114
Canton	35.8	115
Augusta	35.7	116
Vallejo - Fairfield - Napa	35.5	117
Johnson City - Kingsport - Bristol	35.2	118
Aurora - Elgin	35.0	119
Lancaster	34.5	120
Des Moines	34.3	121
Spokane	33.0	122
Salinas - Seaside - Monterey	32.6	123
Colorado Springs	32.5	124
York	32.4	125
Brownsville - Harlingen	31.2	126
Huntington - Ashland	31.2	126
Visalia - Tulare - Porterville	30.7	128
Modesto	29.6	129
East St. Louis - Belleville	29.5	130
Lexington-Fayette	29.5	130
Fayetteville, N.C.	29.2	132
Lakeland - Winter Haven	28.7	133
Pensacola	28.1	134
Appleton - Oshkosh - Neenah	28.0	135
Lorain - Elyria	28.0	135
Montgomery	27.8	137
Santa Rosa - Petaluma	27.8	137
Killeen - Temple	27.5	139
Macon - Warner Robins	26.2	140
Utica - Rome	26.2	140
Erie	26.1	142
Madison	25.8	143
Rockford	25.8	143
Orange County, N.Y.	25.7	145
Evansville	25.6	146
Portsmouth - Dover - Rochester	25.1	147
Manchester - Nashua	25.0	148
Hamilton - Middletown	24.9	149
Anchorage	24.8	150
Total Top 150	**13,320.0**	
Eugene - Springfield	24.5	151
Salem, Ore.	24.5	151
Charleston, W.Va.	24.0	153
Santa Barbara - Santa Maria - Lompoc	24.0	153
Reading	23.9	155
Duluth	23.6	156
Lubbock	23.5	157
Alton - Granite City	23.2	158
Columbus, Ga.	22.9	159
Lafayette, La.	22.9	159
Trenton	22.8	161
Johnstown	22.7	162
Savannah	22.7	162
Houma - Thibodaux	22.4	164
Atlantic City	21.9	165
Brazoria	21.8	166
Vancouver	21.7	167
Ann Arbor	21.4	168
Binghamton	21.0	169
Galveston - Texas City	20.9	170
South Bend - Mishawaka	20.6	171
Boise	20.5	172
New London - Norwich	20.3	173
Melbourne - Titusville - Palm Bay	20.2	174
Poughkeepsie	20.1	175
Amarillo	19.9	176
Biloxi - Gulfport	19.5	177
Niagara Falls	19.1	178
Springfield, Mo.	18.8	179
Yakima	18.7	180
Lake Charles	18.6	181
St. Cloud	18.4	182
Richland - Kennewick - Pasco	18.2	183
Tallahassee	18.1	184
Hickory	18.0	185
Kalamazoo	18.0	185
Daytona Beach	17.8	187
Green Bay	17.5	188
Portland, Me.	17.4	189
Springfield, Ill.	17.4	189
Huntsville	17.2	191
Santa Cruz	17.2	191
Lincoln	17.1	193
Clarksville - Hopkinsville	16.9	194
Longview - Marshall	16.9	194
Waco	16.9	194
Fort Smith	16.8	197
Racine	16.6	198
Boulder - Longmont	16.3	199
Roanoke	16.3	199
Total Top 200	**14,321.6**	
Beaver County, Pa.	16.2	201
Fort Myers - Cape Coral	16.1	202
Monroe	16.0	203
Waterloo - Cedar Falls	16.0	203
Bremerton	15.9	205
Lima	15.9	205
Benton Harbor	15.8	207
Cedar Rapids	15.8	207
Reno	15.8	207
Gainesville	15.1	210
Muskegon	15.1	210
Laredo	15.0	212
Wheeling	15.0	212
Alexandria, La.	14.9	214
Odessa	14.9	214
Fort Collins - Loveland	14.7	216
Parkersburg - Marietta	14.7	216
Pascagoula	14.3	218
Elkhart - Goshen	14.2	219
Topeka	14.1	220
Tyler	13.9	221
Greeley	13.8	222
Fort Pierce	13.6	223
Jackson, Mich.	13.6	223
Champaign - Urbana - Rantoul	13.4	225
Fargo - Moorhead	13.4	225
Janesville - Beloit	13.3	227
Albany, Ga.	13.2	228
Dothan	13.1	229
Olympia	13.1	229
Steubenville - Weirton	13.1	229
Anderson, S.C.	13.0	232
Jacksonville, N.C.	12.9	233
Decatur	12.8	234
Tuscaloosa	12.7	235
Anderson, Ind.	12.5	236
Lawton	12.5	236
Asheville	12.4	238
Battle Creek	12.4	238
Vineland - Millville - Bridgeton	12.4	238
Sioux City	12.3	241
Chico	12.2	242
Florence, S.C.	12.2	242
Medford	12.2	242
Abilene	12.1	245
Eau Claire	12.1	245
Mansfield	12.1	245
Billings	12.0	248
Pueblo	11.9	249
Florence, Ala.	11.8	250
Total Top 250	**15,009.1**	
Redding	11.8	250
Wichita Falls	11.8	250
Altoona	11.7	253
Lynchburg	11.7	253
Texarkana	11.7	253
Athens	11.6	256
Bangor	11.6	256
Las Cruces	11.5	258
Wausau	11.5	258
Joplin	11.4	260
Sioux Falls	11.3	261
Terre Haute	11.2	262
Fort Walton Beach	11.1	263
Yuba City	11.1	263
Anniston	11.0	265
Kenosha	10.9	266
Ocala	10.9	266
Sarasota	10.9	266
Bradenton	10.8	269
Bloomington - Normal	10.6	270
Kankakee	10.5	271
Midland, Tex.	10.5	271
Pittsfield	10.3	273
Williamsport	10.3	273
Muncie	10.2	275
Sharon	10.1	276
Bellingham	10.0	277
Burlington, Vt.	10.0	277
Glens Falls	9.9	279
Kokomo	9.9	279
Bismarck	9.6	281
Panama City	9.6	281
Lafayette, Ind.	9.5	283
Sheboygan	9.5	283
Santa Fe	9.4	285
Gadsden	9.3	286
Bryan - College Station	9.2	287
Dubuque	9.2	287
Pine Bluff	9.2	287
Lewiston - Auburn	9.0	290
Rochester, Minn.	9.0	290
Wilmington, N.C.	9.0	290
Charlottesville	8.9	293
Danville, Va.	8.8	294
Fayetteville - Springdale	8.8	294
San Angelo	8.8	294
Victoria	8.8	294
Casper	8.7	298
Hagerstown	8.5	299
Elmira	8.4	300
Owensboro	8.4	300
Columbia, Mo.	8.1	302
Cumberland	8.1	302
Great Falls	8.0	304
Sherman - Denison	8.0	304
St. Joseph	7.8	306
La Crosse	7.7	307
Grand Forks	7.6	308
Naples	7.5	309
State College	7.5	309
Bloomington, Ind.	7.0	311
Enid	6.9	312
Burlington, N.C.	6.8	313
Iowa City	6.6	314
Lawrence, Kans.	5.3	315
Total Above Areas	**15,629.4**	
Percent of U.S.	**74.4091**	
U.S. Total	**21,004.7**	

CHILDREN 6 TO 17 YEARS OLD

Area	(Thous.)	Rank
New York	1,281.3	1
Los Angeles - Long Beach	1,265.7	2
Chicago	1,055.0	3
Detroit	824.2	4
Philadelphia	822.2	5
Boston - Lawrence - Salem - Lowell - Brockton	616.5	6
Washington	590.4	7
Houston	578.6	8
Nassau - Suffolk	511.0	9
Atlanta	432.7	10
Dallas	395.0	11
Baltimore	392.4	12
Minneapolis - St. Paul	391.0	13
Anaheim - Santa Ana	365.5	14
Pittsburgh	349.7	15
Newark	333.8	16
St. Louis	320.8	17
Cleveland	317.5	18
San Diego	315.5	19
Riverside - San Bernardino	306.0	20
Oakland	298.6	21
Phoenix	288.2	22
Denver	272.3	23
Miami - Hialeah	267.4	24
Seattle	266.6	25
Tampa - St. Petersburg - Clearwater	255.2	26
Kansas City, Mo.-Ks.	253.8	27
Cincinnati	253.1	28
New Orleans	247.4	29
Milwaukee	245.7	30
San Jose	241.7	31
San Antonio	229.5	32
Columbus, Ohio	219.7	33
Indianapolis	218.6	34
Norfolk - Virginia Beach - Newport News	210.3	35
Bergen - Passaic	208.1	36
Sacramento	198.7	37
Salt Lake City - Ogden	198.2	38
Fort Worth - Arlington	193.1	39
San Francisco	193.1	39
Charlotte - Gastonia - Rock Hill	185.0	41
Portland, Ore.	180.3	42
Hartford - New Britain - Middletown - Bristol	179.5	43
Rochester, N.Y.	178.7	44
Memphis	173.8	45
Louisville	172.9	46
Buffalo	172.1	47
Dayton - Springfield	166.2	48
Oklahoma City	161.8	49
Monmouth - Ocean	161.2	50
Total Top 50	**17,955.6**	
Middlesex - Somerset - Hunterdon	158.0	51
Birmingham	156.7	52
Greensboro - Winston-Salem - High Point	155.1	53
Nashville	152.9	54
Fort Lauderdale - Hollywood - Pompano Beach	150.6	55
Albany - Schenectady - Troy	147.7	56
Bridgeport - Stamford - Norwalk - Danbury	145.1	57
Providence - Pawtucket - Woonsocket	143.8	58
Orlando	140.1	59
Jacksonville, Fla.	138.7	60
Honolulu	136.6	61
Richmond - Petersburg	135.7	62
New Haven - Waterbury - Meriden	127.8	63
Tulsa	127.5	64
Gary - Hammond	122.6	65
Syracuse	119.3	66
Scranton - Wilkes-Barre	117.9	67
El Paso	114.9	68
Akron	114.1	69
Worcester - Fitchburg - Leominster	114.1	69
Oxnard - Ventura	113.5	71
Grand Rapids	112.3	72
Omaha	111.1	73
Toledo	108.8	74
Greenville - Spartanburg	106.6	75
Allentown - Bethlehem	106.1	76
Baton Rouge	103.7	77
Austin	100.3	78
Fresno	99.2	79
Knoxville	97.7	80
Harrisburg - Lebanon - Carlisle	96.9	81
Springfield, Mass.	96.9	81
Tucson	96.6	83
Raleigh - Durham	96.1	84
Wilmington, Del.	95.5	85
Youngstown - Warren	91.5	86
Las Vegas	90.9	87
Flint	89.1	88
West Palm Beach - Boca Raton - Delray Beach	89.1	88
Little Rock - North Little Rock	88.6	90
Lake County, Ill.	88.5	91
Mobile	88.4	92
Jersey City	88.3	93
Charleston, S.C.	88.2	94
New Bedford - Fall River - Attleboro	87.3	95
Tacoma	86.7	96
Saginaw - Bay City - Midland	83.9	97
Albuquerque	81.1	98
Bakersfield	80.7	99
McAllen - Edinburg - Mission	80.2	100
Total Top 100	**23,518.6**	
Johnson City - Kingsport - Bristol	78.1	101
Chattanooga	76.7	102
Columbia, S.C.	76.5	103
Joliet	76.5	103
Lansing - East Lansing	74.4	105
Jackson, Miss.	73.2	106
Canton	73.1	107
Beaumont - Port Arthur	72.5	108
Corpus Christi	71.4	109
York	70.9	110
Wichita	70.3	111
Davenport - Rock Island - Moline	69.9	112
Augusta	68.3	113
Stockton	67.2	114
Fort Wayne	66.3	115
Peoria	65.8	116
Des Moines	65.4	117
Lancaster	65.4	117
Shreveport	65.1	119
Vallejo - Fairfield - Napa	64.6	120
Aurora - Elgin	63.4	121
Huntington - Ashland	60.8	122
Lakeland - Winter Haven	60.6	123
Spokane	60.0	124
Colorado Springs	59.5	125
East St. Louis - Belleville	58.2	126
Utica - Rome	57.8	127
Pensacola	56.2	128
Brownsville - Harlingen	55.8	129
Appleton - Oshkosh - Neenah	55.3	130
Lorain - Elyria	55.1	131
Montgomery	54.9	132
Lexington-Fayette	54.1	133
Manchester - Nashua	54.0	134
Santa Rosa - Petaluma	53.8	135
Orange County, N.Y.	53.5	136
Visalia - Tulare - Porterville	53.3	137
Portsmouth - Dover - Rochester	53.1	138
Rockford	52.9	139
Modesto	52.6	140
Macon - Warner Robins	52.3	141
Salinas - Seaside - Monterey	52.0	142
Madison	51.8	143
Erie	51.7	144
Reading	51.7	144
Trenton	51.1	146
Melbourne - Titusville - Palm Bay	49.7	147
Atlantic City	48.1	148
Evansville	48.1	148
Santa Barbara - Santa Maria - Lompoc	47.9	150
Total Top 150	**26,559.5**	
Alton - Granite City	47.8	151
Hamilton - Middletown	47.8	151
Poughkeepsie	47.3	153
Binghamton	47.1	154
Fayetteville, N.C.	46.9	155
Provo - Orem	46.8	156
Johnstown	45.3	157
Duluth	43.7	158
Charleston, W.Va.	43.6	159
Eugene - Springfield	43.3	160
Columbus, Ga.	43.0	161
Salem, Ore.	42.9	162
New London - Norwich	42.0	163
Lafayette, La.	41.6	164
Savannah	41.2	165
Houma - Thibodaux	40.9	166
Niagara Falls	40.6	167
South Bend - Mishawaka	40.1	168
Vancouver	39.7	169
Ann Arbor	39.6	170
Daytona Beach	39.6	170
Anchorage	39.5	172
Hickory	39.0	173
Lubbock	38.9	174
Galveston - Texas City	38.6	175
Killeen - Temple	38.1	176
Huntsville	38.0	177
Portland, Me.	37.8	178
Brazoria	37.1	179
Roanoke	37.1	179
Biloxi - Gulfport	36.3	181
Green Bay	35.6	182
Kalamazoo	35.2	183
Springfield, Mo.	35.0	184
Beaver County, Pa.	34.5	185
Lake Charles	34.1	186
St. Cloud	33.9	187
Tallahassee	33.9	187
Boise	33.7	189
Fort Myers - Cape Coral	33.7	189
Yakima	33.4	191
Boulder - Longmont	33.1	192
Racine	33.0	193
Springfield, Ill.	32.6	194
Amarillo	32.1	195
Benton Harbor	32.0	196
Fort Smith	32.0	196
Reno	31.7	198
Santa Cruz	31.0	199
Cedar Rapids	30.7	200
Total Top 200	**28,481.9**	
Wheeling	30.4	201
Longview - Marshall	30.2	202
Waco	29.6	203
Richland - Kennewick - Pasco	29.5	204
Muskegon	29.4	205
Lima	29.3	206
Lincoln	29.2	207
Parkersburg - Marietta	28.7	208
Bremerton	28.3	209
Monroe	28.3	209
Waterloo - Cedar Falls	28.0	211
Laredo	27.7	212
Asheville	27.5	213
Gainesville	27.5	213
Jackson, Mich.	27.5	213
Pascagoula	27.5	213
Alexandria, La.	27.4	217
Steubenville - Weirton	27.4	217
Fort Pierce	27.0	219
Sarasota	26.7	220
Vineland - Millville - Bridgeton	26.7	220
Clarksville - Hopkinsville	26.5	222
Fort Collins - Loveland	26.5	222
Janesville - Beloit	26.4	224
Elkhart - Goshen	26.3	225
Topeka	26.0	226
Tyler	25.9	227
Anderson, Ind.	25.8	228
Anderson, S.C.	25.8	228
Florence, Ala.	25.5	230
Olympia	25.1	231
Lynchburg	24.7	232
Ocala	24.6	233
Battle Creek	24.5	234
Albany, Ga.	24.4	235
Bangor	24.4	235
Greeley	24.4	235
Eau Claire	24.2	238
Pittsfield	23.9	239
Tuscaloosa	23.8	240
Altoona	23.6	241
Dothan	23.6	241
Mansfield	23.6	241
Odessa	23.6	241
Medford	23.5	245
Redding	23.5	245
Decatur	23.3	247
Florence, S.C.	23.1	248
Pueblo	23.0	249
Kenosha	22.7	250
Total Top 250	**29,707.9**	
Champaign - Urbana - Rantoul	22.6	251
Glens Falls	22.6	251
Chico	22.5	253
Joplin	22.4	254
Fargo - Moorhead	22.2	255
Bradenton	22.1	256
Burlington, Vt.	22.1	256
Sharon	22.1	256
Fort Walton Beach	22.0	259
Athens	21.9	260
Wausau	21.9	260
Texarkana	21.8	262
Anniston	21.6	263
Muncie	21.5	264
Terre Haute	21.4	265
Las Cruces	21.2	266
Williamsport	21.0	267
Sioux City	20.5	268
Billings	20.4	269
Lawton	20.4	269
Kokomo	20.0	271
Kankakee	19.9	272
Sioux Falls	19.9	272
Wichita Falls	19.9	272
Yuba City	19.9	272
Hagerstown	19.7	276
Danville, Va.	19.6	277
Wilmington, N.C.	19.6	277
Abilene	19.5	279
Santa Fe	19.3	280
Panama City	19.1	281
Dubuque	19.0	282
Gadsden	18.8	283
Lewiston - Auburn	18.5	284
Bloomington - Normal	18.2	285
Bellingham	18.1	286
Sheboygan	18.1	286
Cumberland	18.0	288
Charlottesville	17.7	289
Elmira	17.5	290
Jacksonville, N.C.	17.5	290
Lafayette, Ind.	17.3	292
Burlington, N.C.	17.2	293
Midland, Tex.	17.2	293
Pine Bluff	17.1	295
Rochester, Minn.	17.1	295
Fayetteville - Springdale	16.5	297
Bismarck	16.3	298
Owensboro	16.3	298
State College	16.1	300
San Angelo	15.6	301
Naples	15.4	302
Sherman - Denison	15.4	302
Victoria	15.0	304
La Crosse	14.9	305
Bryan - College Station	14.6	306
Columbia, Mo.	14.3	307
St. Joseph	14.3	307
Great Falls	14.1	309
Casper	13.3	310
Bloomington, Ind.	13.0	311
Iowa City	10.9	312
Enid	10.7	313
Grand Forks	10.6	314
Lawrence, Kans.	8.7	315
Total Above Areas	**30,971.8**	
Percent of U.S.	**75.1137**	
U.S. Total	**41,233.2**	

POPULATION 35 TO 49 YEARS OLD

Area	(Thous.)	Rank
New York	1,547.9	1
Los Angeles - Long Beach	1,422.7	2
Chicago	1,096.6	3
Philadelphia	842.0	4
Detroit	779.0	5
Washington	711.0	6
Boston - Lawrence - Salem - Lowell - Brockton	646.6	7
Houston	599.4	8
Nassau - Suffolk	536.2	9
Atlanta	468.4	10
Anaheim - Santa Ana	429.3	11
Baltimore	424.1	12
Dallas	423.9	13
Minneapolis - St. Paul	402.8	14
Pittsburgh	369.8	15
Newark	366.4	16
Oakland	361.1	17
San Diego	345.2	18
Miami - Hialeah	334.4	19
St. Louis	328.5	20
Cleveland	328.3	21
Seattle	321.8	22
Denver	305.9	23
San Francisco	300.4	24
Riverside - San Bernardino	295.7	25
Phoenix	294.1	26
San Jose	285.3	27
Tampa - St. Petersburg - Clearwater	278.1	28
Kansas City, Mo.-Ks.	270.8	29
Bergen - Passaic	246.6	30
Cincinnati	243.5	31
Milwaukee	243.4	32
New Orleans	229.8	33
Columbus, Ohio	228.8	34
Sacramento	224.0	35
Indianapolis	216.1	36
Norfolk - Virginia Beach - Newport News	215.5	37
Fort Worth - Arlington	207.3	38
Portland, Ore.	202.0	39
San Antonio	201.3	40
Hartford - New Britain - Middletown - Bristol	195.8	41
Charlotte - Gastonia - Rock Hill	193.8	42
Fort Lauderdale - Hollywood - Pompano Beach	183.3	43
Middlesex - Somerset - Hunterdon	182.1	44
Rochester, N.Y.	178.4	45
Dayton - Springfield	174.3	46
Oklahoma City	174.1	47
Louisville	173.2	48
Greensboro - Winston-Salem - High Point	171.4	49
Buffalo	171.1	50
Total Top 50	**19,371.5**	
Nashville	167.5	51
Bridgeport - Stamford - Norwalk - Danbury	165.9	52
Monmouth - Ocean	165.1	53
Salt Lake City - Ogden	161.0	54
Birmingham	158.4	55
Memphis	158.0	56
Richmond - Petersburg	148.0	57
Orlando	147.5	58
Albany - Schenectady - Troy	146.7	59
Honolulu	146.5	60
Providence - Pawtucket - Woonsocket	144.0	61
Tulsa	138.8	62
Jacksonville, Fla.	137.3	63
New Haven - Waterbury - Meriden	133.7	64
Scranton - Wilkes-Barre	122.7	65
Allentown - Bethlehem	116.5	66
Oxnard - Ventura	115.9	67
Akron	113.[illegible]	68
Greenville - Spartanburg	[illegible]	69
Gary - Hammond	112.9	70
Syracuse	112.2	71
Worcester - Fitchburg - Leominster	109.5	72
Las Vegas	108.8	73
Knoxville	108.6	74
Raleigh - Durham	108.6	74
Omaha	106.4	76
Harrisburg - Lebanon - Carlisle	103.7	77
Grand Rapids	103.6	78
Austin	103.2	79
West Palm Beach - Boca Raton - Delray Beach	102.3	80
Toledo	100.1	81
Tucson	98.3	82
Wilmington, Del.	97.9	83
Jersey City	97.6	84
Springfield, Mass.	94.0	85
Fresno	93.9	86
Lake County, Ill.	92.2	87
Baton Rouge	91.9	88
El Paso	90.2	89
Youngstown - Warren	90.0	90
Tacoma	89.7	91
Little Rock - North Little Rock	88.0	92
Johnson City - Kingsport - Bristol	87.4	93
New Bedford - Fall River - Attleboro	83.1	94
Albuquerque	82.8	95
Charleston, S.C.	81.0	96
Chattanooga	81.0	96
Flint	81.0	96
Mobile	79.0	99
Columbia, S.C.	76.6	100
Total Top 100	**25,027.5**	
Bakersfield	76.4	101
Saginaw - Bay City - Midland	74.3	102
York	73.9	103
Wichita	73.0	104
Canton	72.5	105
Joliet	71.4	106
Lansing - East Lansing	70.5	107
Beaumont - Port Arthur	70.1	108
Davenport - Rock Island - Moline	68.1	109
Vallejo - Fairfield - Napa	67.8	110
Des Moines	67.4	111
Lancaster	66.6	112
Augusta	65.5	113
Stockton	65.2	114
Jackson, Miss.	65.1	115
Peoria	65.1	115
Colorado Springs	62.2	117
Huntington - Ashland	61.9	118
Fort Wayne	61.7	119
Lakeland - Winter Haven	61.7	119
Aurora - Elgin	60.9	121
Santa Rosa - Petaluma	60.3	122
Shreveport	60.3	122
Spokane	59.7	124
Corpus Christi	59.2	125
Melbourne - Titusville - Palm Bay	58.0	126
Lexington-Fayette	57.8	127
Trenton	57.1	128
Reading	57.0	129
Pensacola	56.9	130
Madison	55.5	131
Santa Barbara - Santa Maria - Lompoc	55.4	132
Portsmouth - Dover - Rochester	54.8	133
Manchester - Nashua	53.4	134
Utica - Rome	53.4	134
Orange County, N.Y.	52.7	136
Poughkeepsie	52.2	137
Montgomery	51.8	138
Salinas - Seaside - Monterey	51.5	139
Modesto	51.4	140
Rockford	51.3	141
Appleton - Oshkosh - Neenah	50.4	142
Macon - Warner Robins	50.4	142
East St. Louis - Belleville	49.6	144
McAllen - Edinburg - Mission	49.5	145
Lorain - Elyria	49.4	146
Evansville	49.0	147
Hamilton - Middletown	49.0	147
Charleston, W.Va.	48.3	149
Alton - Granite City	48.1	150
Total Top 150	**28,002.2**	
Binghamton	47.3	151
Atlantic City	46.8	152
Erie	46.4	153
Eugene - Springfield	46.4	153
Visalia - Tulare - Porterville	46.3	155
Anchorage	45.5	156
Ann Arbor	44.2	157
Salem, Ore.	43.5	158
Fayetteville, N.C.	43.1	159
New London - Norwich	43.0	160
Hickory	42.9	161
Reno	42.8	162
Daytona Beach	42.7	163
Huntsville	41.8	164
Roanoke	41.8	164
Johnstown	41.5	166
Duluth	41.3	167
Boulder - Longmont	39.7	168
Brazoria	39.2	169
Galveston - Texas City	39.0	170
Columbus, Ga.	38.8	171
Niagara Falls	38.8	171
Vancouver	38.6	173
Portland, Me.	38.4	174
South Bend - Mishawaka	38.1	175
Savannah	38.0	176
Springfield, Mo.	37.8	177
Brownsville - Harlingen	36.8	178
Lubbock	36.8	178
Fort Myers - Cape Coral	36.4	180
Kalamazoo	36.4	180
Lafayette, La.	36.0	182
Beaver County, Pa.	35.9	183
Killeen - Temple	35.8	184
Santa Cruz	35.6	185
Boise	34.6	186
Amarillo	33.9	187
Springfield, Ill.	33.6	188
Tallahassee	33.1	189
Houma - Thibodaux	32.8	190
Biloxi - Gulfport	32.6	191
Sarasota	32.0	192
Lincoln	31.7	193
Fort Smith	31.3	194
Lake Charles	31.2	195
Asheville	30.8	196
Cedar Rapids	30.8	196
Green Bay	30.6	198
Racine	30.6	198
Yakima	30.5	200
Total Top 200	**29,905.7**	
Provo - Orem	30.3	201
Bremerton	30.1	202
Wheeling	29.7	203
Longview - Marshall	29.5	204
Parkersburg - Marietta	29.4	205
Richland - Kennewick - Pasco	29.2	206
Benton Harbor	28.9	207
Fort Collins - Loveland	28.9	207
Waco	28.9	207
Gainesville	28.4	210
Anderson, S.C.	27.4	211
Fort Pierce	27.4	211
Steubenville - Weirton	27.3	213
Topeka	27.2	214
Jackson, Mich.	27.1	215
Lynchburg	26.9	216
St. Cloud	26.4	217
Waterloo - Cedar Falls	26.3	218
Florence, Ala.	25.9	219
Olympia	25.9	219
Lima	25.8	221
Muskegon	25.6	222
Elkhart - Goshen	25.4	223
Tyler	25.4	223
Clarksville - Hopkinsville	25.3	225
Redding	25.3	225
Anderson, Ind.	25.2	227
Janesville - Beloit	25.1	228
Alexandria, La.	24.9	229
Medford	24.9	229
Pascagoula	24.8	231
Fort Walton Beach	24.4	232
Monroe	24.3	233
Mansfield	24.2	234
Vineland - Millville - Bridgeton	24.2	234
Battle Creek	24.1	236
Champaign - Urbana - Rantoul	24.1	236
Ocala	24.0	238
Pittsfield	23.9	239
Bangor	23.6	240
Chico	23.6	240
Greeley	23.6	240
Bradenton	23.4	243
Decatur	23.3	244
Tuscaloosa	23.1	245
Joplin	22.9	246
Odessa	22.9	246
Altoona	22.8	248
Athens	22.6	249
Dothan	22.5	250
Total Top 250	**31,192.0**	
Burlington, Vt.	22.2	251
Fargo - Moorhead	22.0	252
Kenosha	21.7	253
Muncie	21.6	254
Sharon	21.6	254
Wichita Falls	21.5	256
Pueblo	21.3	257
Hagerstown	21.2	258
Billings	21.1	259
Florence, S.C.	21.0	260
Terre Haute	21.0	260
Eau Claire	20.8	262
Santa Fe	20.8	262
Anniston	20.6	264
Williamsport	20.6	264
Kokomo	20.2	266
Charlottesville	20.1	267
Wilmington, N.C.	20.1	267
Albany, Ga.	20.0	269
Glens Falls	20.0	269
Abilene	19.9	271
Danville, Va.	19.9	271
Texarkana	19.9	271
Yuba City	19.9	271
Wausau	19.8	275
Panama City	19.7	276
Bloomington - Normal	19.1	277
Burlington, N.C.	18.9	278
Sioux Falls	18.8	279
Cumberland	18.6	280
Sioux City	18.5	281
Gadsden	18.2	282
Lawton	18.0	283
Rochester, Minn.	18.0	283
Bellingham	17.9	285
Kankakee	17.7	286
Lafayette, Ind.	17.7	286
Las Cruces	17.7	286
Midland, Tex.	17.6	289
Fayetteville - Springdale	17.5	290
Laredo	17.3	291
State College	17.3	291
Naples	17.0	293
Lewiston - Auburn	16.9	294
Sheboygan	16.8	295
Sherman - Denison	16.6	296
Elmira	16.3	297
Jacksonville, N.C.	16.0	298
Columbia, Mo.	15.5	299
Owensboro	15.5	299
San Angelo	15.5	299
Bismarck	15.0	302
Dubuque	14.9	303
Great Falls	14.9	303
Bloomington, Ind.	14.7	305
Pine Bluff	14.2	306
La Crosse	14.1	307
Bryan - College Station	13.8	308
St. Joseph	13.8	308
Casper	13.7	310
Victoria	13.6	311
Iowa City	12.2	312
Enid	11.5	313
Lawrence, Kans.	9.7	314
Grand Forks	9.5	315
Total Above Areas	**32,351.0**	
Percent of U.S.	**77.2729**	
U.S. Total	**41,865.9**	

HOUSEHOLDS

Area	(Thous.)	Rank
New York	3,238.1	1
Los Angeles - Long Beach	2,826.3	2
Chicago	2,211.9	3
Philadelphia	1,696.5	4
Detroit	1,551.5	5
Boston - Lawrence - Salem - Lowell - Brockton	1,336.0	6
Washington	1,236.6	7
Houston	1,143.1	8
Nassau - Suffolk	851.1	9
Atlanta	839.7	10
Pittsburgh	830.3	11
Dallas	812.4	12
Minneapolis - St. Paul	810.3	13
Baltimore	799.3	14
Anaheim - Santa Ana	780.6	15
San Diego	749.3	16
Tampa - St. Petersburg - Clearwater	732.9	17
Oakland	717.1	18
Cleveland	703.6	19
St. Louis	662.5	20
Newark	660.5	21
Seattle	657.8	22
Miami - Hialeah	645.9	23
Phoenix	640.0	24
San Francisco	631.5	25
Riverside - San Bernardino	628.6	26
Denver	619.0	27
Kansas City, Mo.-Ks.	550.1	28
Cincinnati	519.1	29
Milwaukee	516.0	30
San Jose	509.0	31
New Orleans	487.2	32
Columbus, Ohio	479.7	33
Sacramento	478.3	34
Fort Lauderdale - Hollywood - Pompano Beach	463.4	35
Bergen - Passaic	462.5	36
Portland, Ore.	445.6	37
Indianapolis	428.6	38
Norfolk - Virginia Beach - Newport News	412.1	39
Fort Worth - Arlington	396.8	40
San Antonio	392.4	41
Hartford - New Britain - Middletown - Bristol	382.7	42
Charlotte - Gastonia - Rock Hill	368.8	43
Buffalo	364.0	44
Oklahoma City	360.6	45
Rochester, N.Y.	360.3	46
Louisville	355.8	47
Dayton - Springfield	352.5	48
Birmingham	335.7	49
Monmouth - Ocean	334.5	50
Total Top 50	**38,768.1**	
Greensboro - Winston-Salem - High Point	329.3	51
Salt Lake City - Ogden	322.1	52
Providence - Pawtucket - Woonsocket	320.8	53
Nashville	320.7	54
Memphis	319.5	55
Albany - Schenectady - Troy	317.2	56
Middlesex - Somerset - Hunterdon	310.9	57
Orlando	294.0	58
Bridgeport - Stamford - Norwalk - Danbury	286.6	59
Richmond - Petersburg	284.1	60
Jacksonville, Fla.	280.6	61
New Haven - Waterbury - Meriden	278.6	62
Tulsa	277.7	63
West Palm Beach - Boca Raton - Delray Beach	276.1	64
Scranton - Wilkes-Barre	275.4	65
Honolulu	252.8	66
Allentown - Bethlehem	243.4	67
Akron	242.3	68
Austin	235.2	69
Worcester - Fitchburg - Leominster	234.2	70
Syracuse	232.8	71
Toledo	229.5	72
Tucson	228.8	73
Raleigh - Durham	222.3	74
Omaha	219.8	75
Knoxville	218.1	76
Greenville - Spartanburg	217.1	77
Harrisburg - Lebanon - Carlisle	215.0	78
Grand Rapids	214.6	79
Gary - Hammond	214.5	80
Springfield, Mass.	208.4	81
Las Vegas	207.8	82
Jersey City	207.1	83
Oxnard - Ventura	197.6	84
Fresno	197.2	85
Youngstown - Warren	192.4	86
Tacoma	189.9	87
Baton Rouge	188.0	88
Wilmington, Del.	186.4	89
Little Rock - North Little Rock	177.6	90
New Bedford - Fall River - Attleboro	174.5	91
Albuquerque	170.7	92
Wichita	163.9	93
Mobile	163.2	94
Johnson City - Kingsport - Bristol	161.3	95
El Paso	157.9	96
Bakersfield	156.8	97
Chattanooga	156.8	97
Charleston, S.C.	156.6	99
Flint	155.3	100
Total Top 100	**50,251.5**	
Lake County, Ill.	154.1	101
Columbia, S.C.	149.8	102
Des Moines	147.9	103
Canton	147.2	104
Davenport - Rock Island - Moline	146.4	105
Lansing - East Lansing	145.6	106
York	145.6	106
Saginaw - Bay City - Midland	142.7	108
Beaumont - Port Arthur	141.2	109
Stockton	138.6	110
Peoria	138.0	111
Spokane	136.1	112
Vallejo - Fairfield - Napa	133.4	113
Jackson, Miss.	132.9	114
Lancaster	132.9	114
Santa Rosa - Petaluma	131.3	116
Madison	129.4	117
Shreveport	128.5	118
Lakeland - Winter Haven	126.8	119
Augusta	126.3	120
Fort Wayne	126.3	120
Joliet	125.3	122
Huntington - Ashland	123.8	123
Lexington-Fayette	123.7	124
Colorado Springs	122.0	125
Reading	121.0	126
Daytona Beach	120.4	127
Melbourne - Titusville - Palm Bay	119.5	128
Santa Barbara - Santa Maria - Lompoc	118.4	129
Aurora - Elgin	115.4	130
Corpus Christi	114.4	131
Atlantic City	113.6	132
Utica - Rome	113.2	133
Trenton	109.2	134
Pensacola	108.5	135
Eugene - Springfield	106.3	136
Modesto	106.3	136
Appleton - Oshkosh - Neenah	105.9	138
Evansville	105.7	139
Salinas - Seaside - Monterey	105.5	140
East St. Louis - Belleville	105.4	141
Rockford	104.5	142
Portsmouth - Dover - Rochester	103.9	143
Sarasota	103.8	144
Manchester - Nashua	102.6	145
Charleston, W.Va.	102.2	146
Erie	101.7	147
Montgomery	101.2	148
Fort Myers - Cape Coral	100.1	149
Alton - Granite City	99.7	150
Total Top 150	**56,355.7**	
Duluth	98.5	151
Binghamton	96.6	152
Lorain - Elyria	96.4	153
Ann Arbor	95.7	154
Hamilton - Middletown	95.0	155
Johnstown	95.0	155
Macon - Warner Robins	95.0	155
Salem, Ore.	94.4	158
Orange County, N.Y.	90.4	159
McAllen - Edinburg - Mission	90.2	160
Visalia - Tulare - Porterville	90.2	160
Reno	88.5	162
Poughkeepsie	87.3	163
New London - Norwich	86.7	164
South Bend - Mishawaka	86.2	165
Roanoke	84.3	166
Portland, Me.	83.6	167
Springfield, Mo.	83.1	168
Niagara Falls	82.6	169
Santa Cruz	82.2	170
Fayetteville, N.C.	81.4	171
Lubbock	80.7	172
Boulder - Longmont	80.6	173
Savannah	80.2	174
Anchorage	79.0	175
Columbus, Ga.	79.0	175
Springfield, Ill.	78.2	177
Lincoln	77.1	178
Hickory	76.8	179
Kalamazoo	76.7	180
Galveston - Texas City	76.3	181
Killeen - Temple	75.8	182
Vancouver	75.8	182
Lafayette, La.	74.5	184
Beaver County, Pa.	73.3	185
Tallahassee	73.3	185
Huntsville	72.8	187
Amarillo	72.4	188
Fort Pierce	71.4	189
Boise	71.3	190
Bradenton	70.3	191
Wheeling	69.4	192
Gainesville	68.4	193
Brownsville - Harlingen	67.6	194
Provo - Orem	67.3	195
Waco	67.2	196
Biloxi - Gulfport	66.5	197
Cedar Rapids	65.5	198
Green Bay	65.2	199
Yakima	65.2	199
Total Top 200	**60,356.8**	
Brazoria	64.8	201
Chico	64.3	202
Asheville	64.2	203
Fort Collins - Loveland	63.5	204
Fort Smith	62.8	205
Houma - Thibodaux	62.6	206
Lake Charles	62.0	207
Topeka	61.6	208
Champaign - Urbana - Rantoul	61.0	209
Longview - Marshall	60.9	210
Racine	60.9	210
Bremerton	60.0	212
Benton Harbor	59.8	213
Waterloo - Cedar Falls	59.7	214
Parkersburg - Marietta	58.5	215
Steubenville - Weirton	58.0	216
Richland - Kennewick - Pasco	57.8	217
Lima	56.3	218
Ocala	55.1	219
Muskegon	54.2	220
Pittsfield	53.7	221
St. Cloud	53.5	222
Fargo - Moorhead	53.0	223
Tyler	52.9	224
Olympia	52.8	225
Medford	52.3	226
Anderson, S.C.	52.0	227
Monroe	51.6	228
Jackson, Mich.	51.4	229
Florence, Ala.	50.9	230
Janesville - Beloit	50.8	231
Decatur	50.7	232
Altoona	50.5	233
Clarksville - Hopkinsville	50.5	233
Tuscaloosa	50.3	235
Redding	50.2	236
Anderson, Ind.	49.9	237
Battle Creek	49.9	237
Joplin	49.8	239
Lynchburg	49.8	239
Elkhart - Goshen	49.5	241
Alexandria, La.	49.3	242
Athens	49.3	242
Terre Haute	49.1	244
Greeley	48.7	245
Mansfield	48.1	246
Eau Claire	47.6	247
Bangor	47.4	248
Odessa	47.2	249
Pueblo	47.2	249
Total Top 250	**63,074.7**	
Vineland - Millville - Bridgeton	46.8	251
Sharon	46.2	252
Billings	45.4	253
Bloomington - Normal	45.2	254
Wichita Falls	45.1	255
Sioux Falls	44.8	256
Kenosha	44.4	257
Dothan	44.2	258
Sioux City	44.2	258
Williamsport	44.0	260
Muncie	43.9	261
Burlington, Vt.	43.2	262
Naples	43.1	263
Texarkana	43.1	263
Charlottesville	42.7	265
Pascagoula	42.5	266
Abilene	42.4	267
Bellingham	42.4	267
Anniston	42.3	269
Lafayette, Ind.	42.0	270
Fort Walton Beach	41.4	271
Wilmington, N.C.	41.3	272
Hagerstown	41.0	273
Danville, Va.	40.5	274
Wausau	40.3	275
Yuba City	40.1	276
Bryan - College Station	39.8	277
Florence, S.C.	39.4	278
Glens Falls	39.4	278
Cumberland	38.9	280
Albany, Ga.	38.7	281
Panama City	38.6	282
State College	38.5	283
Gadsden	38.4	284
Fayetteville - Springdale	38.1	285
Columbia, Mo.	38.0	286
Kokomo	37.5	287
Santa Fe	37.5	287
Kankakee	37.3	289
Burlington, N.C.	37.0	290
Lewiston - Auburn	36.6	291
Sheboygan	36.4	292
Sherman - Denison	36.2	293
Lawton	36.0	294
Las Cruces	35.7	295
Bloomington, Ind.	35.6	296
Midland, Tex.	35.4	297
Elmira	35.0	298
San Angelo	34.3	299
Rochester, Minn.	34.2	300
La Crosse	33.7	301
Jacksonville, N.C.	33.2	302
Iowa City	32.9	303
St. Joseph	32.5	304
Owensboro	32.3	305
Bismarck	31.7	306
Dubuque	31.7	306
Great Falls	30.8	308
Pine Bluff	30.3	309
Laredo	29.9	310
Casper	29.4	311
Victoria	26.3	312
Enid	26.0	313
Lawrence, Kans.	25.5	314
Grand Forks	23.5	315
Total Above Areas	**65,539.2**	
Percent of U.S.	**76.4827**	
U.S. Total	**85,691.5**	

EFFECTIVE BUYING INCOME (EBI)

Area	($000)	Rank
New York	89,464,700	1
Los Angeles - Long Beach	84,749,032	2
Chicago	67,420,753	3
Philadelphia	49,893,505	4
Detroit	45,930,560	5
Washington	45,599,426	6
Boston - Lawrence - Salem - Lowell - Brockton	41,518,432	7
Houston	36,795,063	8
Nassau - Suffolk	35,288,254	9
Anaheim - Santa Ana	28,206,195	10
Minneapolis - St. Paul	25,708,882	11
Dallas	25,018,898	12
Atlanta	24,384,036	13
Oakland	23,006,627	14
Baltimore	22,817,096	15
Newark	22,763,323	16
San Diego	22,696,449	17
Pittsburgh	22,612,947	18
San Francisco	21,239,586	19
Seattle	20,676,879	20
St. Louis	19,541,194	21
Cleveland	19,282,313	22
Denver	19,010,247	23
San Jose	18,589,273	24
Tampa - St. Petersburg - Clearwater	17,836,970	25
Miami - Hialeah	17,380,516	26
Riverside - San Bernardino	16,852,463	27
Phoenix	16,832,151	28
Bergen - Passaic	16,751,791	29
Kansas City, Mo.-Ks.	15,903,239	30
Milwaukee	15,283,700	31
Cincinnati	14,378,375	32
Sacramento	13,200,951	33
Fort Lauderdale - Hollywood - Pompano Beach	13,188,329	34
Hartford - New Britain - Middletown - Bristol	12,805,491	35
New Orleans	12,703,933	36
Columbus, Ohio	12,695,351	37
Portland, Ore.	11,853,687	38
Bridgeport - Stamford - Norwalk - Danbury	11,776,723	39
Indianapolis	11,742,274	40
Middlesex - Somerset - Hunterdon	11,534,535	41
Fort Worth - Arlington	11,485,755	42
Rochester, N.Y.	11,389,113	43
Norfolk - Virginia Beach - Newport News	11,090,549	44
Monmouth - Ocean	10,537,504	45
San Antonio	10,410,807	46
Oklahoma City	10,113,760	47
Buffalo	9,825,862	48
Charlotte - Gastonia - Rock Hill	9,397,566	49
Dayton - Springfield	9,270,277	50
Total Top 50	**1,168,455,342**	
Louisville	9,249,191	51
Albany - Schenectady - Troy	8,953,939	52
Nashville	8,953,424	53
New Haven - Waterbury - Meriden	8,808,330	4
Salt Lake City - Ogden	8,647,560	55
Honolulu	8,545,152	56
Providence - Pawtucket - Woonsocket	8,514,910	57
Greensboro - Winston-Salem - High Point	8,415,294	58
West Palm Beach - Boca Raton - Delray Beach	8,295,532	59
Memphis	8,207,417	60
Birmingham	8,103,877	61
Richmond - Petersburg	7,913,564	62
Tulsa	7,843,984	63
Orlando	7,775,469	64
Jacksonville, Fla.	7,353,148	65
Syracuse	6,843,309	66
Allentown - Bethlehem	6,757,365	67
Oxnard - Ventura	6,682,191	68
Omaha	6,624,289	69
Scranton - Wilkes-Barre	6,542,792	70
Austin	6,456,444	71
Worcester - Fitchburg - Leominster	6,421,806	72
Akron	6,380,297	73
Grand Rapids	6,177,525	74
Lake County, Ill.	6,152,657	75
Toledo	6,123,297	76
Harrisburg - Lebanon - Carlisle	6,060,330	77
Raleigh - Durham	6,043,196	78
Wilmington, Del.	5,880,275	79
Gary - Hammond	5,782,821	80
Las Vegas	5,596,922	81
Springfield, Mass.	5,429,800	82
Fresno	5,351,877	83
Baton Rouge	5,341,200	84
Knoxville	5,233,248	85
Tucson	5,226,346	86
Wichita	5,107,168	87
Jersey City	4,997,229	88
Greenville - Spartanburg	4,949,133	89
Youngstown - Warren	4,909,025	90
Little Rock - North Little Rock	4,566,181	91
Tacoma	4,513,439	92
Flint	4,447,675	93
Albuquerque	4,421,158	94
Lansing - East Lansing	4,401,794	95
Davenport - Rock Island - Moline	4,373,576	96
New Bedford - Fall River - Attleboro	4,316,634	97
Des Moines	4,300,400	98
Bakersfield	4,294,002	99
Peoria	4,234,392	100
Total Top 100	**1,484,975,927**	
Mobile	4,130,273	101
Beaumont - Port Arthur	4,075,460	102
Joliet	4,035,779	103
Columbia, S.C.	4,003,841	104
Vallejo - Fairfield - Napa	3,974,102	105
Saginaw - Bay City - Midland	3,959,727	106
Madison	3,882,625	107
York	3,875,938	108
Santa Rosa - Petaluma	3,815,856	109
El Paso	3,767,474	110
Canton	3,759,941	111
Santa Barbara - Santa Maria - Lompoc	3,746,229	112
Aurora - Elgin	3,733,705	113
Chattanooga	3,696,116	114
Lancaster	3,653,034	115
Johnson City - Kingsport - Bristol	3,613,963	116
Stockton	3,594,049	117
Charleston, S.C.	3,562,969	118
Trenton	3,537,704	119
Jackson, Miss.	3,496,808	120
Fort Wayne	3,342,046	121
Shreveport	3,320,296	122
Colorado Springs	3,217,341	123
Lexington-Fayette	3,185,441	124
Reading	3,167,859	125
Augusta	3,157,172	126
Salinas - Seaside - Monterey	3,129,105	127
Portsmouth - Dover - Rochester	3,077,030	128
Corpus Christi	3,054,966	129
Manchester - Nashua	3,049,058	130
Rockford	3,032,358	131
Anchorage	3,014,554	132
Spokane	3,000,872	133
Poughkeepsie	2,996,901	134
Appleton - Oshkosh - Neenah	2,989,609	135
Ann Arbor	2,986,140	136
Lakeland - Winter Haven	2,957,052	137
Atlantic City	2,935,147	138
New London - Norwich	2,895,402	139
Pensacola	2,879,577	140
Melbourne - Titusville - Palm Bay	2,870,045	141
Utica - Rome	2,867,932	142
Evansville	2,809,988	143
Binghamton	2,757,836	144
Orange County, N.Y.	2,733,969	145
Huntington - Ashland	2,692,100	146
Modesto	2,686,662	147
Daytona Beach	2,685,120	148
Erie	2,680,842	149
Charleston, W.Va.	2,657,606	150
Total Top 150	**1,649,721,546**	
Lorain - Elyria	2,650,575	151
East St. Louis - Belleville	2,628,166	152
Hamilton - Middletown	2,614,258	153
Duluth	2,613,873	154
Sarasota	2,582,376	155
Reno	2,541,765	156
Fort Myers - Cape Coral	2,512,559	157
Macon - Warner Robins	2,490,627	158
Montgomery	2,460,898	159
Alton - Granite City	2,460,002	160
Boulder - Longmont	2,393,488	161
Santa Cruz	2,377,357	162
Eugene - Springfield	2,375,686	163
Kalamazoo	2,345,242	164
Lincoln	2,335,046	165
Galveston - Texas City	2,287,447	166
South Bend - Mishawaka	2,281,787	167
Portland, Me.	2,180,973	168
Lafayette, La.	2,179,813	169
Niagara Falls	2,173,819	170
Brazoria	2,148,430	171
Roanoke	2,130,633	172
Salem, Ore.	2,065,594	173
Huntsville	2,060,855	174
Springfield, Ill.	2,045,367	175
Beaver County, Pa.	2,044,620	176
Lubbock	2,037,771	177
Springfield, Mo.	2,017,114	178
Vancouver	1,995,893	179
Savannah	1,993,548	180
Fayetteville, N.C.	1,982,837	181
Johnstown	1,979,873	182
Amarillo	1,977,832	183
Visalia - Tulare - Porterville	1,966,764	184
Cedar Rapids	1,949,507	185
Killeen - Temple	1,931,715	186
Boise	1,898,322	187
Topeka	1,862,995	188
Richland - Kennewick - Pasco	1,851,460	189
Tallahassee	1,820,586	190
Hickory	1,816,963	191
Columbus, Ga.	1,814,549	192
Green Bay	1,813,333	193
Houma - Thibodaux	1,776,510	194
McAllen - Edinburg - Mission	1,743,422	195
Waterloo - Cedar Falls	1,739,782	196
Fort Pierce	1,725,282	197
Lake Charles	1,690,253	198
Racine	1,688,705	199
Fort Collins - Loveland	1,684,872	200
Total Top 200	**1,755,462,690**	
Bradenton	1,650,212	201
Bremerton	1,647,973	202
Gainesville	1,645,101	203
Champaign - Urbana - Rantoul	1,638,851	204
Biloxi - Gulfport	1,609,221	205
Longview - Marshall	1,607,598	206
Wheeling	1,600,113	207
Benton Harbor	1,596,486	208
Waco	1,583,966	209
Fargo - Moorhead	1,484,406	210
Tyler	1,482,102	211
Provo - Orem	1,479,683	212
Pittsfield	1,471,109	213
Decatur	1,466,158	214
Jackson, Mich.	1,439,980	215
Odessa	1,439,774	216
Yakima	1,429,614	217
Brownsville - Harlingen	1,429,019	218
Steubenville - Weirton	1,425,006	219
Olympia	1,418,664	220
Asheville	1,416,302	221
Chico	1,404,070	222
Kenosha	1,395,791	223
Muskegon	1,381,984	224
Fort Smith	1,375,958	225
Parkersburg - Marietta	1,373,939	226
Lima	1,370,373	227
St. Cloud	1,358,856	228
Janesville - Beloit	1,352,700	229
Sioux Falls	1,346,380	230
Battle Creek	1,340,195	231
Bloomington - Normal	1,314,310	232
Midland, Tex.	1,288,353	233
Elkhart - Goshen	1,280,527	234
Lynchburg	1,277,509	235
Burlington, Vt.	1,239,898	236
Anderson, Ind.	1,195,494	237
Pascagoula	1,194,836	238
Eau Claire	1,193,607	239
Mansfield	1,191,219	240
Billings	1,190,446	241
Terre Haute	1,185,215	242
Clarksville - Hopkinsville	1,185,161	243
Monroe	1,172,806	244
Florence, Ala.	1,168,904	245
Wichita Falls	1,166,930	246
Anderson, S.C.	1,162,693	247
Charlottesville	1,161,922	248
Alexandria, La.	1,154,094	249
Lafayette, Ind.	1,153,763	250
Total Top 250	**1,824,001,961**	
Naples	1,152,365	251
Sioux City	1,139,526	252
Sharon	1,136,910	253
Greeley	1,129,858	254
Fort Walton Beach	1,128,800	255
Altoona	1,127,899	256
Athens	1,120,042	257
Vineland - Millville - Bridgeton	1,116,177	258
Ocala	1,107,773	259
Pueblo	1,104,808	260
Redding	1,098,796	261
Bangor	1,095,430	262
Medford	1,091,463	263
Abilene	1,088,362	264
Columbia, Mo.	1,087,441	265
Santa Fe	1,087,321	266
Muncie	1,076,493	267
Tuscaloosa	1,075,058	268
Bryan - College Station	1,054,959	269
Rochester, Minn.	1,051,556	270
Williamsport	1,049,863	271
Wausau	1,040,322	272
Joplin	1,036,143	273
Sheboygan	1,016,504	274
Bellingham	1,004,519	275
Lawton	992,976	276
Kankakee	986,341	277
Glens Falls	986,073	278
Kokomo	977,065	279
Iowa City	976,696	280
Wilmington, N.C.	967,796	281
Dothan	965,942	282
Hagerstown	945,648	283
Albany, Ga.	944,440	284
Casper	939,950	285
State College	939,345	286
Texarkana	938,332	267
San Angelo	933,267	288
Bismarck	931,802	289
Anniston	929,704	290
La Crosse	915,221	291
Yuba City	906,333	292
Sherman - Denison	896,153	293
Danville, Va.	884,383	294
Elmira	868,212	295
Burlington, N.C.	861,410	296
Bloomington, Ind.	858,297	297
Cumberland	833,219	298
Lewiston - Auburn	819,851	299
Dubuque	819,393	300
Grand Forks	815,541	301
Florence, S.C.	813,313	302
Fayetteville - Springdale	790,766	303
Las Cruces	782,833	304
Owensboro	780,225	305
St. Joseph	779,088	306
Victoria	769,376	307
Great Falls	761,209	308
Gadsden	760,759	309
Panama City	754,867	310
Jacksonville, N.C.	747,723	311
Enid	720,070	312
Lawrence, Kans.	684,797	313
Pine Bluff	615,894	314
Laredo	586,873	315
Total Above Areas	**1,885,401,532**	
Percent of U.S.	**80.9460**	
U.S. Total	**2,329,209,922**	

SUBURBAN EBI

Area	($000)	Rank
Los Angeles - Long Beach	43,493,389	1
Chicago	39,031,894	2
Nassau - Suffolk	35,288,254	3
Detroit	35,030,943	4
Philadelphia	34,674,585	5
Washington	34,577,818	6
Boston - Lawrence - Salem - Lowell - Brockton	29,435,903	7
Anaheim - Santa Ana	23,268,840	8
Atlanta	20,137,851	9
Newark	19,595,758	10
Pittsburgh	18,416,380	11
Minneapolis - St. Paul	17,563,836	12
Oakland	17,479,347	13
Baltimore	16,465,440	14
New York	16,325,627	15
Bergen - Passaic	15,735,393	16
Houston	15,584,160	17
St. Louis	15,494,868	18
Cleveland	15,089,444	19
Seattle	13,663,785	20
Riverside - San Bernardino	13,456,873	21
Denver	13,270,354	22
San Francisco	12,467,719	23
Dallas	12,085,395	24
Miami - Hialeah	11,662,242	25
Tampa - St. Petersburg - Clearwater	11,631,699	26
San Diego	11,295,649	27
Middlesex - Somerset - Hunterdon	10,828,267	28
Cincinnati	10,725,576	29
Monmouth - Ocean	10,537,504	30
Hartford - New Britain - Middletown - Bristol	9,784,316	31
San Jose	9,460,421	32
Sacramento	9,322,394	33
Kansas City, Mo.-Ks.	9,157,738	34
Rochester, N.Y.	9,017,071	35
Fort Lauderdale - Hollywood - Pompano Beach	8,835,212	36
Milwaukee	8,651,969	37
Portland, Ore.	8,117,821	38
New Orleans	7,458,287	39
Dayton - Springfield	7,154,021	40
Bridgeport - Stamford - Norwalk - Danbury	7,143,869	41
Buffalo	6,935,829	42
Albany - Schenectady - Troy	6,804,830	43
Salt Lake City - Ogden	6,511,415	44
Columbus, Ohio	6,501,118	45
Orlando	6,441,371	46
Louisville	6,380,971	47
Providence - Pawtucket - Woonsocket	6,114,589	48
West Palm Beach - Boca Raton - Delray Beach	6,083,614	49
Birmingham	5,605,703	50
Total Top 50	**745,797,352**	
Richmond - Petersburg	5,561,649	51
New Haven - Waterbury - Meriden	5,366,988	52
Wilmington, Del.	5,267,066	53
Syracuse	5,246,237	54
Charlotte - Gastonia - Rock Hill	5,226,464	55
Harrisburg - Lebanon - Carlisle	5,145,109	56
Scranton - Wilkes-Barre	5,144,998	57
Fort Worth - Arlington	5,085,602	58
Lake County, Ill.	5,059,005	59
Greensboro - Winston-Salem - High Point	4,769,854	60
Allentown - Bethlehem	4,752,589	61
Indianapolis	4,700,760	62
Oxnard - Ventura	4,567,630	63
Oklahoma City	4,265,479	64
Worcester - Fitchburg - Leominster	4,243,800	65
Grand Rapids	4,214,956	66
Phoenix	4,151,437	67
Greenville - Spartanburg	4,094,699	68
Honolulu	4,017,751	69
Akron	3,874,259	70
Nashville	3,815,505	71
Las Vegas	3,721,632	72
Gary - Hammond	3,635,516	73
Youngstown - Warren	3,551,268	74
York	3,512,033	75
San Antonio	3,431,931	76
Knoxville	3,320,989	77
Tulsa	3,233,646	78
Joliet	3,220,525	79
Lancaster	3,205,838	80
Springfield, Mass.	3,157,162	81
Columbia, S.C.	3,152,373	82
Tacoma	3,126,916	83
Flint	3,063,403	84
Charleston, S.C.	2,984,916	85
Raleigh - Durham	2,946,418	86
Bakersfield	2,935,465	87
Fresno	2,899,631	88
Jersey City	2,893,638	89
Baton Rouge	2,851,620	90
Trenton	2,812,810	91
Augusta	2,809,734	92
Orange County, N.Y.	2,733,969	93
Canton	2,723,880	94
Poughkeepsie	2,673,074	95
Atlantic City	2,627,554	96
Toledo	2,603,026	97
Lansing - East Lansing	2,571,943	98
Johnson City - Kingsport - Bristol	2,553,862	99
Saginaw - Bay City - Midland	2,545,488	100
Total Top 100	**931,870,449**	
Reading	2,510,340	101
New Bedford - Fall River - Attleboro	2,476,630	102
Austin	2,470,757	103
Omaha	2,453,363	104
Peoria	2,409,208	105
Portsmouth - Dover - Rochester	2,280,006	106
Pensacola	2,277,905	107
Santa Rosa - Petaluma	2,265,866	108
Tucson	2,261,054	109
Lakeland - Winter Haven	2,239,971	110
Memphis	2,239,745	111
Chattanooga	2,227,217	112
Binghamton	2,221,318	113
Daytona Beach	2,204,210	114
New London - Norwich	2,171,273	115
Brazoria	2,148,430	116
Beaumont - Port Arthur	2,147,553	117
Des Moines	2,129,433	118
Mobile	2,114,992	119
Davenport - Rock Island - Moline	2,114,635	120
Aurora - Elgin	2,100,184	121
Norfolk - Virginia Beach - Newport News	2,066,888	122
Beaver County, Pa.	2,044,620	123
Santa Barbara - Santa Maria - Lompoc	2,041,931	124
Sarasota	2,034,056	125
Jacksonville, Fla.	1,969,089	126
Charleston, W.Va.	1,937,061	127
Huntington - Ashland	1,919,168	128
Melbourne - Titusville - Palm Bay	1,918,495	129
East St. Louis - Belleville	1,915,422	130
Santa Cruz	1,899,004	131
Utica - Rome	1,871,003	132
Madison	1,856,591	133
Alton - Granite City	1,850,136	134
Little Rock - North Little Rock	1,808,585	135
Vallejo - Fairfield - Napa	1,801,217	136
Ann Arbor	1,779,608	137
Fort Wayne	1,761,407	138
Johnstown	1,745,463	139
Fort Myers - Cape Coral	1,697,363	140
Salinas - Seaside - Monterey	1,691,866	141
Stockton	1,679,287	142
Erie	1,622,221	143
Hamilton - Middletown	1,606,950	144
Portland, Me.	1,595,750	145
Appleton - Oshkosh - Neenah	1,590,909	146
Kalamazoo	1,562,789	147
Vancouver	1,562,217	148
Hickory	1,554,229	149
Niagara Falls	1,551,464	150
Total Top 150	**1,031,369,330**	
Wichita	1,548,312	151
Benton Harbor	1,518,568	152
Rockford	1,517,918	153
Spokane	1,511,274	154
Evansville	1,495,924	155
Jackson, Miss.	1,479,639	156
Fayetteville, N.C.	1,457,312	157
Fort Pierce	1,431,948	158
Duluth	1,410,158	159
Lorain - Elyria	1,407,446	160
Bradenton	1,335,285	161
Manchester - Nashua	1,329,969	162
Bremerton	1,300,619	163
Salem, Ore.	1,297,074	164
Houma - Thibodaux	1,263,639	165
Wheeling	1,230,335	166
Reno	1,206,155	167
Roanoke	1,205,149	168
Modesto	1,193,501	169
Chico	1,169,018	170
Lafayette, La.	1,159,371	171
Galveston - Texas City	1,158,273	172
Killeen - Temple	1,131,067	173
Visalia - Tulare - Porterville	1,117,875	174
Olympia	1,098,591	175
Jackson, Mich.	1,094,355	176
Eugene - Springfield	1,081,226	177
Muskegon	1,065,205	178
Macon - Warner Robins	1,060,454	179
Lexington-Fayette	1,004,620	180
Lima	991,624	181
Yakima	989,285	182
St. Cloud	987,449	183
Sharon	975,434	184
Boulder - Longmont	964,760	185
Lake Charles	946,96[illegible]	186
Steubenville - Weirton	941,537	187
Anderson, S.C.	937,91[illegible]	188
Springfield, Ill.	937,01[illegible]	189
Pittsfield	930,41[illegible]	190
Green Bay	920,98[illegible]	191
South Bend - Mishawaka	904,95[illegible]	192
Fort Walton Beach	904,2[illegible]	193
Burlington, Vt.	896,57[illegible]	194
Asheville	894,5[illegible]	195
Parkersburg - Marietta	893,4[illegible]	196
Racine	888,9[illegible]	197
McAllen - Edinburg - Mission	879,2[illegible]	198
Pascagoula	877,[illegible]	199
Gainesville	866,[illegible]	200
Total Top 200	**1,088,178,[illegible]**	
Colorado Springs	860,[illegible]	201
Charlottesville	851,[illegible]4	202
Battle Creek	840,[illegible]6	203
Glens Falls	838,[illegible]0	204
Florence, Ala.	823,[illegible]0	205
Bangor	821,[illegible]32	206
Albuquerque	807[illegible]0	207
Savannah	789[illegible]44	208
Biloxi - Gulfport	788[illegible]6	209
Montgomery	780[illegible]1	210
Williamsport	774[illegible]5	211
Athens	769[illegible]9	212
Ocala	765[illegible]8	213
Corpus Christi	752,454	214
Naples	750,963	215
Tallahassee	750,488	216
Springfield, Mo.	748,114	217
Shreveport	742,542	218
Monroe	741,491	219
Medford	738,407	220
Lafayette, Ind.	730,008	221
Yuba City	726,428	222
Elkhart - Goshen	725,031	223
Mansfield	718,376	224
Wausau	712,540	225
Richland - Kennewick - Pasco	712,393	226
Boise	709,537	227
Eau Claire	709,039	228
Joplin	704,552	229
Kankakee	704,337	230
Terre Haute	700,840	231
Alexandria, La.	700,821	232
State College	699,764	233
Waco	695,981	234
Anniston	690,229	235
Hagerstown	684,911	236
Tyler	678,630	237
Altoona	675,915	238
Fort Smith	667,729	239
Provo - Orem	666,157	240
Anderson, Ind.	662,289	241
Cedar Rapids	656,789	242
Redding	652,917	243
Longview - Marshall	645,427	244
Fort Collins - Loveland	641,620	245
Lynchburg	635,274	246
Greeley	628,561	247
Cumberland	626,203	248
Wilmington, N.C.	611,651	249
Elmira	604,942	250
Total Top 250	**1,124,294,849**	
Jacksonville, N.C.	600,401	251
Bellingham	590,093	252
Champaign - Urbana - Rantoul	582,704	253
Florence, S.C.	565,748	254
Kokomo	558,439	255
Santa Fe	547,164	256
Kenosha	534,775	257
Brownsville - Harlingen	529,318	258
Sheboygan	527,776	259
Dothan	517,508	260
Danville, Va.	517,022	261
Janesville - Beloit	513,415	262
Waterloo - Cedar Falls	509,509	263
Panama City	507,610	264
Burlington, N.C.	506,923	265
Columbus, Ga.	502,074	266
Texarkana	498,034	267
Tuscaloosa	495,300	268
Clarksville - Hopkinsville	492,992	269
Fargo - Moorhead	472,935	270
Muncie	468,955	271
Huntsville	454,399	272
Bloomington - Normal	451,136	273
La Crosse	446,700	274
Topeka	440,546	275
Columbia, Mo.	439,595	276
Bloomington, Ind.	433,076	277
Billings	424,911	278
Amarillo	416,568	279
Decatur	409,243	280
Gadsden	408,850	281
El Paso	403,032	282
Iowa City	398,877	283
Las Cruces	364,811	284
Rochester, Minn.	352,456	285
Sherman - Denison	347,961	286
Lubbock	345,224	287
Sioux City	335,642	288
Bismarck	329,648	289
Fayetteville - Springdale	298,634	290
Albany, Ga.	294,889	291
Odessa	289,579	292
Lewiston - Auburn	289,206	293
Vineland - Millville - Bridgeton	287,431	294
Sioux Falls	280,060	295
Owensboro	273,951	296
Lawton	260,592	297
Dubuque	250,698	298
Lincoln	249,098	299
Casper	246,980	300
Grand Forks	235,307	301
Wichita Falls	229,286	302
Pine Bluff	226,155	303
Pueblo	207,540	304
Victoria	203,939	305
Great Falls	196,878	306
Lawrence, Kans.	157,263	307
Bryan - College Station	147,536	308
Midland, Tex.	138,363	309
Enid	137,783	310
San Angelo	134,311	311
Abilene	123,070	312
St. Joseph	107,022	313
Laredo	76,465	314
Anchorage	0	315
Total Above Areas	**1,147,878,255**	
Percent of U.S.	**100.0000**	
U.S. Total	**1,147,878,255**	

MEDIAN HOUSEHOLD EBI

Area	($)	Rank
Nassau - Suffolk	38,427	1
Anchorage	34,842	2
Bridgeport - Stamford - Norwalk - Danbury	34,561	3
Middlesex - Somerset - Hunterdon	34,539	4
Lake County, Ill.	34,428	5
San Jose	33,780	6
Washington	33,236	7
Anaheim - Santa Ana	32,715	8
Bergen - Passaic	32,413	9
Brazoria	31,915	10
Poughkeepsie	31,703	11
Joliet	31,220	12
Oxnard - Ventura	30,958	13
Richland - Kennewick - Pasco	30,479	14
Newark	30,429	15
Hartford - New Britain - Middletown - Bristol	30,421	16
Aurora - Elgin	30,272	17
Midland, Tex.	30,100	18
Kenosha	29,819	19
Casper	29,771	20
New London - Norwich	29,487	21
Minneapolis - St. Paul	29,316	22
Honolulu	29,234	23
Oakland	29,046	24
Rochester, N.Y.	29,014	25
San Francisco	28,876	26
Wilmington, Del.	28,774	27
Grand Forks	28,631	28
Houston	28,588	29
Trenton	28,579	30
Rochester, Minn.	28,527	31
New Haven - Waterbury - Meriden	28,475	32
Seattle	28,332	33
Peoria	28,219	34
Cedar Rapids	27,983	35
Davenport - Rock Island - Moline	27,852	36
Wichita	27,768	37
Monmouth - Ocean	27,677	38
Denver	27,647	39
Boston - Lawrence - Salem - Lowell - Brockton	27,633	40
Orange County, N.Y.	27,577	41
Ann Arbor	27,537	42
Milwaukee	27,454	43
Chicago	27,453	44
Rockford	27,440	45
Detroit	27,435	46
Lansing - East Lansing	27,333	47
Kalamazoo	27,329	48
Flint	27,282	49
Odessa	27,257	50
Galveston - Texas City	27,226	51
Beaver County, Pa.	27,112	52
Omaha	27,084	53
Topeka	27,018	54
Madison	27,001	55
Manchester - Nashua	26,996	56
Beaumont - Port Arthur	26,953	57
Vallejo - Fairfield - Napa	26,952	58
Portsmouth - Dover - Rochester	26,889	59
Waterloo - Cedar Falls	26,818	60
Sioux Falls	26,791	61
Lincoln	26,726	62
St. Louis	26,647	63
Des Moines	26,591	64
Syracuse	26,584	65
Santa Barbara - Santa Maria - Lompoc	26,566	66
Dallas	26,519	67
Racine	26,465	68
Lorain - Elyria	26,449	69
Grand Rapids	26,426	70
Decatur	26,328	71
Appleton - Oshkosh - Neenah	26,281	72
Boulder - Longmont	26,274	73
Victoria	26,248	74
Bismarck	26,228	75
Sheboygan	26,190	76
Saginaw - Bay City - Midland	26,179	77
Kansas City, Mo.-Ks.	26,142	78
Philadelphia	26,120	79
Gary - Hammond	26,117	80
Green Bay	26,064	81
Baltimore	25,938	82
Houma - Thibodaux	25,929	83
Jackson, Mich.	25,922	84
Santa Rosa - Petaluma	25,902	85
Pascagoula	25,887	86
Atlanta	25,804	87
Hamilton - Middletown	25,751	88
Fort Worth - Arlington	25,743	89
Harrisburg - Lebanon - Carlisle	25,553	90
Janesville - Beloit	25,487	91
Allentown - Bethlehem	25,473	92
Binghamton	25,459	93
Bloomington - Normal	25,400	94
Albany - Schenectady - Troy	25,349	95
Lake Charles	25,340	96
Baton Rouge	25,320	97
Los Angeles - Long Beach	25,280	98
Lafayette, La.	25,212	99
Burlington, Vt.	25,127	100
San Diego	24,996	101
Richmond - Petersburg	24,978	102
Santa Fe	24,944	103
Reno	24,890	104
Lancaster	24,888	105
Worcester - Fitchburg - Leominster	24,870	106
Indianapolis	24,831	107
Cleveland	24,823	108
Cincinnati	24,753	109
York	24,753	109
Salinas - Seaside - Monterey	24,740	111
Niagara Falls	24,681	112
Buffalo	24,680	113
Duluth	24,676	114
Tulsa	24,664	115
Bremerton	24,636	116
Fargo - Moorhead	24,609	117
Battle Creek	24,590	118
Iowa City	24,574	119
Vancouver	24,560	120
West Palm Beach - Boca Raton - Delray Beach	24,514	121
Salt Lake City - Ogden	24,502	122
Huntsville	24,384	123
Santa Cruz	24,374	124
Pittsburgh	24,366	125
Tyler	24,312	126
Sacramento	24,288	127
Oklahoma City	24,262	128
Fort Wayne	24,202	129
Kokomo	24,181	130
Pittsfield	24,148	131
Olympia	24,143	132
Nashville	24,135	133
Wausau	24,089	134
Akron	24,010	135
Kankakee	24,009	136
Toledo	23,980	137
Erie	23,964	138
Reading	23,928	139
Portland, Ore.	23,926	140
Canton	23,916	141
Benton Harbor	23,896	142
Enid	23,873	143
Dubuque	23,822	144
Fort Lauderdale - Hollywood - Pompano Beach	23,815	145
La Crosse	23,776	146
Evansville	23,771	147
Raleigh - Durham	23,746	148
Dayton - Springfield	23,724	149
South Bend - Mishawaka	23,698	150
Youngstown - Warren	23,678	151
Bakersfield	23,628	152
Charleston, W Va.	23,613	153
Columbus, Ohio	23,527	154
Boise	23,502	155
Las Vegas	23,485	156
Billings	23,477	157
Springfield, Ill.	23,469	158
Columbia, Mo.	23,461	159
Longview - Marshall	23,410	160
Riverside - San Bernardino	23,356	161
Steubenville - Weirton	23,321	162
Providence - Pawtucket - Woonsocket	23,313	163
Muskegon	23,246	164
Fort Collins - Loveland	23,194	165
Springfield, Mass.	23,187	166
Amarillo	23,182	167
Louisville	23,177	168
Phoenix	23,131	169
Sioux City	23,120	170
Macon - Warner Robins	23,102	171
Alton - Granite City	23,079	172
Elkhart - Goshen	23,071	173
Corpus Christi	23,034	174
Austin	23,032	175
Norfolk - Virginia Beach - Newport News	22,960	176
Columbia, S.C.	22,873	177
Charlotte - Gastonia - Rock Hill	22,843	178
Sharon	22,741	179
Fort Walton Beach	22,738	180
Portland, Me.	22,738	180
Utica - Rome	22,728	182
Charlottesville	22,715	183
Fresno	22,689	184
Mansfield	22,687	185
St. Cloud	22,645	186
Lafayette, Ind.	22,624	187
New York	22,603	188
Stockton	22,525	189
Lynchburg	22,479	190
Pensacola	22,468	191
New Bedford - Fall River - Attleboro	22,450	192
Glens Falls	22,428	193
New Orleans	22,348	194
Lima	22,341	195
Greensboro - Winston-Salem - High Point	22,339	196
Orlando	22,292	197
Albuquerque	22,284	198
East St. Louis - Belleville	22,260	199
Colorado Springs	22,259	200
San Antonio	22,240	201
Anderson, Ind.	22,206	202
Elmira	22,167	203
Jacksonville, Fla.	22,153	204
Little Rock - North Little Rock	22,102	205
Jackson, Miss.	22,065	206
Roanoke	21,946	207
Champaign - Urbana - Rantoul	21,945	208
Eau Claire	21,927	209
San Angelo	21,908	210
Mobile	21,904	211
Lexington-Fayette	21,862	212
Miami - Hialeah	21,756	213
Great Falls	21,745	214
Atlantic City	21,739	215
Modesto	21,710	216
Lawton	21,681	217
Muncie	21,673	218
Shreveport	21,668	219
Albany, Ga.	21,604	220
Memphis	21,585	221
Lawrence, Kans.	21,527	222
Owensboro	21,482	223
Sherman - Denison	21,424	224
Augusta	21,308	225
Parkersburg - Marietta	21,305	226
Williamsport	21,255	227
Hickory	21,221	228
Vineland - Millville - Bridgeton	21,171	229
Wheeling	21,090	230
Burlington, N.C.	21,068	231
Melbourne - Titusville - Palm Bay	21,036	232
Wichita Falls	21,021	233
Savannah	21,007	234
Scranton - Wilkes-Barre	20,929	235
Jersey City	20,894	236
Abilene	20,816	237
Terre Haute	20,795	238
Hagerstown	20,785	239
Lubbock	20,781	240
Birmingham	20,725	241
Montgomery	20,676	242
St. Joseph	20,616	243
Tacoma	20,613	244
Springfield, Mo.	20,612	245
Fort Myers - Cape Coral	20,597	246
Naples	20,561	247
Anderson, S.C.	20,551	248
Wilmington, N.C.	20,540	249
Sarasota	20,504	250
Greeley	20,441	251
Pueblo	20,384	252
Chattanooga	20,376	253
Bryan - College Station	20,370	254
Florence, Ala.	20,364	255
State College	20,329	256
Bellingham	20,268	257
Bangor	20,211	258
Knoxville	20,180	259
Altoona	20,147	260
Greenville - Spartanburg	20,079	261
Fort Pierce	20,073	262
Tampa - St. Petersburg - Clearwater	19,903	263
Eugene - Springfield	19,871	264
Tallahassee	19,771	265
Lewiston - Auburn	19 648	266
Tucson	19,525	267
El Paso	19,446	268
Biloxi - Gulfport	19,443	269
Waco	19,387	270
Bradenton	19,361	271
Charleston, S.C.	19,301	272
Johnson City - Kingsport - Bristol	19,296	273
Lakeland - Winter Haven	19,225	274
Salem, Ore.	19,219	275
Asheville	19,192	276
Provo - Orem	19,141	277
Spokane	19,120	278
Fayetteville, N.C.	19,084	279
Danville, Va.	19,080	280
Huntington - Ashland	19,039	281
Killeen - Temple	19,027	282
Cumberland	19,020	283
Gainesville	18,797	284
Texarkana	18,764	285
Alexandria, La.	18,755	286
Bloomington, Ind.	18,750	287
Johnstown	18,664	288
Monroe	18,593	289
Yuba City	18,571	290
Redding	18,539	291
Yakima	18,494	292
Fort Smith	18,330	293
Athens	18,324	294
Anniston	18,322	295
Dothan	18,225	296
Clarksville - Hopkinsville	18,203	297
Medford	18,189	298
Daytona Beach	18,066	299
Columbus, Ga.	18,006	300
Visalia - Tulare - Porterville	17,962	301
Chico	17,930	302
Florence, S.C.	17,839	303
Tuscaloosa	17,771	304
Joplin	17,628	305
Las Cruces	17,438	306
Fayetteville - Springdale	17,266	307
Pine Bluff	16,995	308
Brownsville - Harlingen	16,979	309
Gadsden	16,523	310
Panama City	16,212	311
Ocala	16,171	312
McAllen - Edinburg - Mission	15,236	313
Laredo	15,199	314
Jacksonville, N.C.	15,010	315
Median Above Areas	**25,109**	
U.S. Median	**23,420**	

HOUSEHOLDS WITH EBI OF $50,000 AND OVER

Area	(Thous.)	Rank
New York	409.0	1
Los Angeles - Long Beach	406.8	2
Chicago	315.3	3
Washington	290.6	4
Nassau - Suffolk	255.7	5
Philadelphia	213.7	6
Boston - Lawrence - Salem - Lowell - Brockton	200.7	7
Detroit	191.7	8
Houston	178.6	9
Anaheim - Santa Ana	169.9	10
Newark	137.3	11
Oakland	120.7	12
San Francisco	119.0	13
San Jose	114.7	14
Dallas	113.3	15
Minneapolis - St. Paul	112.4	16
Bergen - Passaic	104.3	17
Atlanta	101.5	18
San Diego	94.9	19
Seattle	94.5	20
Baltimore	86.8	21
Bridgeport - Stamford - Norwalk - Danbury	81.1	22
Denver	80.8	23
Pittsburgh	78.2	24
St. Louis	77.0	25
Miami - Hialeah	72.2	26
Middlesex - Somerset - Hunterdon	69.7	27
Cleveland	67.6	28
Hartford - New Britain - Middletown - Bristol	65.4	29
Kansas City, Mo.-Ks.	60.6	30
Riverside - San Bernardino	57.1	31
Milwaukee	56.4	32
Rochester, N.Y.	55.3	33
Tampa - St. Petersburg - Clearwater	54.8	34
Fort Lauderdale - Hollywood - Pompano Beach	53.5	35
Monmouth - Ocean	51.8	36
Phoenix	51.8	36
Cincinnati	50.9	38
Sacramento	48.7	39
New Orleans	46.7	40
Honolulu	45.1	41
Fort Worth - Arlington	43.8	42
New Haven - Waterbury - Meriden	41.7	43
Columbus, Ohio	38.5	44
Indianapolis	37.5	45
West Palm Beach - Boca Raton - Delray Beach	37.3	46
Oklahoma City	37.0	47
Lake County, Ill.	36.9	48
Portland, Ore.	36.2	49
San Antonio	35.7	50
Total Top 50	**5,400.7**	
Oxnard - Ventura	35.4	51
Albany - Schenectady - Troy	33.4	52
Nashville	33.0	53
Buffalo	32.5	54
Norfolk - Virginia Beach - Newport News	31.2	55
Tulsa	29.3	56
Memphis	28.3	57
Wilmington, Del.	28.3	57
Louisville	27.8	59
Providence - Pawtucket - Woonsocket	27.6	60
Syracuse	27.5	61
Dayton - Springfield	27.4	62
Omaha	27.4	62
Richmond - Petersburg	26.5	64
Orlando	25.7	65
Austin	25.4	66
Jacksonville, Fla.	24.8	67
Salt Lake City - Ogden	24.6	68
Charlotte - Gastonia - Rock Hill	24.4	69
Greensboro - Winston-Salem - High Point	24.1	70
Birmingham	23.3	71
Wichita	22.3	72
Allentown - Bethlehem	22.2	73
Anchorage	22.0	74
Grand Rapids	21.5	75
Baton Rouge	21.4	76
Raleigh - Durham	20.6	77
Worcester - Fitchburg - Leominster	20.5	78
Harrisburg - Lebanon - Carlisle	19.8	79
Fresno	19.7	80
Toledo	19.3	81
Akron	18.6	82
Las Vegas	18.2	83
Peoria	18.0	84
Santa Barbara - Santa Maria - Lompoc	17.9	85
Trenton	17.9	85
Lansing - East Lansing	17.3	87
Davenport - Rock Island - Moline	16.9	88
Joliet	16.4	89
Beaumont - Port Arthur	16.3	90
Poughkeepsie	16.3	90
Flint	16.2	92
Jersey City	16.0	93
Gary - Hammond	15.9	94
Bakersfield	15.8	95
Des Moines	15.8	95
Santa Rosa - Petaluma	15.7	97
Aurora - Elgin	15.6	98
Springfield, Mass.	15.4	99
Madison	15.3	100
Total Top 100	**6,513.4**	
Knoxville	15.1	101
Albuquerque	15.0	102
Vallejo - Fairfield - Napa	14.7	103
Scranton - Wilkes-Barre	14.3	104
New London - Norwich	13.8	105
Saginaw - Bay City - Midland	13.6	106
Little Rock - North Little Rock	13.4	107
Mobile	13.4	107
Youngstown - Warren	13.2	109
Ann Arbor	13.1	110
Tucson	12.5	111
Jackson, Miss.	12.3	112
Manchester - Nashua	11.9	113
Stockton	11.7	114
Portsmouth - Dover - Rochester	11.6	115
Salinas - Seaside - Monterey	11.5	116
Columbia, S.C.	11.4	117
New Bedford - Fall River - Attleboro	11.1	118
Shreveport	10.9	119
Binghamton	10.7	120
El Paso	10.7	120
Lancaster	10.7	120
Santa Cruz	10.7	120
Orange County, N.Y.	10.5	124
Corpus Christi	10.4	125
Atlantic City	10.3	126
Greenville - Spartanburg	10.2	127
Galveston - Texas City	10.1	128
Lexington-Fayette	10.1	128
York	10.1	128
Kalamazoo	9.9	131
Rockford	9.9	131
Boulder - Longmont	9.8	133
Pensacola	9.8	133
Brazoria	9.7	135
Tacoma	9.7	135
Lafayette, La.	9.5	137
Chattanooga	9.4	138
Reno	9.4	138
Colorado Springs	9.3	140
Lincoln	9.1	141
Huntsville	9.0	142
Augusta	8.9	143
Canton	8.9	143
Richland - Kennewick - Pasco	8.9	143
Evansville	8.8	146
Fort Wayne	8.7	147
Reading	8.6	148
Appleton - Oshkosh - Neenah	8.5	149
Macon - Warner Robins	8.4	150
Total Top 150	**7,056.6**	
Sarasota	8.3	151
Charleston, W.Va.	8.1	152
Hamilton - Middletown	8.0	153
Modesto	8.0	153
Johnson City - Kingsport - Bristol	7.9	155
East St. Louis - Belleville	7.8	156
Fort Myers - Cape Coral	7.8	156
Lorain - Elyria	7.6	158
Topeka	7.6	158
Utica - Rome	7.6	158
Erie	7.4	161
Midland, Tex.	7.1	162
Amarillo	7.0	163
Daytona Beach	7.0	163
Duluth	7.0	163
Lakeland - Winter Haven	7.0	163
Montgomery	7.0	163
Melbourne - Titusville - Palm Bay	6.5	168
Savannah	6.5	168
South Bend - Mishawaka	6.5	168
Beaver County, Pa.	6.4	171
Cedar Rapids	6.4	171
Houma - Thibodaux	6.4	171
Portland, Me.	6.3	174
Tallahassee	6.3	174
Charleston, S.C.	6.1	176
Kenosha	6.1	176
Odessa	6.1	176
Lubbock	6.0	179
Waterloo - Cedar Falls	6.0	179
Tyler	5.8	181
Boise	5.7	182
Lake Charles	5.7	182
Spokane	5.7	182
Springfield, Ill.	5.7	182
Gainesville	5.6	186
Niagara Falls	5.6	186
Roanoke	5.6	186
Decatur	5.4	189
Vancouver	5.4	189
Longview - Marshall	5.3	191
Benton Harbor	5.2	192
Green Bay	5.2	192
Alton - Granite City	5.1	194
Fort Collins - Loveland	5.1	194
Fort Pierce	5.1	194
Huntington - Ashland	5.1	194
Sioux Falls	5.1	194
Springfield, Mo.	5.1	194
Champaign - Urbana - Rantoul	5.0	200
Total Top 200	**7,373.9**	
Santa Fe	5.0	200
Pittsfield	4.9	202
Bremerton	4.7	203
Burlington, Vt.	4.7	203
Fargo - Moorhead	4.7	203
Jackson, Mich.	4.7	203
Bloomington - Normal	4.6	207
Bradenton	4.6	207
Eugene - Springfield	4.6	207
Olympia	4.6	207
Racine	4.6	207
Naples	4.5	212
Waco	4.5	212
Bryan - College Station	4.4	214
Visalia - Tulare - Porterville	4.4	214
Iowa City	4.3	216
Biloxi - Gulfport	4.2	217
Rochester, Minn.	4.2	217
Battle Creek	4.1	219
Casper	4.1	219
Charlottesville	4.1	219
Grand Forks	4.1	219
Killeen - Temple	4.1	219
Columbia, Mo.	3.9	224
McAllen - Edinburg - Mission	3.9	224
Fort Walton Beach	3.8	226
Pascagoula	3.8	226
Bismarck	3.7	228
Columbus, Ga.	3.7	228
Brownsville - Harlingen	3.6	230
Lynchburg	3.6	230
Muskegon	3.6	230
Chico	3.5	233
Lafayette, Ind.	3.5	233
Billings	3.4	235
Hickory	3.4	235
Salem, Ore.	3.4	235
Fayetteville, N.C.	3.3	238
Janesville - Beloit	3.3	238
San Angelo	3.3	238
Sioux City	3.3	238
Wichita Falls	3.3	238
Alexandria, La.	3.2	243
Elkhart - Goshen	3.2	243
Monroe	3.2	243
Abilene	3.1	246
St. Cloud	3.1	246
Yakima	3.1	246
Athens	3.0	249
Pueblo	3.0	249
Total Top 250	**7,568.8**	
Steubenville - Weirton	3.0	249
Wheeling	3.0	249
Fort Smith	2.9	253
Johnstown	2.9	253
Kankakee	2.9	253
Parkersburg - Marietta	2.9	253
Asheville	2.8	257
Eau Claire	2.8	257
Kokomo	2.8	257
Lima	2.8	257
Victoria	2.8	257
Lawton	2.7	262
Terre Haute	2.7	262
Vineland - Millville - Bridgeton	2.7	262
Bellingham	2.6	265
Florence, Ala.	2.6	265
La Crosse	2.6	265
Sheboygan	2.6	265
Glens Falls	2.5	269
Greeley	2.5	269
Lawrence, Kans.	2.5	269
Mansfield	2.5	269
Redding	2.5	269
Sharon	2.5	269
Sherman - Denison	2.5	269
Wausau	2.5	269
Enid	2.4	277
Muncie	2.4	277
Ocala	2.4	277
State College	2.4	277
Tuscaloosa	2.4	277
Wilmington, N.C.	2.4	277
Las Cruces	2.3	283
Albany, Ga.	2.2	284
Anderson, Ind.	2.2	284
Bloomington, Ind.	2.2	284
Provo - Orem	2.2	284
Williamsport	2.2	284
Yuba City	2.2	284
Clarksville - Hopkinsville	2.1	290
Elmira	2.1	290
Anderson, S.C.	2.0	292
Bangor	2.0	292
Joplin	2.0	292
Texarkana	2.0	292
Altoona	1.9	296
Dubuque	1.9	296
Owensboro	1.9	296
St. Joseph	1.9	296
Dothan	1.8	300
Great Falls	1.8	300
Medford	1.8	300
Hagerstown	1.7	303
Burlington, N.C.	1.6	304
Danville, Va.	1.6	304
Fayetteville - Springdale	1.6	304
Florence, S.C.	1.6	304
Lewiston - Auburn	1.5	308
Anniston	1.4	309
Cumberland	1.4	309
Laredo	1.4	309
Panama City	1.3	312
Pine Bluff	1.3	312
Gadsden	1.2	314
Jacksonville, N.C.	.5	315
Total Above Areas	**7,712.1**	
Percent of U.S.	**88.7918**	
U.S. Total	**8,685.6**	

BUYING POWER INDEX (BPI)

Area	BPI	Rank
Los Angeles - Long Beach	3.5274	1
New York	3.4578	2
Chicago	2.7460	3
Philadelphia	2.0387	4
Detroit	1.9325	5
Washington	1.7926	6
Boston - Lawrence - Salem - Lowell - Brockton	1.7626	7
Houston	1.5711	8
Nassau - Suffolk	1.3732	9
Anaheim - Santa Ana	1.1396	10
Dallas	1.0833	11
Minneapolis - St. Paul	1.0777	12
Atlanta	1.0341	13
Baltimore	.9557	14
Pittsburgh	.9357	15
San Diego	.9347	16
Oakland	.9031	17
Newark	.8907	18
San Francisco	.8551	19
Seattle	.8517	20
St. Louis	.8278	21
Cleveland	.8151	22
Tampa - St. Petersburg - Clearwater	.7782	23
Denver	.7717	24
Miami - Hialeah	.7708	25
San Jose	.7568	26
Riverside - San Bernardino	.7275	27
Phoenix	.7102	28
Kansas City, Mo.-Ks.	.6835	29
Bergen - Passaic	.6824	30
Milwaukee	.6242	31
Cincinnati	.6067	32
Fort Lauderdale - Hollywood - Pompano Beach	.5632	33
Sacramento	.5616	34
New Orleans	.5457	35
Columbus, Ohio	.5442	36
Hartford - New Britain - Middletown - Bristol	.5249	37
Portland, Ore.	.5230	38
Indianapolis	.5188	39
Fort Worth - Arlington	.5124	40
Norfolk - Virginia Beach - Newport News	.4976	41
San Antonio	.4730	42
Bridgeport - Stamford - Norwalk - Danbury	.4628	43
Rochester, N.Y.	.4625	44
Middlesex - Somerset - Hunterdon	.4482	45
Oklahoma City	.4292	46
Monmouth - Ocean	.4253	47
Buffalo	.4236	48
Charlotte - Gastonia - Rock Hill	.4193	49
Louisville	.4096	50
Total Top 50	**48.3631**	
Dayton - Springfield	.3954	51
Nashville	.3952	52
Salt Lake City - Ogden	.3907	53
Greensboro - Winston-Salem - High Point	.3770	54
Albany - Schenectady - Troy	.3748	55
Memphis	.3718	56
Providence - Pawtucket - Woonsocket	.3706	57
Birmingham	.3630	58
New Haven - Waterbury - Meriden	.3627	59
Honolulu	.3579	60
Orlando	.3526	61
Richmond - Petersburg	.3491	62
West Palm Beach - Boca Raton - Delray Beach	.3372	63
Tulsa	.3323	64
Jacksonville, Fla.	.3268	65
Syracuse	.2877	66
Worcester - Fitchburg - Leominster	.2845	67
Allentown - Bethlehem	.2835	68
Scranton - Wilkes-Barre	.2829	69
Austin	.2816	70
Akron	.2742	71
Omaha	.2707	72
Toledo	.2669	73
Oxnard - Ventura	.2653	74
Raleigh - Durham	.2614	75
Grand Rapids	.2611	76
Harrisburg - Lebanon - Carlisle	.2603	77
Gary - Hammond	.2554	78
Springfield, Mass.	.2531	79
Las Vegas	.2488	80
Wilmington, Del.	.2372	81
Knoxville	.2366	82
Fresno	.2318	83
Lake County, Ill.	.2318	83
Tucson	.2308	85
Greenville - Spartanburg	.2305	86
Baton Rouge	.2258	87
Youngstown - Warren	.2136	88
Wichita	.2068	89
Little Rock - North Little Rock	.2060	90
Jersey City	.2054	91
Tacoma	.1999	92
New Bedford - Fall River - Attleboro	.1989	93
Flint	.1988	94
Albuquerque	.1963	95
Bakersfield	.1916	96
El Paso	.1834	97
Lansing - East Lansing	.1833	98
Des Moines	.1832	99
Beaumont - Port Arthur	.1825	100
Total Top 100	**62.0318**	
Mobile	.1820	101
Davenport - Rock Island - Moline	.1785	102
Columbia, S.C.	.1751	103
Saginaw - Bay City - Midland	.1724	104
Peoria	.1710	105
Johnson City - Kingsport - Bristol	.1690	106
Chattanooga	.1678	107
Canton	.1655	108
Charleston, S.C.	.1629	109
Vallejo - Fairfield - Napa	.1620	110
York	.1608	111
Santa Rosa - Petaluma	.1594	112
Madison	.1575	113
Lancaster	.1564	114
Stockton	.1562	115
Santa Barbara - Santa Maria - Lompoc	.1548	116
Aurora - Elgin	.1543	117
Jackson, Miss.	.1514	118
Joliet	.1504	119
Fort Wayne	.1484	120
Lexington-Fayette	.1469	121
Trenton	.1465	122
Shreveport	.1433	123
Augusta	.1410	124
Corpus Christi	.1406	125
Portsmouth - Dover - Rochester	.1406	125
Colorado Springs	.1403	127
Spokane	.1403	127
Atlantic City	.1380	129
Manchester - Nashua	.1358	130
Lakeland - Winter Haven	.1355	131
Salinas - Seaside - Monterey	.1355	131
Reading	.1344	133
Huntington - Ashland	.1272	134
Pensacola	.1272	134
Utica - Rome	.1266	136
Melbourne - Titusville - Palm Bay	.1251	137
Anchorage	.1240	138
Charleston, W.Va.	.1235	139
Ann Arbor	.1231	140
Rockford	.1223	141
Daytona Beach	.1217	142
Evansville	.1217	142
Appleton - Oshkosh - Neenah	.1212	144
Modesto	.1206	145
Poughkeepsie	.1189	146
New London - Norwich	.1188	147
Reno	.1185	148
Binghamton	.1165	149
Orange County, N.Y.	.1165	149
Total Top 150	**69.1797**	
East St. Louis - Belleville	.1144	151
Eugene - Springfield	.1144	151
Sarasota	.1142	153
Erie	.1138	154
Portland, Me.	.1128	155
Montgomery	.1122	156
Fort Myers - Cape Coral	.1114	157
Macon - Warner Robins	.1110	158
Lorain - Elyria	.1090	159
Duluth	.1088	160
Alton - Granite City	.1080	161
Hamilton - Middletown	.1042	162
Lubbock	.1006	163
Roanoke	.1004	164
South Bend - Mishawaka	.0998	165
Kalamazoo	.0990	166
Santa Cruz	.0990	166
McAllen - Edinburg - Mission	.0986	168
Boulder - Longmont	.0982	169
Galveston - Texas City	.0971	170
Salem, Ore.	.0970	171
Visalia - Tulare - Porterville	.0967	172
Amarillo	.0960	173
Springfield, Mo.	.0951	174
Lincoln	.0950	175
Lafayette, La.	.0940	176
Niagara Falls	.0934	177
Fayetteville, N.C.	.0927	178
Johnstown	.0922	179
Savannah	.0921	180
Boise	.0884	181
Springfield, Ill.	.0882	182
Huntsville	.0877	183
Killeen - Temple	.0873	184
Columbus, Ga.	.0860	185
Brazoria	.0839	186
Tallahassee	.0828	187
Hickory	.0824	188
Beaver County, Pa.	.0812	189
Vancouver	.0798	190
Cedar Rapids	.0796	191
Richland - Kennewick - Pasco	.0784	192
Houma - Thibodaux	.0780	193
Waco	.0777	194
Green Bay	.0768	195
Provo - Orem	.0764	196
Gainesville	.0758	197
Longview - Marshall	.0752	198
Topeka	.0751	199
Fort Pierce	.0750	200
Total Top 200	**73.8665**	
Lake Charles	.0745	201
Brownsville - Harlingen	.0744	202
Waterloo - Cedar Falls	.0737	203
Champaign - Urbana - Rantoul	.0731	204
Wheeling	.0731	204
Biloxi - Gulfport	.0724	206
Fort Collins - Loveland	.0721	207
Bradenton	.0718	208
Fort Smith	.0690	209
Tyler	.0688	210
Pittsfield	.0686	211
Racine	.0683	212
Benton Harbor	.0680	213
Yakima	.0680	213
Asheville	.0677	215
Fargo - Moorhead	.0676	216
Parkersburg - Marietta	.0671	217
St. Cloud	.0668	218
Bremerton	.0665	219
Odessa	.0662	220
Sioux Falls	.0619	221
Lima	.0618	222
Chico	.0617	223
Billings	.0608	224
Terre Haute	.0606	225
Elkhart - Goshen	.0601	226
Steubenville - Weirton	.0601	226
Decatur	.0594	228
Jackson, Mich.	.0592	229
Janesville - Beloit	.0588	230
Lynchburg	.0585	231
Burlington, Vt.	.0581	232
Bangor	.0580	233
Muskegon	.0577	234
Olympia	.0574	235
Clarksville - Hopkinsville	.0561	236
Bloomington - Normal	.0558	237
Medford	.0557	238
Monroe	.0556	239
Wichita Falls	.0556	239
Battle Creek	.0551	241
Anderson, S.C.	.0536	242
Florence, Ala.	.0535	243
Mansfield	.0535	243
Naples	.0535	243
Eau Claire	.0534	246
Redding	.0534	246
Joplin	.0533	248
Ocala	.0533	248
Abilene	.0531	250
Total Top 250	**76.9728**	
Vineland - Millville - Bridgeton	.0530	251
Anderson, Ind.	.0526	252
Alexandria, La.	.0525	253
Altoona	.0523	254
Midland, Tex.	.0519	255
Athens	.0518	256
Kenosha	.0516	257
Tuscaloosa	.0515	258
Lafayette, Ind.	.0504	259
Charlottesville	.0503	260
Sioux City	.0503	260
Fort Walton Beach	.0502	262
Muncie	.0497	263
Sharon	.0496	264
Pueblo	.0488	265
Pascagoula	.0482	266
Wilmington, N.C.	.0479	267
Greeley	.0476	268
Rochester, Minn.	.0472	269
Columbia, Mo.	.0471	270
Bellingham	.0468	271
Santa Fe	.0465	272
Texarkana	.0465	272
Hagerstown	.0460	274
Glens Falls	.0457	275
Williamsport	.0457	275
Bryan - College Station	.0453	277
Dothan	.0453	277
San Angelo	.0452	279
Casper	.0440	280
Albany, Ga.	.0437	281
State College	.0437	281
Kokomo	.0433	283
Anniston	.0431	284
Wausau	.0431	284
Kankakee	.0426	286
Lawton	.0425	287
Panama City	.0417	288
Lewiston - Auburn	.0416	289
Fayetteville - Springdale	.0413	290
Sheboygan	.0411	291
Burlington, N.C.	.0409	292
Florence, S.C.	.0409	292
Danville, Va.	.0407	294
Iowa City	.0407	294
Bismarck	.0402	296
La Crosse	.0401	297
Yuba City	.0401	297
Sherman - Denison	.0387	299
Dubuque	.0385	300
Cumberland	.0379	301
Great Falls	.0378	302
Bloomington, Ind.	.0376	303
Elmira	.0375	304
Laredo	.0375	304
St. Joseph	.0375	304
Owensboro	.0371	307
Gadsden	.0368	308
Jacksonville, N.C.	.0368	308
Las Cruces	.0368	308
Victoria	.0366	311
Grand Forks	.0334	312
Enid	.0316	313
Pine Bluff	.0310	314
Lawrence, Kans.	.0287	315
Total Above Areas	**79.7974**	
Percent of U.S.	**79.7974**	
U.S. Total	**100.0000**	

TOTAL RETAIL SALES

Area	($000)	Rank
Los Angeles - Long Beach	41,630,322	1
New York	33,123,432	2
Chicago	31,119,257	3
Detroit	22,832,640	4
Philadelphia	22,401,249	5
Boston - Lawrence - Salem - Lowell - Brockton	22,190,528	6
Washington	20,884,027	7
Houston	20,315,169	8
Nassau - Suffolk	15,389,102	9
Dallas	14,274,799	10
Anaheim - Santa Ana	13,972,616	11
Minneapolis - St. Paul	13,410,481	12
Atlanta	12,386,385	13
Baltimore	10,864,791	14
San Diego	10,860,056	15
San Francisco	10,721,315	16
Seattle	10,503,217	17
Pittsburgh	10,497,167	18
St. Louis	10,047,219	19
Oakland	9,979,763	20
Miami - Hialeah	9,803,281	21
Cleveland	9,678,025	22
Tampa - St. Petersburg - Clearwater	9,627,381	23
Newark	9,621,258	24
San Jose	9,469,373	25
Denver	9,086,762	26
Kansas City, Mo.-Ks.	8,666,751	27
Riverside - San Bernardino	8,575,303	28
Bergen - Passaic	8,478,106	29
Phoenix	8,150,058	30
Fort Lauderdale - Hollywood - Pompano Beach	7,310,323	31
Cincinnati	7,092,073	32
Milwaukee	7,042,095	33
Sacramento	6,921,369	34
Fort Worth - Arlington	6,867,123	35
Portland, Ore.	6,833,390	36
Indianapolis	6,578,371	37
Columbus, Ohio	6,503,866	38
Hartford - New Britain - Middletown - Bristol	6,351,073	39
New Orleans	6,327,786	40
Norfolk - Virginia Beach - Newport News	6,188,815	41
San Antonio	5,925,901	42
Bridgeport - Stamford - Norwalk - Danbury	5,578,364	43
Rochester, N.Y.	5,277,321	44
Charlotte - Gastonia - Rock Hill	5,201,020	45
Oklahoma City	5,189,913	46
Louisville	5,098,734	47
Buffalo	5,077,981	48
Nashville	5,042,711	49
Middlesex - Somerset - Hunterdon	4,899,378	50
Total Top 50	**569,867,440**	
Greensboro - Winston-Salem - High Point	4,818,045	51
Monmouth - Ocean	4,809,096	52
Salt Lake City - Ogden	4,719,281	53
Dayton - Springfield	4,658,979	54
Memphis	4,644,765	55
Orlando	4,642,994	56
Providence - Pawtucket - Woonsocket	4,500,321	57
Richmond - Petersburg	4,447,410	58
Birmingham	4,438,228	59
Albany - Schenectady - Troy	4,317,171	60
New Haven - Waterbury - Meriden	4,290,275	61
Honolulu	4,194,488	62
Jacksonville, Fla.	4,132,068	63
West Palm Beach - Boca Raton - Delray Beach	4,061,633	64
Tulsa	4,023,126	65
Worcester - Fitchburg - Leominster	3,616,574	66
Austin	3,563,740	67
Springfield, Mass.	3,444,731	68
Syracuse	3,359,066	69
Las Vegas	3,311,930	70
Allentown - Bethlehem	3,292,145	71
Toledo	3,282,901	72
Akron	3,238,503	73
Harrisburg - Lebanon - Carlisle	3,220,060	74
Raleigh - Durham	3,184,862	75
Scranton - Wilkes-Barre	3,147,686	76
Omaha	3,073,914	77
Gary - Hammond	3,050,361	78
Grand Rapids	3,028,271	79
Knoxville	2,947,278	80
Greenville - Spartanburg	2,901,080	81
Oxnard - Ventura	2,840,467	82
Fresno	2,757,369	83
Tucson	2,710,684	84
Flint	2,620,466	85
Wilmington, Del.	2,612,065	86
Little Rock - North Little Rock	2,605,535	87
Baton Rouge	2,580,060	88
New Bedford - Fall River - Attleboro	2,568,384	89
Youngstown - Warren	2,526,978	90
Albuquerque	2,475,018	91
Bakersfield	2,444,657	92
Beaumont - Port Arthur	2,413,961	93
Wichita	2,412,381	94
Lake County, Ill.	2,374,692	95
Tacoma	2,348,179	96
Des Moines	2,331,124	97
El Paso	2,259,813	98
Mobile	2,139,938	99
Johnson City - Kingsport - Bristol	2,129,471	100
Total Top 100	**735,379,664**	
Lansing - East Lansing	2,096,965	101
Columbia, S.C.	2,062,691	102
Saginaw - Bay City - Midland	2,060,152	103
Chattanooga	2,048,647	104
Davenport - Rock Island - Moline	2,043,684	105
Jersey City	2,035,238	106
Lexington-Fayette	1,996,467	107
Canton	1,994,724	108
Atlantic City	1,979,239	109
Portsmouth - Dover - Rochester	1,954,974	110
Santa Rosa - Petaluma	1,936,225	111
Peoria	1,923,669	112
Santa Barbara - Santa Maria - Lompoc	1,882,357	113
Portland, Me.	1,866,616	114
Stockton	1,854,511	115
Fort Wayne	1,840,003	116
Aurora - Elgin	1,833,070	117
Charleston, S.C.	1,824,946	118
Lancaster	1,819,924	119
Reno	1,814,113	120
Madison	1,813,858	121
Manchester - Nashua	1,812,289	122
Spokane	1,810,946	123
Corpus Christi	1,791,563	124
Vallejo - Fairfield - Napa	1,784,455	125
Trenton	1,747,450	126
Charleston, W.Va.	1,737,432	127
York	1,726,944	128
Jackson, Miss.	1,714,014	129
Colorado Springs	1,681,611	130
Lakeland - Winter Haven	1,674,323	131
Shreveport	1,671,525	132
Augusta	1,662,368	133
Salinas - Seaside - Monterey	1,639,118	134
Anchorage	1,609,708	135
Huntington - Ashland	1,602,224	136
Eugene - Springfield	1,595,692	137
Pensacola	1,560,331	138
Daytona Beach	1,555,438	139
Reading	1,551,869	140
Sarasota	1,538,153	141
Melbourne - Titusville - Palm Bay	1,503,966	142
Modesto	1,503,924	143
Utica - Rome	1,502,473	144
Lubbock	1,481,309	145
Evansville	1,480,828	146
Amarillo	1,475,968	147
Fort Myers - Cape Coral	1,455,592	148
Ann Arbor	1,427,571	149
New London - Norwich	1,423,715	150
Total Top 150	**822,784,536**	
Roanoke	1,405,731	151
Montgomery	1,388,569	152
Binghamton	1,375,155	153
Macon - Warner Robins	1,361,329	154
Orange County, N.Y.	1,354,932	155
Rockford	1,31[illegible],010	156
Springfield, Mo.	1,311,145	157
McAllen - Edinburg - Mission	1,300,871	158
East St. Louis - Belleville	1,295,991	159
Alton - Granite City	1,290,072	160
Poughkeepsie	1,285,183	161
Erie	1,268,130	162
Appleton - Oshkosh - Neenah	1,266,770	163
Boise	1,247,462	164
Joliet	1,242,373	165
Visalia - Tulare - Porterville	1,239,001	166
Salem, Ore.	1,224,982	167
South Bend - Mishawaka	1,213,097	168
Kalamazoo	1,212,109	169
Duluth	1,191,339	170
Savannah	1,189,691	171
Galveston - Texas City	1,183,605	172
Santa Cruz	1,181,417	173
Lafayette, La.	1,147,933	174
Lorain - Elyria	1,136,642	175
Boulder - Longmont	1,132,073	176
Fayetteville, N.C.	1,104,891	177
Waco	1,104,662	178
Lincoln	1,101,377	179
Springfield, Ill.	1,100,757	180
Niagara Falls	1,080,435	181
Johnstown	1,073,490	182
Columbus, Ga.	1,067,936	183
Huntsville	1,049,702	184
Longview - Marshall	1,039,450	185
Tallahassee	1,034,842	186
Killeen - Temple	1,017,991	187
Hickory	1,003,138	188
Hamilton - Middletown	999,134	189
Billings	994,809	190
Richland - Kennewick - Pasco	993,868	191
Pittsfield	981,415	192
Fort Smith	977,737	193
Tyler	973,388	194
Gainesville	963,882	195
Odessa	954,975	196
Parkersburg - Marietta	948,376	197
Terre Haute	932,867	198
Houma - Thibodaux	930,928	199
Champaign - Urbana - Rantoul	929,801	200
Total Top 200	**879,903,049**	
Brownsville - Harlingen	924,770	201
Fargo - Moorhead	922,540	202
Lake Charles	922,096	203
Cedar Rapids	920,644	204
Asheville	917,852	205
Wheeling	916,567	206
Provo - Orem	915,707	207
Sioux Falls	915,427	208
St. Cloud	912,449	209
Bangor	905,417	210
Green Bay	895,750	211
Fort Pierce	887,714	212
Waterloo - Cedar Falls	877,213	213
Yakima	874,446	214
Bradenton	870,174	215
Topeka	866,259	216
Biloxi - Gulfport	855,821	217
Fort Collins - Loveland	848,248	218
Burlington, Vt.	830,724	219
Brazoria	821,464	220
Elkhart - Goshen	814,981	221
Medford	811,010	222
Beaver County, Pa.	791,030	223
Joplin	786,172	224
Wichita Falls	784,263	225
Naples	780,516	226
Benton Harbor	776,643	227
Abilene	771,468	228
Vancouver	766,987	229
Lima	750,310	230
Lynchburg	750,208	231
Redding	734,573	232
Chico	711,181	233
Monroe	711,140	234
Janesville - Beloit	710,307	235
Wilmington, N.C.	705,339	236
Racine	688,641	237
Clarksville - Hopkinsville	687,948	238
Vineland - Millville - Bridgeton	686,562	239
San Angelo	679,493	240
Casper	678,990	241
Ocala	675,883	242
Mansfield	675,646	243
Bremerton	672,528	244
Bloomington - Normal	671,645	245
Decatur	662,237	246
Anderson, S.C.	659,167	247
Florence, Ala.	656,715	248
Panama City	656,251	249
Rochester, Minn.	654,406	250
Total Top 250	**919,266,571**	
Altoona	651,123	251
Tuscaloosa	647,406	252
Texarkana	646,027	253
Eau Claire	645,699	254
Athens	642,566	255
Steubenville - Weirton	639,382	256
Midland, Tex.	634,542	257
Fort Walton Beach	634,172	258
Muncie	631,489	259
Hagerstown	625,960	260
Sioux City	624,052	261
Alexandria, La.	620,424	262
Jackson, Mich.	618,592	263
Bellingham	618,451	264
Lewiston - Auburn	611,832	265
Laredo	611,477	266
Fayetteville - Springdale	609,678	267
Anderson, Ind.	605,793	268
Olympia	601,066	269
Muskegon	598,320	270
Charlottesville	597,720	271
Lafayette, Ind.	597,660	272
Columbia, Mo.	585,137	273
Glens Falls	584,216	274
Battle Creek	579,580	275
Santa Fe	578,263	276
Great Falls	576,650	277
Pueblo	564,013	278
Sharon	562,956	279
Burlington, N.C.	554,200	280
Dothan	548,912	281
Albany, Ga.	542,934	282
State College	540,311	283
Kokomo	537,437	284
Florence, S.C.	537,419	285
Victoria	533,288	286
St. Joseph	528,248	287
Bryan - College Station	523,896	288
Williamsport	512,445	289
Owensboro	510,827	290
Dubuque	508,960	291
Anniston	505,478	292
Bismarck	501,982	293
La Crosse	499,686	294
Iowa City	496,347	295
Kankakee	493,179	296
Danville, Va.	481,099	297
Greeley	468,165	298
Gadsden	462,024	299
Pascagoula	457,609	300
Sherman - Denison	454,542	301
Lawton	448,915	302
Yuba City	447,372	303
Kenosha	445,504	304
Cumberland	434,556	305
Las Cruces	434,091	306
Wausau	432,527	307
Sheboygan	418,231	308
Jacksonville, N.C.	415,674	309
Bloomington, Ind.	415,446	310
Elmira	413,611	311
Enid	411,114	312
Pine Bluff	401,922	313
Grand Forks	389,400	314
Lawrence, Kans.	314,959	315
Total Above Areas	**954,033,127**	
Percent of U.S.	**80.4150**	
U.S. Total	**1,186,387,251**	

PER HOUSEHOLD RETAIL SALES

Area	($)	Rank
Casper	23,095	1
Portland, Me.	22,328	2
Billings	21,912	3
Reno	20,498	4
Laredo	20,451	5
Sioux Falls	20,434	6
Amarillo	20,386	7
Anchorage	20,376	8
Victoria	20,277	9
Odessa	20,233	10
San Angelo	19,810	11
Bridgeport - Stamford - Norwalk - Danbury	19,464	12
Burlington, Vt.	19,230	13
Rochester, Minn.	19,135	14
Bangor	19,102	15
Terre Haute	18,999	16
Portsmouth - Dover - Rochester	16,816	17
Great Falls	18,722	18
San Jose	18,604	19
Tyler	18,401	20
Lubbock	18,356	21
Bergen - Passaic	18,331	22
Pittsfield	18,276	23
Abilene	18,195	24
Naples	18,109	25
Nassau - Suffolk	18,081	26
Midland, Tex.	17,925	27
Anaheim - Santa Ana	17,900	28
Houston	17,772	29
Manchester - Nashua	17,664	30
Dallas	17,571	31
Boise	17,496	32
Atlantic City	17,423	33
Fargo - Moorhead	17,406	34
Wichita Falls	17,389	35
Fort Worth - Arlington	17,306	36
Richland - Kennewick - Pasco	17,195	37
Beaumont - Port Arthur	17,096	38
Wilmington, N.C.	17,078	39
Longview - Marshall	17,0[illegible]	40
St. Cloud	17,055	41
Panama City	17,001	42
Charleston, W.Va.	17,000	43
San Francisco	16,978	44
Washington	16,888	45
Flint	16,874	46
Lewiston - Auburn	16,717	47
Roanoke	16,675	48
Boston - Lawrence - Salem - Lowell - Brockton	16,610	49
Hartford - New Britain - Middletown - Bristol	16,595	50
Honolulu	16,592	51
Grand Forks	16,570	52
Minneapolis - St. Paul	16,550	53
Springfield, Mass.	16,529	54
Elkhart - Goshen	16,464	55
Waco	16,438	56
New London - Norwich	16,421	57
St. Joseph	16,254	58
Parkersburg - Marietta	16,212	59
Lexington-Fayette	16,140	60
Dubuque	16,056	61
Fayetteville - Springdale	16,002	62
Trenton	16,002	62
Seattle	15,967	64
Las Vegas	15,938	65
Santa Barbara - Santa Maria - Lompoc	15,898	66
Aurora - Elgin	15,884	67
Bismarck	15,835	68
Owensboro	15,815	69
Enid	15,812	70
Kalamazoo	15,803	71
Orlando	15,792	72
Joplin	15,787	73
Springfield, Mo.	15,778	74
Fort Lauderdale - Hollywood - Pompano Beach	15,775	75
Des Moines	15,761	76
Middlesex - Somerset - Hunterdon	15,759	77
Kansas City, Mo.-Ks.	15,755	78
Nashville	15,724	79
Corpus Christi	15,661	80
Richmond - Petersburg	15,654	81
Bakersfield	15,591	82
Fort Smith	15,569	83
Salinas - Seaside - Monterey	15,537	84
Galveston - Texas City	15,513	85
Medford	15,507	86
Worcester - Fitchburg - Leominster	15,442	87
Santa Fe	15,420	88
Lake County, Ill.	15,410	39
Lafayette, La.	15,408	90
New Haven - Waterbury - Meriden	15,399	91
Columbia, Mo.	15,398	92
Indianapolis	15,349	93
Portland, Ore.	15,335	94
Fort Walton Beach	15,318	95
Hagerstown	15,267	96
Champaign - Urbana - Rantoul	15,243	97
Miami - Hialeah	15,178	98
St. Louis	15,166	99
Austin	15,152	100
San Antonio	15,102	101
Iowa City	15,087	102
Lynchburg	15,064	103
Norfolk - Virginia Beach - Newport News	15,018	104
Eugene - Springfield	15,011	105
Orange County, N.Y.	14,989	106
Texarkana	14,989	106
Burlington, N.C.	14,978	108
Harrisburg - Lebanon - Carlisle	14,977	109
Ann Arbor	14,917	110
Lake Charles	14,873	111
Houma - Thibodaux	14,871	112
Bloomington - Normal	14,859	113
Savannah	14,834	114
Glens Falls	14,828	115
La Crosse	14,827	116
Sarasota	14,818	117
Atlanta	14,751	118
Santa Rosa - Petaluma	14,747	119
Vineland - Millville - Bridgeton	14,733	120
Los Angeles - Long Beach	14,730	121
Jacksonville, Fla.	14,726	122
Poughkeepsie	14,721	123
New Bedford - Fall River - Attleboro	14,719	124
Wichita	14,719	124
Detroit	14,716	126
West Palm Beach - Boca Raton - Delray Beach	14,711	127
Waterloo - Cedar Falls	14,694	128
Denver	14,680	129
Little Rock - North Little Rock	14,671	130
Salt Lake City - Ogden	14,652	131
Rochester, N.Y.	14,647	132
Redding	14,633	133
Greensboro - Winston-Salem - High Point	14,631	134
Bellingham	14,586	135
Fort Wayne	14,569	136
Newark	14,567	137
Fort Myers - Cape Coral	14,541	138
Memphis	14,538	139
Albuquerque	14,499	140
San Diego	14,494	141
Tulsa	14,487	142
Sacramento	14,471	143
Saginaw - Bay City - Midland	14,437	144
Syracuse	14,429	145
McAllen - Edinburg - Mission	14,422	146
Huntsville	14,419	147
Lansing - East Lansing	14,402	148
Oklahoma City	14,392	149
Muncie	14,385	150
Pensacola	14,381	151
Monmouth - Ocean	14,377	152
Oxnard - Ventura	14,375	153
Santa Cruz	14,372	154
Kokomo	14,332	155
Louisville	14,330	156
Macon - Warner Robins	14,330	156
Raleigh - Durham	14,327	158
El Paso	14,312	159
Toledo	14,305	160
Asheville	14,297	161
Lincoln	14,285	162
Binghamton	14,236	163
Lafayette, Ind.	14,230	164
Gary - Hammond	14,221	165
Modesto	14,148	166
Sioux City	14,119	167
Tallahassee	14,118	168
Grand Rapids	14,111	169
Charlotte - Gastonia - Rock Hill	14,103	170
Gainesville	14,092	171
Springfield, Ill.	14,076	172
South Bend - Mishawaka	14,073	173
Chicago	14,069	174
Topeka	14,063	175
Cedar Rapids	14,056	176
Mansfield	14,047	177
Boulder - Longmont	14,046	178
State College	14,034	179
Albany, Ga.	14,029	180
Providence - Pawtucket - Woonsocket	14,028	181
Madison	14,017	182
Wilmington, Del.	14,013	183
Evansville	14,010	184
Charlottesville	13,998	185
Omaha	13,985	186
Fresno	13,983	187
Janesville - Beloit	13,982	188
Davenport - Rock Island - Moline	13,960	189
Buffalo	13,950	190
Peoria	13,940	191
Oakland	13,917	192
Colorado Springs	13,784	193
Monroe	13,782	194
Columbia, S.C.	13,770	195
Cleveland	13,755	196
Green Bay	13,738	197
Visalia - Tulare - Porterville	13,736	198
Baton Rouge	13,724	199
Montgomery	13,721	200
Lancaster	13,694	201
Brownsville - Harlingen	13,680	202
Cincinnati	13,662	203
Milwaukee	13,647	204
Riverside - San Bernardino	13,642	205
Florence, S.C.	13,640	206
Clarksville - Hopkinsville	13,623	207
Albany - Schenectady - Troy	13,610	208
Provo - Orem	13,606	209
Baltimore	13,593	210
Fayetteville, N.C.	13,574	211
Eau Claire	13,565	212
Columbus, Ohio	13,558	213
Canton	13,551	214
Allentown - Bethlehem	13,526	215
Columbus, Ga.	13,518	216
Knoxville	13,513	217
Killeen - Temple	13,430	218
Yakima	13,412	219
Stockton	13,380	220
Vallejo - Fairfield - Napa	13,377	221
Akron	13,366	222
Greenville - Spartanburg	13,363	223
Fort Collins - Loveland	13,358	224
Lima	13,327	225
Spokane	13,306	226
Utica - Rome	13,273	227
Pine Bluff	13,265	228
Kankakee	13,222	229
Birmingham	13,221	230
Dayton - Springfield	13,217	231
Wheeling	13,207	232
Lakeland - Winter Haven	13,204	233
Philadelphia	13,204	233
Johnson City - Kingsport - Bristol	13,202	235
Bryan - College Station	13,163	236
Augusta	13,162	237
Tampa - St. Petersburg - Clearwater	13,136	238
Youngstown - Warren	13,134	239
Mobile	13,112	240
Niagara Falls	13,080	241
Chattanooga	13,065	242
Decatur	13,062	243
Hickory	13,062	243
Athens	13,034	245
Shreveport	13,008	246
New Orleans	12,988	247
Benton Harbor	12,987	248
Salem, Ore.	12,977	249
Huntington - Ashland	12,942	250
Alton - Granite City	12,940	251
Daytona Beach	12,919	252
Florence, Ala.	12,902	253
Jackson, Miss.	12,897	254
Altoona	12,894	255
Tuscaloosa	12,871	256
Biloxi - Gulfport	12,869	257
Reading	12,825	258
Phoenix	12,734	259
Brazoria	12,677	260
Anderson, S.C.	12,676	261
Pittsburgh	12,643	262
Alexandria, La.	12,585	263
Melbourne - Titusville - Palm Bay	12,585	263
Rockford	12,565	265
Sherman - Denison	12,556	266
Jacksonville, N.C.	12,520	267
Lawton	12,470	268
Erie	12,469	269
Fort Pierce	12,433	270
Dothan	12,419	271
Bradenton	12,378	272
Tacoma	12,365	273
Lawrence, Kans.	12,351	274
East St. Louis - Belleville	12,296	275
Ocala	12,266	276
Sharon	12,185	277
Las Cruces	12,159	278
Anderson, Ind.	12,140	279
Duluth	12,095	280
Jackson, Mich.	12,035	281
Gadsden	12,032	282
Appleton - Oshkosh - Neenah	11,962	283
Anniston	11,950	284
Pueblo	11,949	285
Danville, Va.	11,879	286
York	11,861	287
Tucson	11,847	288
Elmira	11,817	289
Lorain - Elyria	11,791	290
Bloomington, Ind.	11,670	291
Charleston, S.C.	11,654	292
Williamsport	11,646	293
Battle Creek	11,615	294
Sheboygan	11,490	295
Scranton - Wilkes-Barre	11,430	296
Olympia	11,384	297
Racine	11,308	298
Johnstown	11,300	299
Bremerton	11,209	300
Cumberland	11,171	301
Yuba City	11,156	202
Chico	11,060	303
Muskegon	11,039	304
Steubenville - Weirton	11,024	305
Beaver County, Pa.	10,792	306
Pascagoula	10,767	307
Wausau	10,733	308
Hamilton - Middletown	10,517	309
New York	10,229	310
Vancouver	10,119	311
Kenosha	10,034	312
Joliet	9,915	313
Jersey City	9,827	314
Greeley	9,613	315
Average Above Areas	**14,557**	
U.S. Average	**13,845**	

FOOD STORE SALES

Area	($000)	Rank
Los Angeles - Long Beach	10,028,495	1
New York	8,659,595	2
Chicago	6,510,053	3
Detroit	5,326,844	4
Philadelphia	5,166,831	5
Boston - Lawrence - Salem - Lowell - Brockton	4,997,704	6
Houston	4,297,018	7
Washington	4,210,852	8
Nassau - Suffolk	3,541,062	9
Anaheim - Santa Ana	2,958,436	10
Minneapolis - St. Paul	2,814,476	11
Dallas	2,757,626	12
Baltimore	2,602,330	13
St. Louis	2,563,648	14
Atlanta	2,513,282	15
Newark	2,506,121	16
Oakland	2,462,957	17
San Francisco	2,437,307	18
San Diego	2,402,614	19
Cleveland	2,323,729	20
Pittsburgh	2,313,174	21
Seattle	2,300,110	22
Tampa - St. Petersburg - Clearwater	2,225,718	23
Denver	2,223,389	24
Phoenix	2,090,449	25
Riverside - San Bernardino	2,089,402	26
San Jose	2,076,548	27
Bergen - Passaic	1,984,169	28
Miami - Hialeah	1,913,963	29
Kansas City, Mo.-Ks.	1,806,534	30
New Orleans	1,774,632	31
Sacramento	1,770,572	32
Cincinnati	1,723,010	33
Milwaukee	1,655,237	34
Buffalo	1,448,214	35
San Antonio	1,418,657	36
Hartford - New Britain - Middletown - Bristol	1,401,924	37
Columbus, Ohio	1,396,977	38
Indianapolis	1,364,584	39
Louisville	1,336,161	40
Monmouth - Ocean	1,329,771	41
Rochester, N.Y.	1,291,104	42
Norfolk - Virginia Beach - Newport News	1,270,350	43
Middlesex - Somerset - Hunterdon	1,248,886	44
Fort Lauderdale - Hollywood - Pompano Beach	1,200,252	45
Albany - Schenectady - Troy	1,179,161	46
Charlotte - Gastonia - Rock Hill	1,169,608	47
Fort Worth - Arlington	1,167,587	48
Bridgeport - Stamford - Norwalk - Danbury	1,158,476	49
Portland, Ore.	1,144,253	50
Total Top 50	**129,553,852**	
Memphis	1,141,977	51
Nashville	1,121,514	52
Oklahoma City	1,108,460	53
Dayton - Springfield	1,076,107	54
Salt Lake City - Ogden	1,051,080	55
Providence - Pawtucket - Woonsocket	1,034,612	56
New Haven - Waterbury - Meriden	1,003,220	57
Greensboro - Winston-Salem - High Point	999,145	58
Syracuse	993,555	59
Birmingham	990,788	60
Springfield, Mass.	962,206	61
Richmond - Petersburg	952,577	62
Orlando	925,940	63
Akron	894,594	64
Tulsa	859,471	65
Oxnard - Ventura	825,917	66
Worcester - Fitchburg - Leominster	823,881	67
Honolulu	821,025	68
Scranton - Wilkes-Barre	819,421	69
Gary - Hammond	802,009	70
Toledo	798,984	71
Allentown - Bethlehem	795,972	72
Austin	790,323	73
Harrisburg - Lebanon - Carlisle	778,906	74
Jacksonville, Fla.	758,953	75
West Palm Beach - Boca Raton - Delray Beach	758,112	76
Fresno	741,410	77
Omaha	717,495	78
Tucson	711,072	79
Bakersfield	693,275	80
Las Vegas	670,987	81
Raleigh - Durham	666,751	82
Baton Rouge	662,759	83
Knoxville	642,288	84
Jersey City	631,451	85
New Bedford - Fall River - Attleboro	629,758	86
Youngstown - Warren	613,424	87
Greenville - Spartanburg	608,934	88
Wilmington, Del.	569,493	89
Beaumont - Port Arthur	557,279	90
Des Moines	553,216	91
Canton	547,524	92
Albuquerque	527,911	93
Little Rock - North Little Rock	523,521	94
Johnson City - Kingsport - Bristol	516,426	95
Santa Rosa - Petaluma	515,703	96
Atlantic City	514,884	97
Stockton	509,378	98
Portsmouth - Dover - Rochester	508,918	99
Lake County, Ill.	508,488	100
Total Top 100	**167,784,946**	
Flint	504,458	101
Chattanooga	489,396	102
Tacoma	486,858	103
El Paso	480,870	104

Area	($000)	Rank
Lexington-Fayette	480,329	105
Vallejo - Fairfield - Napa	479,969	106
Saginaw - Bay City - Midland	474,943	107
Trenton	471,599	108
Mobile	456,671	109
Corpus Christi	456,440	110
Utica - Rome	442,213	111
Wichita	441,052	112
Lancaster	434,554	113
York	430,340	114
Jackson, Miss.	428,771	115
Peoria	419,563	116
Orange County, N.Y.	417,988	117
Davenport - Rock Island - Moline	412,821	118
Manchester - Nashua	412,439	119
Spokane	412,352	120
Grand Rapids	408,223	121
Santa Barbara - Santa Maria - Lompoc	407,568	122
Huntington - Ashland	399,097	123
Charleston, S.C.	394,904	124
Columbia, S.C.	394,876	125
Modesto	390,003	126
Lansing - East Lansing	388,231	127
Charleston, W.Va.	381,497	128
Colorado Springs	380,633	129
Fort Wayne	378,930	130
Poughkeepsie	376,057	131
Anchorage	373,996	132
Aurora - Elgin	364,424	133
Augusta	363,131	134
Salinas - Seaside - Monterey	361,140	135
Lakeland - Winter Haven	360,743	136
Galveston - Texas City	360,117	137
Visalia - Tulare - Porterville	357,707	138
Binghamton	354,892	139
Shreveport	351,923	140
McAllen - Edinburg - Mission	348,228	141
Eugene - Springfield	341,893	142
Alton - Granite City	341,315	143
Portland, Me.	339,248	144
Reading	338,508	145
Madison	333,104	146
Evansville	329,903	147
Santa Cruz	323,521	148
Hamilton - Middletown	321,604	149
Sarasota	318,453	150
Total Top 150	**187,702,441**	
Melbourne - Titusville - Palm Bay	312,796	151
Fort Myers - Cape Coral	310,636	152
Reno	308,839	153
Joliet	308,725	154
Daytona Beach	306,177	155
Pensacola	305,448	156
New London - Norwich	302,631	157
Lorain - Elyria	300,868	158
Lubbock	300,252	159
Rockford	296,095	160
Amarillo	292,126	161
Boise	290,269	162
Lake Charles	289,753	163
Appleton - Oshkosh - Neenah	287,792	164
Duluth	286,528	165
Roanoke	285,548	166
Macon - Warner Robins	279,220	167
East St. Louis - Belleville	278,161	168
Boulder - Longmont	275,249	169
Montgomery	275,238	170
Niagara Falls	274,903	171
South Bend - Mishawaka	273,257	172
Brazoria	270,190	173
Springfield, Ill.	266,473	174
Pittsfield	265,568	175
Springfield, Mo.	260,245	176
Longview - Marshall	258,322	177
Waco	255,995	178
Johnstown	252,575	179
Lafayette, La.	250,633	180
Erie	245,519	181
Brownsville - Harlingen	244,337	182
Houma - Thibodaux	242,485	183
Richland - Kennewick - Pasco	240,176	184
Biloxi - Gulfport	238,545	185
Lincoln	235,796	186
Savannah	231,243	187
Wheeling	226,500	188
Tyler	226,422	189
Vineland - Millville - Bridgeton	225,741	190
Parkersburg - Marietta	225,299	191
Tallahassee	220,986	192
Provo - Orem	220,965	193
Killeen - Temple	216,129	194
Fayetteville, N.C.	213,892	195
Hickory	213,803	196
Salem, Ore.	211,962	197
Fort Smith	211,954	198
Topeka	210,447	199
Odessa	210,076	200
Total Top 200	**200,735,230**	
Billings	209,564	201
Bangor	208,195	202
Beaver County, Pa.	207,622	203
Ann Arbor	207,213	204
Columbus, Ga.	206,416	205
Chico	206,309	206
Yakima	205,706	207
Cedar Rapids	202,709	208
Fort Pierce	202,563	209
Champaign - Urbana - Rantoul	201,576	210
Gainesville	199,991	211
Redding	199,829	212
Green Bay	195,380	213

Area	($000)	Rank
Fort Collins - Loveland	195,293	214
Waterloo - Cedar Falls	192,933	215
Vancouver	192,671	216
Bremerton	192,376	217
Asheville	189,779	218
Elkhart - Goshen	188,573	219
Benton Harbor	186,262	220
Glens Falls	186,076	221
Huntsville	185,664	222
Kalamazoo	183,172	223
Steubenville - Weirton	182,796	224
Texarkana	181,212	225
Medford	181,135	226
Lynchburg	180,571	227
Bradenton	178,964	228
Racine	173,358	229
Florence, Ala.	172,222	230
Olympia	169,415	231
Janesville - Beloit	168,869	232
Altoona	167,316	233
Lima	165,165	234
Burlington, Vt.	163,819	235
Joplin	163,431	236
San Angelo	161,919	237
Fargo - Moorhead	160,664	238
Sioux City	160,203	239
State College	158,473	240
Wichita Falls	154,319	241
Ocala	153,382	242
Pueblo	153,197	243
Naples	152,348	244
Monroe	152,096	245
Anderson, S.C.	151,650	246
Abilene	149,770	247
Terre Haute	148,805	248
Alexandria, La.	148,334	249
Decatur	147,272	250
Total Top 250	**209,681,807**	
Wilmington, N.C.	146,908	251
Anderson, Ind.	145,830	252
Midland, Tex.	142,982	253
Pascagoula	142,013	254
Lewiston - Auburn	141,724	255
Williamsport	141,560	256
Charlottesville	139,709	257
Sioux Falls	138,834	258
Casper	138,487	259
Bloomington - Normal	137,900	260
Danville, Va.	137,161	261
Clarksville - Hopkinsville	136,936	262
Tuscaloosa	136,742	263
Laredo	135,517	264
Sharon	135,398	265
Mansfield	134,316	266
Santa Fe	132,325	267
Columbia, Mo.	129,387	268
Yuba City	128,549	269
Greeley	128,025	270
Dothan	127,926	271
Muncie	127,725	272
Lafayette, Ind.	127,514	273
Kokomo	123,553	274
Elmira	123,002	275
Anniston	122,785	276
Athens	122,777	277
Bellingham	122,716	278
Kenosha	120,958	279
St. Cloud	120,698	280
Sherman - Denison	119,321	281
Rochester, Minn.	119,065	282
Burlington, N.C.	118,071	283
St. Joseph	116,844	284
Owensboro	116,029	285
Hagerstown	115,928	286
Fayetteville - Springdale	114,252	287
Eau Claire	114,040	288
Fort Walton Beach	113,902	289
Sheboygan	112,705	290
Dubuque	111,630	291
Wausau	111,273	292
Kankakee	110,860	293
Iowa City	110,336	294
Florence, S.C.	109,834	295
Great Falls	109,097	296
Lawton	108,273	297
Cumberland	106,692	298
Muskegon	105,668	299
Gadsden	104,084	300
Victoria	100,859	301
Las Cruces	100,800	302
Bismarck	100,640	303
Battle Creek	97,390	304
Albany, Ga.	95,715	305
Jackson, Mich.	95,341	306
Bloomington, Ind.	93,497	307
Panama City	91,494	308
Pine Bluff	87,675	309
La Crosse	84,517	310
Bryan - College Station	84,369	311
Enid	83,949	312
Jacksonville, N.C.	62,896	313
Lawrence, Kans.	61,771	314
Grand Forks	52,512	315
Total Above Areas	**217,213,093**	
Percent of U.S.	**78.0143**	
U.S. Total	**278,427,387**	

EATING AND DRINKING PLACE SALES

Area	($000)	Rank
Los Angeles - Long Beach	4,968,953	1
New York	4,208,556	2
Chicago	3,639,397	3
Boston - Lawrence - Salem - Lowell - Brockton	2,820,063	4
Philadelphia	2,280,770	5
Detroit	2,169,989	6
Washington	2,091,373	7
Houston	1,893,591	8
San Francisco	1,615,715	9
Anaheim - Santa Ana	1,566,344	10
Dallas	1,514,837	11
Seattle	1,461,071	12
Minneapolis - St. Paul	1,422,226	13
Nassau - Suffolk	1,304,107	14
Atlanta	1,264,488	15
San Diego	1,237,883	16
Baltimore	1,107,833	17
St. Louis	1,075,036	18
Oakland	1,072,792	19
San Jose	1,049,264	20
Pittsburgh	1,041,584	21
Tampa - St. Petersburg - Clearwater	960,416	22
Cleveland	949,552	23
Miami - Hialeah	935,409	24
Kansas City, Mo.-Ks.	925,757	25
Newark	922,451	26
Riverside - San Bernardino	877,112	27
Milwaukee	857,122	28
Portland, Ore.	854,782	29
Denver	851,894	30
Fort Lauderdale - Hollywood - Pompano Beach	817,572	31
Bergen - Passaic	815,449	32
Fort Worth - Arlington	799,072	33
Sacramento	790,951	34
Cincinnati	770,215	35
Hartford - New Britain - Middletown - Bristol	756,420	36
Phoenix	727,368	37
New Orleans	701,498	38
Columbus, Ohio	696,641	39
Honolulu	677,427	40
Norfolk - Virginia Beach - Newport News	630,319	41
Indianapolis	628,549	42
San Antonio	604,550	43
Louisville	571,155	44
Buffalo	560,218	45
Bridgeport - Stamford - Norwalk - Danbury	544,275	46
Oklahoma City	530,577	47
Nashville	521,942	48
Orlando	518,034	49
New Haven - Waterbury - Meriden	494,043	50
Total Top 50	**62,096,642**	
Rochester, N.Y.	492,302	51
Monmouth - Ocean	491,612	52
Providence - Pawtucket - Woonsocket	477,580	53
Middlesex - Somerset - Hunterdon	452,216	54
Dayton - Springfield	451,671	55
Albany - Schenectady - Troy	435,573	56
Charlotte - Gastonia - Rock Hill	428,327	57
West Palm Beach - Boca Raton - Delray Beach	413,743	58
Greensboro - Winston-Salem - High Point	413,431	59
Memphis	404,046	60
Austin	399,322	61
Omaha	397,056	62
Birmingham	391,692	63
Richmond - Petersburg	389,612	64
Toledo	371,528	65
Jacksonville, Fla.	358,299	66
Syracuse	356,139	67
Gary - Hammond	346,961	68
Springfield, Mass.	339,031	69
Worcester - Fitchburg - Leominster	333,086	70
Allentown - Bethlehem	317,978	71
Akron	317,817	72
Tulsa	314,882	73
Raleigh - Durham	314,132	74
Atlantic City	306,620	75
Knoxville	300,099	76
Grand Rapids	298,523	77
Harrisburg - Lebanon - Carlisle	298,031	78
Scranton - Wilkes-Barre	297,112	79
Salt Lake City - Ogden	291,696	80
Las Vegas	287,694	81
Oxnard - Ventura	283,433	82
Greenville - Spartanburg	280,814	83
Wichita	277,212	84
New Bedford - Fall River - Attleboro	270,480	85
Madison	263,911	86
Fresno	263,618	87
Tacoma	261,590	88
Lake County, Ill.	260,038	89
Bakersfield	250,345	90
Santa Barbara - Santa Maria - Lompoc	247,983	91
Des Moines	246,204	92
Albuquerque	243,869	93
Davenport - Rock Island - Moline	241,624	94
Anchorage	238,389	95
Fort Wayne	238,225	96
Saginaw - Bay City - Midland	234,911	97
Flint	222,705	98
Lansing - East Lansing	220,546	99
Youngstown - Warren	220,361	100
Total Top 100	**78,350,711**	
Beaumont - Port Arthur	214,751	101
El Paso	214,153	102
Wilmington, Del.	209,859	103
Tucson	206,991	104
Salinas - Seaside - Monterey	205,588	105
Spokane	203,099	106
Santa Rosa - Petaluma	203,017	107
Portsmouth - Dover - Rochester	202,283	108
Lexington-Fayette	202,248	109
Peoria	201,122	110
Little Rock - North Little Rock	199,444	111
Baton Rouge	197,018	112
Columbia, S.C.	195,245	113
Vallejo - Fairfield - Napa	195,185	114
Stockton	194,066	115
Canton	192,988	116
Mobile	192,343	117
Manchester - Nashua	186,667	118
Jersey City	184,262	119
Daytona Beach	179,372	120
Aurora - Elgin	176,588	121
Charleston, S.C.	174,511	122
Chattanooga	172,819	123
Johnson City - Kingsport - Bristol	171,437	124
Sarasota	170,344	125
Portland, Me.	166,826	126
Utica - Rome	162,089	127
Trenton	161,770	128
Melbourne - Titusville - Palm Bay	161,610	129
Lancaster	161,537	130
Jackson, Miss.	159,824	131
Evansville	159,701	132
Eugene - Springfield	159,495	133
Corpus Christi	155,002	134
York	154,968	135
New London - Norwich	154,910	136
Amarillo	153,876	137
Modesto	153,799	138
Ann Arbor	153,032	139
Shreveport	153,029	140
Lakeland - Winter Haven	150,835	141
Augusta	150,616	142
Pensacola	147,287	143
Salem, Ore.	144,251	144
Reading	144,034	145
Appleton - Oshkosh - Neenah	143,963	146
Lubbock	143,913	147
Reno	143,144	148
Montgomery	142,048	149
Rockford	141,155	150
Total Top 150	**87,018,825**	
South Bend - Mishawaka	139,206	151
Santa Cruz	138,863	152
Fort Myers - Cape Coral	137,854	153
East St. Louis - Belleville	136,805	154
Lincoln	132,002	155
Springfield, Mo.	131,699	156
Alton - Granite City	131,100	157
Colorado Springs	130,522	158
Champaign - Urbana - Rantoul	129,664	159
Binghamton	128,010	160
Huntsville	127,449	161
Boise	125,589	162
Joliet	123,431	163
Kalamazoo	121,214	164
Duluth	121,168	165
Savannah	120,981	166
Erie	119,342	167
Macon - Warner Robins	119,261	168
Charleston, W.Va.	118,292	169
Niagara Falls	114,831	170
Huntington - Ashland	112,259	171
Roanoke	112,021	172
Springfield, Ill.	111,423	173
Galveston - Texas City	111,358	174
Poughkeepsie	108,202	175
Orange County, N.Y.	107,345	176
Vancouver	107,341	177
Odessa	107,247	178
Fargo - Moorhead	106,937	179
Green Bay	105,398	180
Bradenton	105,277	181
Boulder - Longmont	104,863	182
Gainesville	104,668	183
Cedar Rapids	104,132	184
Richland - Kennewick - Pasco	102,187	185
Waco	99,754	186
Tallahassee	99,331	187
Lafayette, La.	97,325	188
Killeen - Temple	97,240	189
Hamilton - Middletown	97,214	190
Houma - Thibodaux	96,775	191
Bellingham	96,285	192
Fayetteville, N.C.	94,379	193
Topeka	93,670	194
Burlington, Vt.	93,646	195
Columbus, Ga.	92,920	196
Biloxi - Gulfport	91,427	197
Pittsfield	90,618	198
Elkhart - Goshen	89,505	199
Yakima	89,214	200
Total Top 200	**92,596,069**	
Visalia - Tulare - Porterville	88,840	201
Sioux Falls	88,839	202
Wheeling	84,843	203
Lorain - Elyria	84,648	204
Waterloo - Cedar Falls	84,393	205
Panama City	83,474	206
Fort Smith	83,436	207
Chico	82,687	208
Asheville	82,644	209
Eau Claire	82,076	210
Racine	80,534	211
La Crosse	80,030	212
Brownsville - Harlingen	80,023	213
Johnstown	79,617	214
Fort Pierce	78,764	215
Hickory	78,271	216
Longview - Marshall	78,009	217
Medford	77,440	218
McAllen - Edinburg - Mission	76,793	219
Benton Harbor	76,733	220
Battle Creek	76,210	221
Fort Walton Beach	75,299	222
Olympia	75,054	223
Naples	74,124	224
Lake Charles	72,326	225
Bremerton	71,935	226
Tyler	71,553	227
Wichita Falls	71,418	228
Billings	71,027	229
Bloomington - Normal	70,937	230
Columbia, Mo.	70,666	231
Bangor	70,656	232
Fort Collins - Loveland	70,031	233
Muncie	69,330	234
Lafayette, Ind.	69,276	235
Ocala	68,848	236
Joplin	68,683	237
Lima	68,499	238
Janesville - Beloit	68,082	239
Wilmington, N.C.	67,980	240
Santa Fe	67,750	241
Parkersburg - Marietta	67,646	242
Terre Haute	67,330	243
Glens Falls	67,238	244
Brazoria	66,780	245
Clarksville - Hopkinsville	66,148	246
St. Cloud	65,538	247
Decatur	64,992	248
Sioux City	64,970	249
Rochester, Minn.	63,558	250
Total Top 250	**96,312,047**	
Muskegon	63,004	251
Beaver County, Pa.	61,966	252
Iowa City	61,901	253
Lewiston - Auburn	61,361	254
Bryan - College Station	61,349	255
Kenosha	60,743	256
Anderson, Ind.	60,030	257
Tuscaloosa	59,698	258
Altoona	58,698	259
Mansfield	58,424	260
Athens	57,621	261
Dubuque	57,013	262
Kankakee	56,863	263
Vineland - Millville - Bridgeton	56,614	264
Abilene	56,494	265
San Angelo	55,580	266
Steubenville - Weirton	54,817	267
Kokomo	53,997	268
State College	53,898	269
Provo - Orem	53,407	270
Monroe	53,394	271
Redding	53,152	272
Jackson, Mich.	52,866	273
St. Joseph	52,704	274
Bismarck	52,213	275
Texarkana	51,917	276
Pueblo	50,963	277
Casper	50,952	278
Charlottesville	50,804	279
Bloomington, Ind.	50,386	280
Fayetteville - Springdale	49,696	281
Anniston	48,531	282
Lynchburg	48,100	283
Yuba City	47,773	284
Sharon	46,943	285
Dothan	46,323	286
Jacksonville, N.C.	46,055	287
Owensboro	45,754	288
Florence, Ala.	44,601	289
Sheboygan	44,403	290
Midland, Tex.	44,185	291
Hagerstown	44,161	292
Burlington, N.C.	43,920	293
Victoria	43,908	294
Great Falls	41,587	295
Alexandria, La.	41,483	296
Anderson, S.C.	41,448	297
Wausau	41,317	298
Laredo	41,210	299
Las Cruces	41,169	300
Enid	41,087	301
Gadsden	40,172	302
Lawton	40,083	303
Albany, Ga.	39,797	304
Greeley	38,868	305
Grand Forks	38,697	306
Williamsport	38,150	307
Pascagoula	35,594	308
Florence, S.C.	35,022	309
Cumberland	34,312	310
Elmira	33,697	311
Lawrence, Kans.	33,489	312
Sherman - Denison	32,414	313
Danville, Va.	31,549	314
Pine Bluff	25,091	315
Total Above Areas	**99,425,465**	
Percent of U.S.	**83.5965**	
U.S. Total	**118,934,921**	

GENERAL MERCHANDISE STORE SALES

Area	($000)	Rank
Los Angeles - Long Beach	5,025,529	1
New York	4,070,999	2
Chicago	3,951,513	3
Houston	2,903,686	4
Detroit	2,888,741	5
Washington	2,783,726	6
Boston - Lawrence - Salem - Lowell - Brockton	2,757,918	7
Philadelphia	2,743,828	8
Anaheim - Santa Ana	1,979,738	9
Minneapolis - St. Paul	1,915,224	10
Atlanta	1,887,719	11
San Diego	1,764,900	12
Nassau - Suffolk	1,691,797	13
Pittsburgh	1,610,556	14
Dallas	1,586,327	15
Portland, Ore.	1,513,410	16
St. Louis	1,451,999	17
Cleveland	1,375,153	18
Oakland	1,374,281	19
Kansas City, Mo.-Ks.	1,370,567	20
San Francisco	1,310,690	21
Tampa - St. Petersburg - Clearwater	1,307,602	22
Baltimore	1,284,602	23
Riverside - San Bernardino	1,233,355	24
Miami - Hialeah	1,281,946	25
Seattle	1,266,189	26
San Jose	1,263,575	27
Bergen - Passaic	1,184,794	28
Denver	1,183,552	29
Cincinnati	1,103,369	30
Milwaukee	983,905	31
Sacramento	961,721	32
Phoenix	957,053	33
Columbus, Ohio	947,403	34
Fort Worth - Arlington	914,671	35
Indianapolis	880,646	36
San Antonio	849,763	37
Salt Lake City - Ogden	847,209	38
Nashville	838,932	39
Honolulu	836,053	40
Fort Lauderdale - Hollywood - Pompano Beach	832,419	41
New Orleans	803,486	42
Norfolk - Virginia Beach - Newport News	801,937	43
Hartford - New Britain - Middletown - Bristol	777,933	44
Dayton - Springfield	736,484	45
Memphis	734,958	46
Grand Rapids	733,465	47
Louisville	732,485	48
Newark	704,638	49
Buffalo	704,078	50
Total Top 50	**75,696,524**	
Richmond - Petersburg	664,341	51
Oklahoma City	629,653	52
Charlotte - Gastonia - Rock Hill	629,358	53
Birmingham	628,383	54
Bridgeport - Stamford - Norwalk - Danbury	593,170	55
New Haven - Waterbury - Meriden	573,632	56
West Palm Beach - Boca Raton - Delray Beach	572,824	57
Orlando	566,997	58
Rochester, N.Y.	559,992	59
Knoxville	551,239	60
Providence - Pawtucket - Woonsocket	540,140	61
Middlesex - Somerset - Hunterdon	539,203	62
Tulsa	538,281	63
Greensboro - Winston-Salem - High Point	524,022	64
Flint	518,970	65
Worcester - Fitchburg - Leominster	487,970	66
Baton Rouge	477,673	67
Austin	476,907	68
Jacksonville, Fla.	476,658	69
Monmouth - Ocean	468,807	70
Raleigh - Durham	440,698	71
Toledo	439,639	72
Las Vegas	437,675	73
Little Rock - North Little Rock	436,725	74
Albany - Schenectady - Troy	431,258	75
Omaha	423,936	76
Youngstown - Warren	422,765	77
Allentown - Bethlehem	415,358	78
Scranton - Wilkes-Barre	405,237	79
Lansing - East Lansing	400,894	80
Mobile	391,437	81
Akron	375,458	82
Wilmington, Del.	370,651	83
New Bedford - Fall River - Attleboro	367,232	84
Harrisburg - Lebanon - Carlisle	365,394	85
Oxnard - Ventura	364,767	86
Wichita	359,485	87
El Paso	358,757	88
Chattanooga	346,136	89
Kalamazoo	343,809	90
Springfield, Mass.	341,391	91
Fresno	340,767	92
Greenville - Spartanburg	339,409	93
Saginaw - Bay City - Midland	337,418	94
Gary - Hammond	329,412	95
Tacoma	327,798	96
Tucson	324,837	97
Lexington-Fayette	322,193	98
Des Moines	321,457	99
Aurora - Elgin	321,091	100
Total Top 100	**97,917,828**	
Johnson City - Kingsport - Bristol	320,935	101
Albuquerque	318,830	102
Davenport - Rock Island - Moline	317,568	103
Lake County, Ill.	312,939	104
Peoria	303,473	105
Syracuse	294,362	106
Charleston, W.Va.	290,397	107
Ann Arbor	290,314	108
Beaumont - Port Arthur	284,028	109
Fort Wayne	282,911	110
Columbia, S.C.	277,900	111
Jackson, Miss.	277,782	112
Salem, Ore.	274,039	113
East St. Louis - Belleville	267,889	114
Spokane	260,190	115
Canton	259,170	116
Eugene - Springfield	257,681	117
Huntington - Ashland	253,373	118
Shreveport	253,037	119
Pensacola	252,289	120
Portland, Me.	247,887	121
Corpus Christi	242,186	122
Anchorage	240,950	123
Charleston, S.C.	240,844	124
Montgomery	237,926	125
Rockford	233,801	126
Reading	230,955	127
McAllen - Edinburg - Mission	221,675	128
Manchester - Nashua	220,664	129
Stockton	220,563	130
York	217,825	131
Augusta	215,753	132
Madison	213,654	133
Bakersfield	211,605	134
Roanoke	211,227	135
Melbourne - Titusville - Palm Bay	210,128	136
Reno	208,782	137
Trenton	204,114	138
Modesto	203,702	139
Santa Rosa - Petaluma	203,637	140
Colorado Springs	199,534	141
Huntsville	190,817	142
Daytona Beach	190,126	143
Fayetteville, N.C.	188,733	144
Portsmouth - Dover - Rochester	185,959	145
Lancaster	184,895	146
Springfield, Ill.	184,711	147
Lakeland - Winter Haven	184,693	148
Evansville	178,868	149
Erie	178,809	150
Total Top 150	**109,871,958**	
Fort Myers - Cape Coral	178,488	151
Santa Barbara - Santa Maria - Lompoc	177,749	152
Parkersburg - Marietta	177,363	153
Springfield, Mo.	176,541	154
Vallejo - Fairfield - Napa	176,423	155
Lorain - Elyria	176,116	156
Johnstown	174,977	157
Lafayette, La.	172,562	158
Macon - Warner Robins	172,465	159
Jackson, Mich.	172,064	160
Brownsville - Harlingen	171,829	161
South Bend - Mishawaka	170,419	162
Niagara Falls	170,152	163
Orange County, N.Y.	168,629	164
Cedar Rapids	168,544	165
Muskegon	166,141	166
Poughkeepsie	165,906	167
Utica - Rome	164,316	168
Biloxi - Gulfport	164,236	169
Atlantic City	163,350	170
Amarillo	162,195	171
Lubbock	160,370	172
Beaver County, Pa.	158,893	173
Visalia - Tulare - Porterville	156,856	174
Green Bay	156,503	175
Provo - Orem	156,393	176
New London - Norwich	155,841	177
Appleton - Oshkosh - Neenah	154,722	178
Columbus, Ga.	154,100	179
Lincoln	150,321	180
Duluth	150,310	181
Fort Smith	150,066	182
Sarasota	149,176	183
Billings	148,869	184
Houma - Thibodaux	145,094	185
Wheeling	143,819	186
Salinas - Seaside - Monterey	141,942	187
Tyler	139,981	188
Lima	139,940	189
Bradenton	139,889	190
Odessa	138,840	191
Tallahassee	135,257	192
Janesville - Beloit	134,740	193
Joliet	132,149	194
Jersey City	129,565	195
Champaign - Urbana - Rantoul	129,396	196
Binghamton	129,380	197
Fayetteville - Springdale	128,337	198
Savannah	127,493	199
Battle Creek	127,403	200
Total Top 200	**117,628,068**	
Asheville	124,404	201
Tuscaloosa	124,273	202
Alton - Granite City	122,826	203
Terre Haute	122,542	204
Boise	122,352	205
Richland - Kennewick - Pasco	121,858	206
Lafayette, Ind.	120,222	207
Laredo	119,144	208
Topeka	118,969	209
Fargo - Moorhead	118,882	210
Vancouver	118,870	211
Gainesville	118,692	212
Monroe	118,215	213
Pittsfield	117,802	214
Clarksville - Hopkinsville	117,771	215
Sioux Falls	117,348	216
Longview - Marshall	114,478	217
Florence, Ala.	112,888	218
Waco	112,290	219
Decatur	111,417	220
Burlington, Vt.	110,024	221
Alexandria, La.	109,474	222
Waterloo - Cedar Falls	109,304	223
Eau Claire	108,891	224
Santa Cruz	106,751	225
Bangor	106,427	226
Lynchburg	104,887	227
Killeen - Temple	104,171	228
Lake Charles	104,077	229
Mansfield	103,039	230
Fort Walton Beach	102,677	231
Wichita Falls	100,914	232
Joplin	99,723	233
Yakima	99,063	234
Medford	98,532	235
Hickory	98,407	236
Panama City	97,346	237
Altoona	97,045	238
Dothan	96,156	239
Brazoria	95,482	240
Wilmington, N.C.	95,277	241
Rochester, Minn.	93,146	242
Benton Harbor	93,010	243
Dubuque	92,572	244
Gadsden	92,510	245
St. Joseph	92,326	246
Hamilton - Middletown	91,624	247
Sioux City	90,289	248
La Crosse	90,172	249
Galveston - Texas City	90,002	250
Total Top 250	**122,976,629**	
Elkhart - Goshen	89,064	251
Anderson, Ind.	89,029	252
Racine	88,723	253
Steubenville - Weirton	87,720	254
St. Cloud	86,674	255
Pueblo	86,335	256
Fort Collins - Loveland	86,329	257
Pascagoula	86,164	258
Abilene	83,346	259
Kokomo	82,998	260
Columbia, Mo.	82,531	261
Hagerstown	81,640	262
Bellingham	81,236	263
Bloomington - Normal	80,772	264
Texarkana	78,743	[illegible]
Lewiston - Auburn	77,952	266
Owensboro	76,985	267
Great Falls	76,606	268
Anderson, S.C.	76,585	269
Victoria	76,221	270
Muncie	74,976	271
Athens	74,857	272
Naples	74,829	273
Anniston	74,283	274
Sharon	73,292	275
Fort Pierce	73,041	276
San Angelo	72,475	277
Albany, Ga.	72,312	278
Charlottesville	70,763	279
Ocala	70,296	280
Boulder - Longmont	70,293	281
Bismarck	69,360	282
Pine Bluff	69,331	283
Florence, S.C.	69,122	284
Sheboygan	68,857	285
Bremerton	65,359	286
Elmira	65,245	287
Burlington, N.C.	63,723	288
State College	63,455	289
Lawton	62,126	290
Greeley	61,957	291
Sherman - Denison	61,439	292
Kankakee	61,050	293
Bryan - College Station	60,692	294
Redding	59,913	295
Cumberland	59,745	296
Kenosha	59,646	297
Wausau	59,499	298
Chico	59,351	299
Olympia	57,795	300
Vineland - Millville - Bridgeton	57,535	301
Bloomington, Ind.	54,731	302
Iowa City	54,643	303
Midland, Tex.	53,302	304
Santa Fe	52,524	305
Danville, Va.	52,123	306
Las Cruces	51,550	307
Williamsport	51,056	308
Glens Falls	42,598	309
Casper	41,078	310
Enid	40,042	311
Jacksonville, N.C.	38,736	312
Lawrence, Kans.	35,574	313
Grand Forks	35,110	314
Yuba City	31,603	315
Total Above Areas	**127,323,569**	
Percent of U.S.	**86.4067**	
U.S. Total	**147,353,807**	

AUTOMOTIVE DEALER SALES

Area	($000)	Rank
Los Angeles - Long Beach	5,926,118	1
Houston	4,568,134	2
Chicago	4,461,365	3
Detroit	4,278,322	4
Washington	4,048,727	5
Philadelphia	3,797,974	6
Dallas	3,059,685	7
New York	2,983,364	8
Boston - Lawrence - Salem - Lowell - Brockton	2,674,978	9
Atlanta	2,567,607	10
Minneapolis - St. Paul	2,236,645	11
Nassau - Suffolk	2,147,175	12
Pittsburgh	2,125,657	13
Anaheim - Santa Ana	2,107,252	14
Baltimore	2,021,055	15
Fort Lauderdale - Hollywood - Pompano Beach	1,877,737	16
Tampa - St. Petersburg - Clearwater	1,848,516	17
Miami - Hialeah	1,804,127	18
Kansas City, Mo.-Ks.	1,775,004	19
Denver	1,739,771	20
St. Louis	1,683,771	21
Newark	1,648,736	22
Phoenix	1,634,494	23
Fort Worth - Arlington	1,627,314	24
Cleveland	1,560,769	25
San Jose	1,512,524	26
San Diego	1,502,977	27
Oakland	1,440,497	28
Seattle	1,395,377	29
Bergen - Passaic	1,388,254	30
Norfolk - Virginia Beach - Newport News	1,273,457	31
Riverside - San Bernardino	1,239,779	32
San Francisco	1,237,813	33
Charlotte - Gastonia - Rock Hill	1,211,510	34
Oklahoma City	1,178,504	35
Columbus, Ohio	1,168,273	36
San Antonio	1,076,036	37
Greensboro - Winston-Salem - High Point	1,070,560	38
Cincinnati	1,048,148	39
Rochester, N.Y.	1,045,934	40
Indianapolis	1,043,154	41
Milwaukee	1,022,617	42
Orlando	1,004,770	43
Portland, Ore.	989,366	44
Buffalo	950,167	45
Jacksonville, Fla.	947,205	46
New Orleans	935,411	47
Sacramento	934,289	48
Nashville	909,563	49
Salt Lake City - Ogden	884,212	50
Total Top 50	**94,614,694**	
Monmouth - Ocean	877,515	51
Tulsa	872,808	52
West Palm Beach - Boca Raton - Delray Beach	853,053	53
Hartford - New Britain - Middletown - Bristol	849,826	54
Richmond - Petersburg	841,565	55
Birmingham	823,257	56
Dayton - Springfield	780,475	57
Memphis	777,093	58
Louisville	739,076	59
Middlesex - Somerset - Hunterdon	721,910	60
Albany - Schenectady - Troy	702,030	61
Las Vegas	692,111	62
Bridgeport - Stamford - Norwalk - Danbury	689,681	63
Raleigh - Durham	637,466	64
Syracuse	627,178	65
Austin	609,673	66
Greenville - Spartanburg	607,460	67
Omaha	584,007	68
Flint	583,767	69
Little Rock - North Little Rock	559,479	70
Providence - Pawtucket - Woonsocket	553,295	71
Allentown - Bethlehem	552,398	72
Tucson	547,629	73
Harrisburg - Lebanon - Carlisle	541,402	74
Albuquerque	532,641	75
New Haven - Waterbury - Meriden	528,386	76
Toledo	524,270	77
Scranton - Wilkes-Barre	513,122	78
Akron	493,285	79
Wichita	486,697	80
Beaumont - Port Arthur	475,703	81
Worcester - Fitchburg - Leominster	470,133	82
Lake County, Ill.	470,108	83
Grand Rapids	467,150	84
Gary - Hammond	456,112	85
Oxnard - Ventura	449,138	86
Baton Rouge	448,030	87
Wilmington, Del.	444,765	88
Honolulu	438,760	89
El Paso	436,818	90
Springfield, Mass.	434,440	91
Fresno	433,847	92
Columbia, S.C.	430,668	93
Charleston, W.Va.	428,653	94
Tacoma	425,286	95
Knoxville	422,710	96
Des Moines	399,548	97
Johnson City - Kingsport - Bristol	391,955	98
Lubbock	382,573	99
Youngstown - Warren	382,373	100
Total Top 100	**123,006,019**	
Corpus Christi	373,569	101
Pensacola	373,235	102
Lansing - East Lansing	371,538	103
Shreveport	358,517	104
Amarillo	353,472	105
Davenport - Rock Island - Moline	349,601	106
Augusta	348,436	107
Lakeland - Winter Haven	344,829	108
Charleston, S.C.	343,572	109
Reno	343,375	110
Colorado Springs	338,359	111
Canton	336,926	112
Bakersfield	334,365	113
Peoria	333,507	114
New Bedford - Fall River - Attleboro	332,852	115
Saginaw - Bay City - Midland	330,671	116
Mobile	324,741	117
Lancaster	318,434	118
Fort Wayne	314,623	119
Chattanooga	306,273	120
Macon - Warner Robins	300,903	121
Portsmouth - Dover - Rochester	298,099	122
Jackson, Miss.	297,648	123
Manchester - Nashua	287,480	124
Lexington-Fayette	283,748	125
Melbourne - Titusville - Palm Bay	283,445	126
York	281,732	127
Springfield, Mo.	279,977	128
Vallejo - Fairfield - Napa	278,092	129
Fort Myers - Cape Coral	275,094	130
Stockton	274,805	131
Reading	270,520	132
Spokane	268,987	133
Eugene - Springfield	268,217	134
Aurora - Elgin	267,462	135
Sarasota	267,182	136
Alton - Granite City	265,183	137
Daytona Beach	258,276	138
Killeen - Temple	256,400	139
Columbus, Ga.	255,236	140
Atlantic City	253,605	141
Waco	253,504	142
Jersey City	251,108	143
Roanoke	250,074	144
Madison	247,002	145
Erie	246,783	146
Huntington - Ashland	246,070	147
Portland, Me.	243,705	148
Binghamton	242,099	149
Galveston - Texas City	240,917	150
Total Top 150	**137,830,267**	
Boise	238,196	151
New London - Norwich	238,085	152
Ann Arbor	237,878	153
Visalia - Tulare - Porterville	237,131	154
Evansville	233,930	155
Fayetteville, N.C.	233,900	156
Montgomery	231,117	157
Johnstown	226,219	158
Santa Rosa - Petaluma	225,325	159
Joliet	222,937	160
Savannah	219,769	161
Utica - Rome	219,316	162
Trenton	218,702	163
Salinas - Seaside - Monterey	216,349	164
Odessa	216,281	165
Appleton - Oshkosh - Neenah	215,082	166
Longview - Marshall	214,838	167
Lafayette, La.	211,924	168
Santa Barbara - Santa Maria - Lompoc	211,897	169
South Bend - Mishawaka	204,878	170
Hickory	202,516	171
Lorain - Elyria	200,321	172
Niagara Falls	198,541	173
Orange County, N.Y.	196,441	174
Boulder - Longmont	196,203	175
Abilene	193,784	176
McAllen - Edinburg - Mission	193,223	177
Lincoln	191,269	178
Tallahassee	191,127	179
Elkhart - Goshen	191,109	180
Rockford	189,192	181
Fort Smith	189,174	182
East St. Louis - Belleville	187,439	183
Fort Pierce	186,571	184
Houma - Thibodaux	183,536	185
Bradenton	182,930	186
Asheville	182,693	187
Billings	181,589	188
Anchorage	180,860	189
Gainesville	178,345	190
San Angelo	178,174	191
Fargo - Moorhead	177,197	192
Wichita Falls	175,711	193
Salem, Ore.	175,136	194
Parkersburg - Marietta	174,098	195
Provo - Orem	173,510	196
Huntsville	173,254	197
Modesto	173,101	198
Poughkeepsie	171,401	199
Joplin	171,390	200
Total Top 200	**147,843,856**	
Lake Charles	170,714	201
Fort Collins - Loveland	169,929	202
Casper	169,148	203
Sioux Falls	164,768	204
Topeka	162,833	205
Bangor	162,568	206
Panama City	162,429	207
Wheeling	161,840	208
Kalamazoo	160,194	209
Waterloo - Cedar Falls	158,403	210
Midland, Tex.	158,108	211
Naples	156,832	212
Hamilton - Middletown	155,40[illegible]	213
Sharon	154,498	214
Santa Cruz	154,299	215
Tyler	150,619	216
Athens	150,445	217
Richland - Kennewick - Pasco	150,280	218
Duluth	150,168	219
Yakima	149,155	220
Wilmington, N.C.	149,003	221
Monroe	148,517	222
Cedar Rapids	147,424	223
Anderson, S.C.	144,491	224
Muncie	139,116	225
Lynchburg	137,891	226
Clarksville - Hopkinsville	137,788	227
Springfield, Ill.	136,474	228
Green Bay	130,949	229
Williamsport	129,346	230
Albany, Ga.	128.558	231
Mansfield	126,632	232
Brownsville - Harlingen	126,333	233
Jacksonville, N.C.	125,276	234
Terre Haute	125,267	235
Victoria	125,034	236
Medford	124,874	237
Burlington, N.C.	123,686	238
Great Falls	121,566	239
Beaver County, Pa.	121,493	240
Brazoria	120,967	241
Biloxi - Gulfport	119,767	242
Vineland - Millville - Bridgeton	116,832	243
Anderson, Ind.	115,202	244
St. Cloud	114,841	245
Champaign - Urbana - Rantoul	114,452	246
Rochester, Minn.	114,344	247
Texarkana	114,264	248
Fayetteville - Springdale	113,771	249
Fort Walton Beach	113,562	250
Total Top 250	**154,824,207**	
Decatur	111,432	251
Alexandria, La.	110,273	252
Altoona	108,832	253
Florence, Ala.	107,237	254
Bryan - College Station	106,975	255
Bloomington - Normal	106,763	256
Lewiston - Auburn	106,335	257
Eau Claire	104,510	258
Pittsfield	104,437	259
Pueblo	103,589	260
Bismarck	102,975	261
Lawton	102,516	262
Benton Harbor	102,001	263
Lima	101,548	264
Florence, S.C.	100,800	265
Ocala	100,320	266
Columbia, Mo.	99,462	267
Vancouver	98,937	268
Danville, Va.	98,372	269
Dothan	97,592	270
Steubenville - Weirton	96,890	271
Racine	96,117	272
Bellingham	94,726	273
Redding	94,591	274
Charlottesville	94,356	275
Sioux City	94,095	276
Kokomo	93,553	277
Burlington, Vt.	93,113	278
St. Joseph	92,636	279
Las Cruces	92,606	280
Bremerton	92,209	281
Hagerstown	91,742	282
Tuscaloosa	90,491	283
Kankakee	90,037	284
State College	89,604	285
Dubuque	88,382	286
Muskegon	87,798	287
Enid	87,421	288
Grand Forks	87,186	289
Janesville - Beloit	86,716	290
Sherman - Denison	86,594	291
Olympia	86,276	292
Chico	86,231	293
Anniston	84,115	294
Lafayette, Ind.	83,775	295
Owensboro	82,401	296
Jackson, Mich.	82,040	297
Santa Fe	81,922	298
Pine Bluff	81,670	299
Glens Falls	79,448	300
Battle Creek	78,815	301
Greeley	76,667	302
Iowa City	74,487	303
Cumberland	71,395	304
La Crosse	71,145	305
Elmira	66,410	306
Laredo	66,222	307
Gadsden	63,481	308
Wausau	62,060	309
Sheboygan	60,914	310
Yuba City	56,962	311
Lawrence, Kans.	54,395	312
Bloomington, Ind.	53,747	313
Pascagoula	53,068	314
Kenosha	48,055	315
Total Above Areas	**160,525,677**	
Percent of U.S.	**79.0563**	
U.S. Total	**203,052,245**	

FURNITURE / HOME FURNISHINGS / APPLIANCE STORE SALES

Area	($000)	Rank
Los Angeles - Long Beach	1,993,760	1
New York	1,811,213	2
Chicago	1,407,488	3
Detroit	973,058	4
Philadelphia	953,603	5
Washington	937,661	6
Nassau - Suffolk	903,039	7
Houston	891,834	8
Boston - Lawrence - Salem - Lowell - Brockton	870,686	9
Dallas	825,713	10
Miami - Hialeah	701,405	11
Anaheim - Santa Ana	673,843	12
San Francisco	555,407	13
Newark	545,588	14
Phoenix	529,232	15
San Diego	516,732	16
Minneapolis - St. Paul	496,822	17
Denver	464,213	18
Pittsburgh	460,647	19
San Jose	460,268	20
Seattle	458,601	21
Bergen - Passaic	446,870	22
Oakland	431,271	23
Baltimore	422,877	24
Fort Lauderdale - Hollywood - Pompano Beach	396,577	25
Tampa - St. Petersburg - Clearwater	390,598	26
Atlanta	378,134	27
Cleveland	374,270	28
St. Louis	351,243	29
Norfolk - Virginia Beach - Newport News	339,787	30
Milwaukee	332,370	31
Portland, Ore.	331,665	32
Cincinnati	317,542	33
New Orleans	303,587	34
Salt Lake City - Ogden	301,940	35
Greensboro - Winston-Salem - High Point	298,201	36
Columbus, Ohio	294,255	37
Bridgeport - Stamford - Norwalk - Danbury	290,098	38
Kansas City, Mo.-Ks.	287,490	39
Fort Worth - Arlington	281,412	40
Oklahoma City	271,988	41
Sacramento	270,508	42
Charlotte - Gastonia - Rock Hill	259,070	43
San Antonio	257,576	44
Hartford - New Britain - Middletown - Bristol	257,126	45
Middlesex - Somerset - Hunterdon	254,278	46
Riverside - San Bernardino	250,957	47
Louisville	246,232	48
Indianapolis	242,271	49
West Palm Beach - Boca Raton - Delray Beach	240,188	50
Total Top 50	**26,551,194**	
Tulsa	228,657	51
Nashville	224,177	52
Rochester, N.Y.	220,426	53
Buffalo	220,329	54
Dayton - Springfield	219,599	55
Memphis	205,669	56
Monmouth - Ocean	201,138	57
Birmingham	195,502	58
Richmond - Petersburg	194,386	59
Orlando	188,204	60
Worcester - Fitchburg - Leominster	187,078	61
New Haven - Waterbury - Meriden	180,461	62
Albany - Schenectady - Troy	171,449	63
Albuquerque	169,056	64
El Paso	165,195	65
Providence - Pawtucket - Woonsocket	162,945	66
Jacksonville, Fla.	160,932	67
Austin	159,601	68
Grand Rapids	153,662	69
Omaha	151,748	70
Syracuse	148,540	71
Sarasota	146,974	72
Tucson	146,043	73
Raleigh - Durham	142,658	74
Allentown - Bethlehem	141,798	75
New Bedford - Fall River - Attleboro	136,211	76
Toledo	135,688	77
Knoxville	131,029	78
Las Vegas	126,804	79
Lake County, Ill.	124,693	80
Flint	124,307	81
Harrisburg - Lebanon - Carlisle	123,793	82
Madison	122,767	83
Wilmington, Del.	120,894	84
Greenville - Spartanburg	120,224	85
Springfield, Mass.	117,539	86
Beaumont - Port Arthur	114,752	87
Gary - Hammond	114,415	88
Baton Rouge	110,624	89
Fresno	109,035	90
Scranton - Wilkes-Barre	108,882	91
Akron	108,404	92
Lancaster	106,311	93
Oxnard - Ventura	104,069	94
Little Rock - North Little Rock	102,797	95
Tacoma	101,892	96
Youngstown - Warren	100,756	97
Reno	100,373	98
Colorado Springs	99,751	99
Columbia, S.C.	95,026	100
Total Top 100	**33,898,457**	
Wichita	93,776	101
Fort Myers - Cape Coral	93,755	102
Manchester - Nashua	93,067	103
Mobile	92,970	104
Lansing - East Lansing	91,251	105
Trenton	91,180	106
Portsmouth - Dover - Rochester	90,777	107
Santa Barbara - Santa Maria - Lompoc	90,704	108
Bakersfield	89,729	109
Lubbock	89,262	110
Peoria	87,461	111
Honolulu	86,885	112
Amarillo	86,302	113
Chattanooga	85,459	114
Des Moines	84,667	115
Huntington - Ashland	84,458	116
Corpus Christi	84,322	117
Charleston, S.C.	83,964	118
Aurora - Elgin	83,898	119
Santa Rosa - Petaluma	83,815	120
Davenport - Rock Island - Moline	83,652	121
Boise	83,353	122
Lexington-Fayette	83,125	123
Saginaw - Bay City - Midland	83,123	124
Boulder - Longmont	82,575	125
Johnson City - Kingsport - Bristol	81,774	126
Jersey City	81,159	127
Spokane	80,496	128
Savannah	80,122	129
York	79,588	130
Roanoke	79,271	131
Shreveport	78,709	132
Modesto	78,058	133
Stockton	76,830	134
Ann Arbor	76,377	135
Fort Wayne	75,028	136
Brownsville - Harlingen	74,397	137
Jackson, Miss.	74,003	138
Evansville	73,603	139
Canton	71,377	140
Rockford	70,565	141
Benton Harbor	70,037	142
New London - Norwich	69,613	143
Augusta	68,615	144
Tyler	67,736	145
McAllen - Edinburg - Mission	67,494	146
Binghamton	67,190	147
Eugene - Springfield	65,836	148
Longview - Marshall	64,889	149
Atlantic City	63,567	150
Total Top 150	**37,918,321**	
Vallejo - Fairfield - Napa	62,822	151
Salinas - Seaside - Monterey	62,521	152
Lakeland - Winter Haven	62,245	153
Fayetteville, N.C.	62,207	154
Charleston, W.Va.	61,631	155
Erie	61,294	156
Kalamazoo	60,627	157
Naples	59,761	158
Daytona Beach	59,158	159
Salem, Ore.	58,874	160
Pensacola	58,734	161
Melbourne - Titusville - Palm Bay	57,879	162
Portland, Me.	57,611	163
Lafayette, La.	57,220	164
Appleton - Oshkosh - Neenah	57,142	165
Reading	56,939	166
Utica - Rome	55,800	167
Springfield, Mo.	53,890	168
South Bend - Mishawaka	52,048	169
Waco	52,024	170
Green Bay	51,326	171
Montgomery	51,274	172
Billings	51,218	173
Gainesville	51,171	174
Provo - Orem	51,012	175
East St. Louis - Belleville	50,959	176
Anchorage	50,806	177
Lorain - Elyria	49,840	178
Fort Collins - Loveland	48,961	179
Orange County, N.Y.	48,960	180
Hickory	48,593	181
Columbus, Ga.	48,057	182
Bangor	47,850	183
Duluth	47,805	184
Johnstown	47,734	185
Macon - Warner Robins	47,602	186
Laredo	47,047	187
Casper	46,902	188
Joliet	45,986	189
Huntsville	45,354	190
Burlington, Vt.	45,236	191
Wheeling	45,191	192
Houma - Thibodaux	44,651	193
Alton - Granite City	43,888	194
Poughkeepsie	43,690	195
Tallahassee	43,097	196
Fort Pierce	42,758	197
Fort Smith	42,427	198
Lake Charles	42,199	199
Panama City	42,123	200
Total Top 200	**40,502,465**	
Wichita Falls	41,927	201
Springfield, Ill.	41,922	202
Pittsfield	41,584	203
Killeen - Temple	41,005	204
Odessa	40,786	205
Bradenton	40,042	206
Cedar Rapids	39,954	207
Fargo - Moorhead	39,252	208
Hamilton - Middletown	37,770	209
Anderson, S.C.	37,550	210
Lincoln	37,107	211
Altoona	37,106	212
Champaign - Urbana - Rantoul	36,967	213
Niagara Falls	36,841	214
Midland, Tex.	36,374	215
Wilmington, N.C.	35,734	216
Santa Cruz	35,663	217
Yakima	35,287	218
Lynchburg	34,901	219
Chico	34,802	220
Waterloo - Cedar Falls	34,373	221
Abilene	34,215	222
Olympia	34,075	223
Clarksville - Hopkinsville	33,858	224
Medford	33,765	225
Monroe	33,757	226
Visalia - Tulare - Porterville	33,717	227
Parkersburg - Marietta	33,492	228
Great Falls	33,380	229
Fort Walton Beach	33,198	230
Jacksonville, N.C.	32,790	231
Lafayette, Ind.	32,042	232
Albany, Ga.	31,900	233
Sioux Falls	31,838	234
Richland - Kennewick - Pasco	31,812	235
Burlington, N.C.	31,585	236
Racine	31,484	237
Vineland - Millville - Bridgeton	31,428	238
Asheville	30,840	239
Lima	30,519	240
Athens	29,977	241
San Angelo	29,865	242
Pueblo	29,050	243
Terre Haute	28,883	244
Sioux City	28,753	245
Joplin	28,477	246
Galveston - Texas City	28,373	247
Biloxi - Gulfport	27,863	248
Victoria	27,799	249
Dubuque	27,786	250
Total Top 250	**42,205,933**	
Lawton	27,595	251
Santa Fe	27,550	252
Topeka	27,549	253
Owensboro	27,186	254
Beaver County, Pa.	27,053	255
Florence, Ala.	26,561	256
Elkhart - Goshen	26,388	257
Battle Creek	26,285	258
Charlottesville	26,236	259
Bellingham	26,139	260
Tuscaloosa	26,122	261
Mansfield	25,832	262
Muncie	25,551	263
Dothan	25,229	264
Greeley	24,879	265
Redding	24,794	266
Decatur	24,791	267
Bloomington - Normal	24,745	268
Florence, S.C.	24,738	269
Steubenville - Weirton	24,657	270
Fayetteville - Springdale	24,591	271
Alexandria, La.	24,148	272
St. Cloud	23,990	273
Enid	23,910	274
Iowa City	23,752	275
Janesville - Beloit	23,723	276
Jackson, Mich.	23,488	277
Vancouver	23,016	278
La Crosse	23,000	279
Muskegon	22,776	280
Rochester, Minn.	22,614	281
Bremerton	22,283	282
Williamsport	21,910	283
Hagerstown	21,835	284
Brazoria	21,786	285
Eau Claire	21,786	285
Texarkana	21,666	287
Ocala	21,568	288
State College	21,257	289
Kokomo	21,046	290
Anderson, Ind.	20,976	291
Gadsden	20,688	292
Bismarck	20,575	293
Kankakee	20,271	294
Anniston	20,041	295
St. Joseph	19,442	296
Las Cruces	19,145	297
Cumberland	19,052	298
Bloomington, Ind.	18,310	299
Bryan - College Station	18,076	300
Wausau	18,076	300
Danville, Va.	17,929	302
Grand Forks	17,881	303
Sharon	17,869	304
Lewiston - Auburn	17,776	305
Glens Falls	17,129	306
Columbia, Mo.	16,602	307
Yuba City	16,331	308
Kenosha	15,933	309
Sherman - Denison	15,910	310
Pine Bluff	15,259	311
Elmira	14,935	312
Pascagoula	14,464	313
Sheboygan	10,851	314
Lawrence, Kans.	8,886	315
Total Above Areas	**43,612,365**	
Percent of U.S.	**83.5671**	
U.S. Total	**52,188,469**	

DRUGSTORE SALES

Area	($000)	Rank
Los Angeles - Long Beach	1,516,052	1
Chicago	1,428,189	2
Detroit	1,082,984	3
New York	908,674	4
Washington	839,518	5
Boston - Lawrence - Salem - Lowell - Brockton	724,099	6
Philadelphia	616,758	7
Dallas	489,834	8
Oakland	473,357	9
Cleveland	457,692	10
San Francisco	439,093	11
Seattle	429,809	12
Houston	397,198	13
Miami - Hialeah	385,210	14
Atlanta	376,294	15
Anaheim - Santa Ana	374,620	16
Nassau - Suffolk	372,673	17
Minneapolis - St. Paul	368,738	18
San Jose	362,383	19
Baltimore	328,896	20
Sacramento	319,576	21
Riverside - San Bernardino	315,986	22
San Diego	312,227	23
Tampa - St. Petersburg - Clearwater	290,759	24
Phoenix	288,545	25
Fort Worth - Arlington	284,196	26
St. Louis	281,231	27
Indianapolis	278,146	28
Pittsburgh	268,270	29
Fort Lauderdale - Hollywood - Pompano Beach	264,349	30
Milwaukee	262,611	31
Cincinnati	252,234	32
Honolulu	252,126	33
Kansas City, Mo.-Ks.	222,077	34
Hartford - New Britain - Middletown - Bristol	217,708	35
Newark	209,076	36
Columbus, Ohio	201,949	37
Charlotte - Gastonia - Rock Hill	194,261	38
Buffalo	192,186	39
New Orleans	192,070	40
Louisville	191,458	41
Greensboro - Winston-Salem - High Point	184,267	42
Rochester, N.Y.	179,964	43
Denver	177,008	44
Birmingham	170,515	45
Syracuse	162,983	46
Bergen - Passaic	157,734	47
Memphis	156,148	48
Richmond - Petersburg	155,664	49
Providence - Pawtucket - Woonsocket	147,632	50
Total Top 50	**19,165,027**	
Norfolk - Virginia Beach - Newport News	147,431	51
Bridgeport - Stamford - Norwalk - Danbury	145,662	52
Nashville	145,321	53
Jacksonville, Fla.	144,358	54
Gary - Hammond	143,344	55
Toledo	139,101	56
West Palm Beach - Boca Raton - Delray Beach	136,251	57
Fresno	131,877	58
Portland, Or.	128,620	59
New Haven - Waterbury - Meriden	127,305	60
Worcester - Fitchburg - Leominster	122,714	61
Dayton - Springfield	121,351	62
Albany - Schenectady - Troy	120,544	63
Monmouth - Ocean	117,976	64
Oxnard - Ventura	115,326	65
Orlando	114,628	66
Akron	113,135	67
Greenville - Spartanburg	109,953	68
Reno	109,562	69
Salt Lake City - Ogden	107,025	70
Flint	103,776	71
Tucson	103,469	72
Springfield, Mass.	102,940	73
Anchorage	101,499	74
Bakersfield	100,935	75
Oklahoma City	100,372	76
Middlesex - Somerset - Hunterdon	98,628	77
Omaha	98,552	78
Lake County, Ill.	98,063	79
Knoxville	97,084	80
Scranton - Wilkes-Barre	95,903	81
San Antonio	95,574	82
Youngstown - Warren	92,311	83
Vallejo - Fairfield - Napa	91,421	84
Wilmington, Del.	91,319	85
Stockton	91,303	86
Harrisburg - Lebanon - Carlisle	89,752	87
Allentown - Bethlehem	88,610	88
Las Vegas	85,569	89
Mobile	84,560	90
Tacoma	83,893	91
Davenport - Rock Island - Moline	81,484	92
Daytona Beach	79,798	93
Raleigh - Durham	78,193	94
Santa Rosa - Petaluma	77,898	95
Salinas - Seaside - Monterey	77,211	96
Tulsa	76,387	97
New Bedford - Fall River - Attleboro	75,330	98
Baton Rouge	73,821	99
Utica - Rome	73,389	100
Total Top 100	**24,395,555**	
Spokane	73,337	101
Saginaw - Bay City - Midland	72,568	102
Grand Rapids	71,534	103
Little Rock - North Little Rock	70,977	104
El Paso	69,953	105
Santa Barbara - Santa Maria - Lompoc	69,653	106
Fort Wayne	68,386	107
Austin	66,681	108
Canton	66,053	109
Albuquerque	65,712	110
Richland - Kennewick - Pasco	64,562	111
Modesto	64,296	112
Columbia, S.C.	64,156	113
Melbourne - Titusville - Palm Bay	61,995	114
Portsmouth - Dover - Rochester	59,184	115
Portland, Me.	59,085	116
Lakeland - Winter Haven	58,462	117
Huntington - Ashland	58,422	118
Jersey City	57,807	119
Ann Arbor	57,366	120
Lexington-Fayette	57,069	121
Joliet	57,046	122
Chattanooga	56,523	123
Johnson City - Kingsport - Bristol	55,740	124
Charleston, W.Va.	55,723	125
Bremerton	55,467	126
Jackson, Miss.	54,978	127
Peoria	54,062	128
Charleston, S.C.	54,047	129
Binghamton	53,979	130
South Bend - Mishawaka	53,681	131
Evansville	53,474	132
Sarasota	51,755	133
Augusta	51,655	134
Santa Cruz	50,981	135
Beaumont - Port Arthur	50,836	136
Manchester - Nashua	50,697	137
Lancaster	50,563	138
Wichita	49,524	139
Springfield, Ill.	48,649	140
Elkhart - Goshen	48,291	141
Lorain - Elyria	48,237	142
Des Moines	47,818	143
Visalia - Tulare - Porterville	47,725	144
Eugene - Springfield	47,510	145
Sioux Falls	47,182	146
Rockford	46,937	147
Redding	46,258	148
Lansing - East Lansing	45,996	149
Gainesville	44,972	150
Total Top 150	**27,133,119**	
Roanoke	44,698	151
Aurora - Elgin	44,326	152
Madison	44,081	153
Pensacola	43,309	154
Yuba City	42,582	155
Erie	41,126	156
Trenton	41,030	157
Atlantic City	40,987	158
Alton - Granite City	40,853	159
Billings	40,679	160
East St. Louis - Belleville	39,506	161
Asheville	38,600	162
Bradenton	38,447	163
Montgomery	37,817	164
York	37,661	165
Macon - Warner Robins	37,638	166
Terre Haute	37,053	167
Salem, Ore.	36,908	168
New London - Norwich	36,769	169
Niagara Falls	36,679	170
Fort Myers - Cape Coral	36,122	171
Appleton - Oshkosh - Neenah	36,112	172
Savannah	35,847	173
Duluth	34,893	174
Muncie	34,500	175
Orange County, N.Y.	33,727	176
Topeka	33,590	177
Columbus, Ga.	33,350	178
Hamilton - Middletown	33,190	179
Hickory	33,027	180
Cedar Rapids	32,922	181
Corpus Christi	32,767	182
Anderson, Ind.	32,686	183
Lynchburg	32,102	184
Vancouver	32,006	185
Yakima	31,842	186
Boulder - Longmont	31,636	187
Bangor	31,224	188
Fort Pierce	30,978	189
Benton Harbor	30,946	190
Johnstown	30,661	191
Champaign - Urbana - Rantoul	30,613	192
Springfield, Mo.	30,183	193
Lafayette, Ind.	30,152	194
Shreveport	30,034	195
Huntsville	29,957	196
Lincoln	29,862	197
Lima	29,441	198
Joplin	29,325	199
Bryan - College Station	28,831	200
Total Top 200	**28,996,594**	
Chico	28,201	201
Wheeling	28,193	202
Colorado Springs	28,133	203
Galveston - Texas City	27,796	204
Parkersburg - Marietta	27,666	205
Fargo - Moorhead	27,411	206
Waco	27,195	207
Provo - Orem	26,908	208
Biloxi - Gulfport	26,887	209
Columbia, Mo.	26,576	210
Olympia	26,440	211
Kokomo	26,325	212
Houma - Thibodaux	26,262	213
Lafayette, La.	25,971	214
Poughkeepsie	25,898	215
McAllen - Edinburg - Mission	25,881	216
Reading	25,867	217
Burlington, N.C.	25,458	218
Waterloo - Cedar Falls	25,429	219
Battle Creek	25,283	220
Amarillo	25,090	221
Bellingham	25,075	222
Kankakee	25,066	223
Pittsfield	24,417	224
Kalamazoo	24,322	225
Steubenville - Weirton	24,173	226
Tallahassee	24,091	227
Lake Charles	24,089	228
Rochester, Minn.	24,008	229
Athens	23,902	230
Longview - Marshall	23,818	231
Green Bay	23,666	232
Beaver County, Pa.	22,879	233
Bloomington - Normal	22,801	234
Wilmington, N.C.	22,719	235
Anderson, S.C.	22,542	236
Racine	22,063	237
Fort Smith	21,696	238
Sioux City	21,514	239
Bloomington, Ind.	21,316	240
Great Falls	21,240	241
Ocala	21,171	242
Tuscaloosa	21,099	243
Eau Claire	20,968	244
Boise	20,451	245
Cumberland	20,333	246
Lubbock	20,259	247
Charlottesville	20,176	248
Janesville - Beloit	20,087	249
Hagerstown	20,030	250
Total Top 250	**30,205,435**	
Fayetteville, N.C.	19,914	251
Albany, Ga.	19,808	252
Decatur	19,755	253
Alexandria, La.	19,535	254
Muskegon	19,529	255
St. Joseph	19,257	256
Iowa City	19,172	257
Vineland - Millville - Bridgeton	19,161	258
Anniston	18,881	259
Santa Fe	18,674	260
Clarksville - Hopkinsville	18,636	261
Casper	18,409	262
Glens Falls	18,230	263
Bismarck	17,992	264
Brazoria	17,770	265
Florence, Ala.	17,728	266
Pascagoula	17,718	267
Tyler	17,593	268
Altoona	17,513	269
Mansfield	17,320	270
Killeen - Temple	17,277	271
Enid	17,220	272
St. Cloud	16,483	273
Owensboro	16,452	274
Naples	16,373	275
Medford	16,198	276
Danville, Va.	16,168	277
Fort Collins - Loveland	15,967	278
La Crosse	15,823	279
Monroe	15,655	280
Sheboygan	15,601	281
Burlington, Vt.	15,572	282
Sherman - Denison	15,435	283
Jackson, Mich.	15,325	284
Elmira	15,177	285
Dubuque	15,021	286
Texarkana	14,904	287
Panama City	14,817	288
Gadsden	14,624	289
Williamsport	14,274	290
Brownsville - Harlingen	13,640	291
Laredo	13,398	292
Florence, S.C.	13,308	293
Abilene	13,280	294
Sharon	13,006	295
State College	12,801	296
Pine Bluff	12,753	297
Lewiston - Auburn	12,724	298
Wichita Falls	12,573	299
Fort Walton Beach	12,412	300
Fayetteville - Springdale	12,367	301
Kenosha	11,862	302
Dothan	11,649	303
Victoria	10,969	304
Pueblo	10,404	305
Lawrence, Kans.	10,239	306
Jacksonville, N.C.	9,500	307
Odessa	9,476	308
Wausau	9,051	309
Midland, Tex.	8,824	310
Las Cruces	8,608	311
Greeley	8,182	312
Grand Forks	7,114	313
San Angelo	6,464	314
Lawton	6,183	315
Total Above Areas	**31,163,192**	
Percent of U.S.	**79.6530**	
U.S. Total	**39,123,696**	

APPAREL AND ACCESSORIES STORE SALES

Area	($000)	Rank
New York	2,583,845	1
Los Angeles - Long Beach	2,254,115	2
Chicago	2,089,398	3
Boston - Lawrence - Salem - Lowell - Brockton	1,544,405	4
Detroit	1,185,550	5
Philadelphia	1,126,233	6
Houston	1,053,907	7
Washington	1,008,303	8
Dallas	818,996	9
Nassau - Suffolk	748,933	10
San Francisco	671,959	11
Miami - Hialeah	659,947	12
Seattle	586,890	13
Anaheim - Santa Ana	565,682	14
Minneapolis - St. Paul	554,614	15
Bergen - Passaic	490,705	16
Newark	485,839	17
San Diego	473,618	18
St. Louis	445,432	19
Atlanta	443,592	20
Baltimore	442,650	21
Denver	434,912	22
Pittsburgh	419,319	23
Cleveland	399,819	24
Bridgeport - Stamford - Norwalk - Danbury	389,213	25
Kansas City, Mo.-Ks.	362,750	26
San Jose	362,128	27
Fort Lauderdale - Hollywood - Pompano Beach	357,819	28
New Orleans	356,889	29
Oklahoma City	351,209	30
Hartford - New Britain - Middletown - Bristol	342,731	31
Oakland	339,419	32
Portland, Ore.	319,360	33
Tampa - St. Petersburg - Clearwater	314,947	34
Fort Worth - Arlington	312,429	35
Birmingham	295,461	36
Riverside - San Bernardino	287,571	37
San Antonio	286,581	38
Honolulu	280,812	39
Norfolk - Virginia Beach - Newport News	275,423	40
New Haven - Waterbury - Meriden	267,044	41
Phoenix	266,572	42
Middlesex - Somerset - Hunterdon	266,370	43
Charlotte - Gastonia - Rock Hill	258,305	44
Tulsa	251,819	45
Sacramento	250,528	46
Milwaukee	250,388	47
Providence - Pawtucket - Woonsocket	249,874	48
Columbus, Ohio	236,020	49
Cincinnati	230,912	50
Total Top 50	**29,251,237**	
Indianapolis	220,701	51
West Palm Beach - Boca Raton - Delray Beach	214,849	52
Salt Lake City - Ogden	203,786	53
Memphis	203,370	54
Greensboro - Winston-Salem - High Point	203,298	55
Buffalo	202,789	56
Springfield, Mass.	202,745	57
Richmond - Petersburg	181,263	58
Monmouth - Ocean	176,672	59
Albany - Schenectady - Troy	176,036	60
Austin	175,180	61
Rochester, N.Y.	175,154	62
Louisville	162,614	63
Jacksonville, Fla.	161,022	64
Worcester - Fitchburg - Leominster	159,506	65
Nashville	159,166	66
Orlando	157,673	67
Las Vegas	150,683	68
Dayton - Springfield	146,783	69
Raleigh - Durham	145,274	70
Greenville - Spartanburg	144,035	71
Akron	140,858	72
Grand Rapids	140,393	73
New Bedford - Fall River - Attleboro	139,666	74
Jersey City	139,176	75
Little Rock - North Little Rock	135,931	76
Syracuse	135,714	77
Gary - Hammond	133,773	78
Albuquerque	131,693	79
Beaumont - Port Arthur	130,497	80
Toledo	129,151	81
Wichita	128,787	82
El Paso	121,413	83
Scranton - Wilkes-Barre	119,182	84
Harrisburg - Lebanon - Carlisle	118,409	85
McAllen - Edinburg - Mission	114,371	86
Lake County, Ill.	113,871	87
Columbia, S.C.	111,054	88
Saginaw - Bay City - Midland	110,042	89
Omaha	108,420	90
Salinas - Seaside - Monterey	105,366	91
Lansing - East Lansing	103,912	92
Oxnard - Ventura	103,873	93
Allentown - Bethlehem	103,162	94
Flint	102,977	95
Lexington-Fayette	102,840	96
Fresno	101,989	97
Knoxville	101,467	98
Wilmington, Del.	98,735	99
Des Moines	98,153	100
Total Top 100	**36,398,711**	
Shreveport	97,390	101
Portland, Me.	97,321	102
Charleston, S.C.	96,078	103
Manchester - Nashua	95,305	104
Aurora - Elgin	92,681	105
Tacoma	91,628	106
Trenton	91,334	107
Reading	90,566	108
Portsmouth - Dover - Rochester	89,115	109
Baton Rouge	88,893	110
Eugene - Springfield	88,633	111
Spokane	88,393	112
Evansville	88,209	113
Jackson, Miss.	87,553	114
Youngstown - Warren	87,416	115
Bakersfield	86,661	116
Tucson	82,841	117
Santa Barbara - Santa Maria - Lompoc	82,212	118
Chattanooga	82,208	119
Ann Arbor	81,560	120
Davenport - Rock Island - Moline	81,045	121
Mobile	80,502	122
Amarillo	79,983	123
Augusta	77,949	124
Atlantic City	77,373	125
Johnson City - Kingsport - Bristol	77,080	126
Reno	76,830	127
Lancaster	76,802	128
Stockton	73,673	129
Montgomery	72,934	130
Fort Wayne	72,681	131
Anchorage	72,258	132
Lafayette, La.	72,115	133
Utica - Rome	70,463	134
Corpus Christi	70,279	135
Canton	69,727	136
Lubbock	68,614	137
Peoria	67,155	138
Huntington - Ashland	66,742	139
Daytona Beach	64,670	140
Huntsville	64,353	141
Madison	63,186	142
Odessa	62,297	143
York	62,294	144
Savannah	61,672	145
Macon - Warner Robins	61,486	146
Lakeland - Winter Haven	61,099	147
New London - Norwich	60,778	148
East St. Louis - Belleville	60,292	149
Longview - Marshall	60,146	150
Total Top 150	**40,271,186**	
Laredo	59,995	151
Colorado Springs	59,879	152
Burlington, Vt.	59,288	153
Charleston, W.Va.	59,146	154
Kalamazoo	58,971	155
Orange County, N.Y.	57,433	156
Modesto	57,367	157
Santa Rosa - Petaluma	56,875	158
Sarasota	56,128	159
Boise	55,752	160
Binghamton	55,279	161
Springfield, Ill.	54,699	162
Springfield, Mo.	54,535	163
Tyler	54,397	164
Visalia - Tulare - Porterville	53,721	165
Roanoke	53,381	166
Fort Smith	52,724	167
Tallahassee	52,627	168
Galveston - Texas City	52,494	169
Hickory	51,880	170
Poughkeepsie	51,689	171
Brownsville - Harlingen	51,467	172
Pittsfield	50,884	173
Duluth	50,170	174
Erie	50,100	175
Boulder - Longmont	49,645	176
Vallejo - Fairfield - Napa	47,788	177
Brazoria	46,804	178
South Bend - Mishawaka	46,673	179
Lincoln	46,607	180
Waco	45,927	181
Fort Myers - Cape Coral	45,269	182
Naples	44,322	183
Pensacola	44,318	184
Grand Forks	43,520	185
Alexandria, La.	42,651	186
Billings	42,377	187
Terre Haute	42,331	188
Provo - Orem	41,393	189
Joplin	41,123	190
Biloxi - Gulfport	41,022	191
San Angelo	40,819	192
Champaign - Urbana - Rantoul	40,652	193
Columbus, Ga.	40,541	194
Bangor	40,162	195
Santa Fe	39,992	196
Killeen - Temple	39,667	197
Wichita Falls	39,398	198
Salem, Ore.	39,267	199
Bradenton	39,227	200
Total Top 200	**42,713,562**	
Waterloo - Cedar Falls	38,822	201
Lake Charles	38,533	202
Midland, Tex.	38,444	203
Yakima	38,166	204
Gainesville	38,147	205
Fargo - Moorhead	37,623	206
Santa Cruz	37,536	207
Bloomington - Normal	37,403	208
Rockford	37,257	209
Vancouver	37,254	210
Asheville	37,097	211
Sioux Falls	36,623	212
Tuscaloosa	36,123	213
Monroe	34,959	214
Fort Collins - Loveland	34,695	215
Abilene	34,685	216
Texarkana	34,389	217
Richland - Kennewick - Pasco	34,212	218
Alton - Granite City	34,198	219
Medford	34,150	220
Panama City	33,602	221
Fayetteville, N.C.	33,159	222
Florence, S.C.	33,066	223
Lorain - Elyria	32,694	224
Florence, Ala.	32,533	225
Redding	32,360	226
Niagara Falls	32,141	227
Enid	32,031	228
Joliet	31,908	229
Parkersburg - Marietta	31,874	230
Great Falls	31,775	231
Anniston	31,463	232
Appleton - Oshkosh - Neenah	31,361	233
Wilmington, N.C.	30,920	234
Topeka	30,034	235
Johnstown	29,913	236
Rochester, Minn.	29,815	237
Gadsden	29,723	238
Fort Pierce	29,168	239
Fayetteville - Springdale	29,042	240
Albany, Ga.	28,818	241
Columbia, Mo.	28,781	242
Vineland - Millville - Bridgeton	28,714	243
Houma - Thibodaux	28,693	244
Chico	28,433	245
Bismarck	28,300	246
Jackson, Mich.	27,832	247
St. Cloud	27,330	248
Charlottesville	27,219	249
Bryan - College Station	27,045	250
Total Top 250	**44,353,625**	
Lewiston - Auburn	26,988	251
Decatur	26,177	252
Altoona	26,028	253
Bloomington, Ind.	25,965	254
Beaver County, Pa.	25,758	255
Sioux City	25,547	256
Fort Walton Beach	25,544	257
Dothan	25,273	258
Melbourne - Titusville - Palm Bay	24,838	259
Mansfield	24,594	260
Anderson, S.C.	24,501	261
Burlington, N.C.	24,355	262
State College	23,914	263
Iowa City	23,861	264
Wheeling	23,585	265
Casper	23,557	266
Janesville - Beloit	23,543	267
Elkhart - Goshen	23,476	268
Green Bay	23,459	269
Muskegon	23,318	270
Benton Harbor	23,163	271
Victoria	23,087	272
Steubenville - Weirton	23,080	273
Bellingham	22,723	274
Sherman - Denison	22,618	275
Owensboro	22,385	276
Sharon	22,303	277
Pueblo	21,690	278
Lima	21,663	279
Clarksville - Hopkinsville	21,602	280
Kokomo	21,214	281
Hagerstown	21,040	282
Lynchburg	20,980	283
Athens	20,755	284
Hamilton - Middletown	20,576	285
Ocala	20,412	286
Battle Creek	19,978	287
Yuba City	19,882	288
Anderson, Ind.	19,825	289
Lawton	19,019	290
Muncie	18,675	291
Cumberland	18,514	292
Wausau	17,942	293
Greeley	17,851	294
Cedar Rapids	17,822	295
Williamsport	17,538	296
Bremerton	16,962	297
Eau Claire	16,826	298
St. Joseph	16,513	299
Elmira	16,189	300
Lafayette, Ind.	16,030	301
Kankakee	15,524	302
Glens Falls	15,511	303
La Crosse	15,431	304
Danville, Va.	15,423	305
Racine	14,913	306
Pine Bluff	14,519	307
Jacksonville, N.C.	13,485	308
Olympia	13,239	309
Lawrence, Kans.	13,160	310
Las Cruces	12,623	311
Dubuque	11,581	312
Pascagoula	11,350	313
Kenosha	8,162	314
Sheboygan	7,921	315
Total Above Areas	**45,649,807**	
Percent of U.S.	**83.5342**	
U.S. Total	**54,648,014**	

GASOLINE SERVICE STATION SALES

Area	($000)	Rank
Los Angeles - Long Beach	3,818,333	1
Chicago	2,479,560	2
Detroit	2,229,023	3
Washington	1,973,917	4
Philadelphia	1,903,371	5
Boston - Lawrence - Salem - Lowell - Brockton	1,835,238	6
Houston	1,808,873	7
New York	1,499,296	8
Anaheim - Santa Ana	1,359,186	9
Nassau - Suffolk	1,218,688	10
Minneapolis - St. Paul	1,118,104	11
Atlanta	1,117,595	12
San Diego	1,100,917	13
Dallas	1,064,996	14
Baltimore	1,061,238	15
Cleveland	999,888	16
St. Louis	966,057	17
Pittsburgh	947,255	18
Riverside - San Bernardino	913,151	19
Tampa - St. Petersburg - Clearwater	907,449	20
Oakland	887,924	21
Newark	879,681	22
San Jose	857,186	23
Miami - Hialeah	834,789	24
Seattle	826,657	25
Cincinnati	778,502	26
San Francisco	775,653	27
San Antonio	743,379	28
Kansas City, Mo.-Ks.	717,407	29
Bergen - Passaic	701,826	30
Phoenix	691,663	31
Fort Lauderdale - Hollywood - Pompano Beach	687,821	32
Hartford - New Britain - Middletown - Bristol	685,904	33
Sacramento	682,513	34
Columbus, Ohio	673,521	35
Indianapolis	664,029	36
Denver	606,984	37
Milwaukee	587,067	38
Providence - Pawtucket - Woonsocket	568,197	39
Portland, Ore.	565,210	40
Bridgeport - Stamford - Norwalk - Danbury	555,354	41
Norfolk - Virginia Beach - Newport News	537,157	42
New Orleans	532,732	43
Dayton - Springfield	526,372	44
Nashville	511,809	45
Orlando	492,867	46
Fort Worth - Arlington	490,927	47
Louisville	485,369	48
Middlesex - Somerset - Hunterdon	483,216	49
Monmouth - Ocean	479,137	50
Total Top 50	**49,832,988**	
Memphis	474,981	51
Jacksonville, Fla.	465,393	52
New Haven - Waterbury - Meriden	449,111	53
Rochester, N.Y.	429,955	54
Greensboro - Winston-Salem - High Point	421,240	55
Richmond - Petersburg	407,127	56
Worcester - Fitchburg - Leominster	391,667	57
Salt Lake City - Ogden	389,685	58
Albany - Schenectady - Troy	386,648	59
Toledo	386,569	60
Charlotte - Gastonia - Rock Hill	369,063	61
Las Vegas	362,404	62
Gary - Hammond	361,080	63
Birmingham	358,915	64
Austin	355,472	65
Springfield, Mass.	353,578	66
Oklahoma City	341,717	67
Buffalo	337,401	68
Tucson	317,473	69
Raleigh - Durham	316,456	70
Akron	313,153	71
West Palm Beach - Boca Raton - Delray Beach	309,370	72
Harrisburg - Lebanon - Carlisle	303,613	73
Bakersfield	298,026	74
Allentown - Bethlehem	296,141	75
Wilmington, Del.	292,595	76
Youngstown - Warren	283,862	77
Greenville - Spartanburg	280,139	78
Knoxville	278,800	79
Scranton - Wilkes-Barre	271,416	80
Syracuse	267,301	81
Tulsa	262,534	82
Fresno	261,895	83
Oxnard - Ventura	260,797	84
Honolulu	251,653	85
Tacoma	247,904	86
Omaha	244,949	87
Chattanooga	240,139	88
Reno	234,834	89
Little Rock - North Little Rock	232,699	90
New Bedford - Fall River - Attleboro	229,786	91
Beaumont - Port Arthur	218,920	92
Grand Rapids	215,854	93
Vallejo - Fairfield - Napa	208,803	94
Mobile	208,783	95
Flint	206,723	96
Corpus Christi	205,570	97
Johnson City - Kingsport - Bristol	201,883	98
Lake County, Ill.	200,175	99
Santa Barbara - Santa Maria - Lompoc	199,448	100
Total Top 100	**65,036,688**	
Baton Rouge	197,146	101
Lexington-Fayette	193,259	102
Columbia, S.C.	191,466	103
Santa Rosa - Petaluma	190,131	104
Lansing - East Lansing	185,930	105
Jersey City	185,754	106
Davenport - Rock Island - Moline	185,746	107
Des Moines	184,560	108
Salinas - Seaside - Monterey	184,441	109
Stockton	183,795	110
Atlantic City	178,707	111
Canton	177,292	112
Trenton	176,323	113
El Paso	173,641	114
New London - Norwich	168,229	115
Fort Wayne	166,808	116
Saginaw - Bay City - Midland	166,275	117
Madison	164,800	118
Albuquerque	164,027	119
Lakeland - Winter Haven	160,678	120
Huntington - Ashland	159,123	121
Alton - Granite City	159,113	122
Charleston, S.C.	159,072	123
Montgomery	156,697	124
Manchester - Nashua	156,663	125
Aurora - Elgin	155,615	126
Charleston, W.Va.	154,278	127
Erie	151,081	128
Wichita	149,419	129
Spokane	149,200	130
Lancaster	147,771	131
Daytona Beach	146,199	132
York	146,096	133
Modesto	145,035	134
Peoria	143,500	135
Ann Arbor	142,611	136
Portsmouth - Dover - Rochester	142,304	137
Joliet	141,333	138
Binghamton	140,865	139
Melbourne - Titusville - Palm Bay	140,395	140
Pensacola	139,303	141
Augusta	135,338	142
Evansville	134,243	143
Colorado Springs	130,873	144
Hagerstown	130,243	145
Utica - Rome	128,689	146
Reading	126,032	147
Roanoke	125,295	148
Jackson, Miss.	125,064	149
Shreveport	124,111	150
Total Top 150	**72,901,257**	
Sarasota	124,060	151
Sioux Falls	123,227	152
Macon - Warner Robins	122,555	153
Portland, Me.	122,044	154
Lorain - Elyria	121,349	155
Appleton - Oshkosh - Neenah	120,132	156
Rockford	116,290	157
Eugene - Springfield	114,475	158
Santa Cruz	114,234	159
South Bend - Mishawaka	113,622	160
Hamilton - Middletown	112,714	161
Orange County, N.Y.	111,930	162
Killeen - Temple	108,696	163
Salem, Ore.	103,686	164
Duluth	103,522	165
Anchorage	103,128	166
Gainesville	103,097	167
Poughkeepsie	102,818	168
Fort Myers - Cape Coral	102,040	169
Ocala	101,858	170
Galveston - Texas City	101,571	171
Mansfield	101,279	172
East St. Louis - Belleville	100,600	173
Fayetteville, N.C.	100,326	174
Savannah	99,468	175
Fort Pierce	99,369	176
Visalia - Tulare - Porterville	99,198	177
Springfield, Mo.	99,042	178
Asheville	98,287	179
Redding	98,201	180
Yakima	97,091	181
Wheeling	97,016	182
Richland - Kennewick - Pasco	94,368	183
Lincoln	93,842	184
Tyler	93,065	185
Columbus, Ga.	92,086	186
Tallahassee	91,398	187
Lima	89,477	188
Benton Harbor	88,937	189
Parkersburg - Marietta	88,685	190
Kalamazoo	87,334	191
Abilene	85,671	192
Janesville - Beloit	85,531	193
Niagara Falls	85,440	194
Terre Haute	85,166	195
Springfield, Ill.	85,032	196
Fort Smith	83,888	197
Pittsfield	83,645	198
Champaign - Urbana - Rantoul	82,990	199
Vancouver	80,641	200
Total Top 200	**77,915,378**	
Longview - Marshall	80,248	201
Amarillo	80,003	202
Waco	79,489	203
Bloomington - Normal	79,078	204
Beaver County, Pa.	78,359	205
Boulder - Longmont	77,886	206
Lafayette, La.	77,362	207
Lubbock	76,904	208
Battle Creek	76,303	209
Johnstown	75,983	210
Burlington, Vt.	73,518	211
McAllen - Edinburg - Mission	72,286	212
Joplin	72,146	213
Casper	72,103	214
Provo - Orem	71,691	215
Billings	70,948	216
Fargo - Moorhead	70,839	217
Green Bay	70,177	218
Boise	69,683	219
Bangor	69,660	220
Medford	69,514	221
Florence, S.C.	68,844	222
Glens Falls	68,573	223
Elkhart - Goshen	67,505	224
Topeka	66,373	225
Huntsville	65,805	226
Waterloo - Cedar Falls	65,703	227
Jackson, Mich.	64,940	228
Steubenville - Weirton	64,774	229
Hickory	64,346	230
Midland, Tex.	64,014	231
Muncie	63,936	232
Racine	63,338	233
St. Cloud	59,166	234
Eau Claire	58,848	235
Bradenton	58,532	236
Decatur	58,389	237
Sioux City	57,954	238
Biloxi - Gulfport	55,995	239
Lynchburg	55,556	240
Lake Charles	54,470	241
Lewiston - Auburn	54,432	242
Anderson, Ind.	54,192	243
Athens	53,939	244
Brazoria	53,713	245
Texarkana	53,474	246
Fort Walton Beach	52,134	247
Cedar Rapids	52,076	248
Charlottesville	52,033	249
Houma - Thibodaux	51,943	250
Total Top 250	**81,204,255**	
Fort Collins - Loveland	51,128	251
Burlington, N.C.	51,126	252
Wichita Falls	51,074	253
Olympia	50,933	254
Tuscaloosa	50,891	255
Florence, Ala.	50,627	256
Great Falls	49,827	257
Clarksville - Hopkinsville	49,456	258
Naples	49,319	259
Sharon	48,746	260
Anderson, S.C.	47,983	261
St. Joseph	47,637	262
Victoria	47,537	263
Brownsville - Harlingen	47,212	264
Monroe	47,059	265
Cumberland	46,476	266
Kokomo	46,238	267
Laredo	45,743	268
Las Cruces	45,325	269
Odessa	45,004	270
Bremerton	44,904	271
Kenosha	44,605	272
Lafayette, Ind.	43,941	273
Rochester, Minn.	42,725	274
Panama City	42,519	275
Vineland - Millville - Bridgeton	42,420	276
Alexandria, La.	42,074	277
Wilmington, N.C.	41,920	278
Muskegon	41,702	279
Pine Bluff	41,401	280
Dothan	41,149	281
Bloomington, Ind.	40,381	282
Chico	40,237	283
Santa Fe	40,175	284
Bellingham	39,950	285
Owensboro	38,493	286
Columbia, Mo.	37,930	287
Bryan - College Station	37,753	288
Altoona	37,262	289
San Angelo	37,118	290
Pueblo	37,030	291
Dubuque	36,599	292
Pascagoula	36,553	293
Anniston	[illegible]	294
Kankakee	36,01[illegible]	295
Williamsport	34,627	296
Bismarck	33,650	297
Danville, Va.	33,622	298
Iowa City	33,304	299
Wausau	33,044	300
Greeley	32,917	301
Yuba City	32,306	302
Grand Forks	31,241	303
Sherman - Denison	31,180	304
La Crosse	30,856	305
Sheboygan	29,307	306
Gadsden	29,207	307
Elmira	29,072	308
Fayetteville - Springdale	28,704	309
Jacksonville, N.C.	27,656	310
State College	26,147	311
Lawton	25,447	312
Albany, Ga.	25,097	313
Lawrence, Kans.	23,312	314
Enid	22,025	315
Total Above Areas	**[illegible]**	
Percent of U.S.	**77.5781**	
U.S. Total	**107,978,216**	

BUILDING MATERIALS AND HARDWARE STORE SALES

Area	($000)	Rank
Los Angeles - Long Beach	1,455,438	1
Chicago	1,014,464	2
Houston	952,857	3
Washington	836,374	4
Detroit	815,896	5
Boston - Lawrence - Salem - Lowell - Brockton	781,446	6
Anaheim - Santa Ana	701,677	7
Minneapolis - St. Paul	697,433	8
Seattle	677,969	9
Philadelphia	647,403	10
Atlanta	611,251	11
New York	603,449	12
Riverside - San Bernardino	591,858	13
San Diego	582,729	14
San Jose	479,756	15
Pittsburgh	458,233	16
Nassau - Suffolk	451,110	17
Baltimore	430,386	18
Dallas	420,291	19
Tampa - St. Petersburg - Clearwater	413,291	20
Sacramento	401,010	21
Denver	384,918	22
Oakland	380,975	23
Fort Worth - Arlington	369,025	24
St. Louis	354,345	25
Phoenix	339,548	26
San Francisco	321,928	27
Charlotte - Gastonia - Rock Hill	314,515	28
Miami - Hialeah	313,205	29
Indianapolis	307,473	30
Fort Lauderdale - Hollywood - Pompano Beach	303,737	31
Cleveland	295,972	32
Newark	291,404	33
Norfolk - Virginia Beach - Newport News	288,780	34
Kansas City, Mo.-Ks.	279,992	35
Greensboro - Winston-Salem - High Point	277,545	36
Columbus, Ohio	264,899	37
Louisville	256,309	38
Cincinnati	253,654	39
Portland, Ore.	253,424	40
Milwaukee	252,565	41
Oklahoma City	249,683	42
Bergen - Passaic	243,575	43
Bridgeport - Stamford - Norwalk - Danbury	242,770	44
Birmingham	241,159	45
Austin	236,897	46
Salt Lake City - Ogden	234,297	47
Tulsa	226,441	48
Hartford - New Britain - Middletown - Bristol	225,299	49
New Orleans	219,275	50
Total Top 50	**22,247,930**	
Orlando	216,735	51
Akron	213,337	52
Nashville	212,293	53
Jacksonville, Fla.	198,463	54
Richmond - Petersburg	194,217	55
Baton Rouge	186,807	56
Rochester, N.Y.	184,336	57
Knoxville	182,596	58
Memphis	181,756	59
Beaumont - Port Arthur	180,790	60
Providence - Pawtucket - Woonsocket	177,596	61
Greenville - Spartanburg	175,231	62
Dayton - Springfield	174,114	63
Johnson City - Kingsport - Bristol	173,058	64
Grand Rapids	171,717	65
San Antonio	171,285	66
Las Vegas	169,150	67
Monmouth - Ocean	169,150	67
Middlesex - Somerset - Hunterdon	168,464	69
Santa Rosa - Petaluma	164,132	70
Albany - Schenectady - Troy	158,488	71
Des Moines	155,013	72
Bakersfield	150,388	73
Fort Myers - Cape Coral	147,486	74
Buffalo	146,215	75
Lancaster	143,816	76
Wichita	140,872	77
Mobile	140,604	78
Little Rock - North Little Rock	137,262	79
Scranton - Wilkes-Barre	136,702	80
Fresno	135,825	81
Harrisburg - Lebanon - Carlisle	135,726	82
Wilmington, Del.	135,278	83
Amarillo	135,244	84
Springfield, Mass.	135,030	85
Gary - Hammond	131,842	86
Allentown - Bethlehem	129,146	87
Reno	128,868	88
Lake County, Ill.	127,196	89
Raleigh - Durham	126,656	90
Lakeland - Winter Haven	124,447	91
Eugene - Springfield	124,019	92
Syracuse	122,244	93
Charleston, S.C.	120,451	94
Tacoma	120,436	95
Melbourne - Titusville - Palm Bay	120,041	96
West Palm Beach - Boca Raton - Delray Beach	119,940	97
Boise	118,651	98
Peoria	118,563	99
Daytona Beach	117,087	100
Total Top 100	**29,896,693**	
New Haven - Waterbury - Meriden	116,901	101
Huntington - Ashland	116,284	102
Columbia, S.C.	114,799	103
Augusta	114,028	104
Spokane	113,443	105
Davenport - Rock Island - Moline	113,252	106
Billings	111,810	107
Chattanooga	111,148	108
Manchester - Nashua	110,747	109
Santa Cruz	110,379	110
Evansville	110,182	111
Madison	109,931	112
Worcester - Fitchburg - Leominster	109,810	113
Oxnard - Ventura	109,210	114
Modesto	108,579	115
Aurora - Elgin	107,975	116
Portsmouth - Dover - Rochester	107,632	117
Salem, Ore.	107,478	118
Portland, Me.	106,897	119
York	105,178	120
Macon - Warner Robins	101,860	121
Albuquerque	100,035	122
Anchorage	99,721	123
Lafayette, La.	98,186	124
Omaha	96,542	125
Springfield, Ill.	96,336	126
Toledo	96,015	127
Vallejo - Fairfield - Napa	95,888	128
Charleston, W.Va.	95,884	129
Flint	94,376	130
Stockton	93,890	131
Saginaw - Bay City - Midland	93,832	132
Lexington-Fayette	93,166	133
Santa Barbara - Santa Maria - Lompoc	92,955	134
Springfield, Mo.	89,740	135
Pensacola	85,972	136
Hickory	85,695	137
Canton	85,168	138
Sarasota	83,854	139
Fort Pierce	83,462	140
Atlantic City	83,425	141
Savannah	83,224	142
Fort Collins - Loveland	82,732	143
Boulder - Longmont	82,598	144
Duluth	82,548	145
Brazoria	82,254	146
St. Cloud	82,060	147
Redding	81,754	148
McAllen - Edinburg - Mission	79,850	149
Lake Charles	79,791	150
Total Top 150	**34,795,169**	
Tallahassee	79,733	151
Tucson	78,789	152
Richland - Kennewick - Pasco	78,785	153
Colorado Springs	78,118	154
Youngstown - Warren	77,583	155
Joliet	77,429	156
Fayetteville, N.C.	76,591	157
Lansing - East Lansing	75,709	158
Orange County, N.Y.	75,250	159
East St. Louis - Belleville	74,676	160
Lubbock	74,557	161
Naples	73,660	162
Fort Smith	73,305	163
Salinas - Seaside - Monterey	73,055	164
Fargo - Moorhead	72,652	165
Lincoln	71,573	166
Tyler	71,526	167
Visalia - Tulare - Porterville	71,254	168
Rockford	70,202	169
Asheville	69,860	170
Longview - Marshall	69,692	171
El Paso	67,934	172
Fort Wayne	67,928	173
Cedar Rapids	67,714	174
Houma - Thibodaux	67,504	175
Appleton - Oshkosh - Neenah	67,331	176
Montgomery	67,059	177
Jackson, Miss.	67,038	178
Erie	66,611	179
Shreveport	66,454	180
Yakima	66,237	181
Honolulu	65,510	182
Bremerton	65,460	183
Chico	64,690	184
Corpus Christi	63,710	185
Alton - Granite City	63,696	186
Jersey City	63,660	187
Bangor	63,322	188
Kalamazoo	62,992	189
Huntsville	61,915	190
Anderson, S.C.	61,614	191
Wichita Falls	61,039	192
Burlington, Vt.	60,736	193
Poughkeepsie	60,314	194
Eau Claire	59,450	195
Waterloo - Cedar Falls	58,666	196
Terre Haute	58,629	197
Provo - Orem	58,530	198
Galveston - Texas City	58,456	199
New Bedford - Fall River - Attleboro	58,349	200
Total Top 200	**38,201,716**	
Johnstown	58,070	201
Ann Arbor	56,833	202
Tuscaloosa	56,603	203
Ocala	56,336	204
Bloomington - Normal	56,293	205
Parkersburg - Marietta	55,848	206
Casper	55,797	207
Abilene	54,752	208
Odessa	54,206	209
Bellingham	54,132	210
Green Bay	53,397	211
South Bend - Mishawaka	52,456	212
Champaign - Urbana - Rantoul	52,350	213
Clarksville - Hopkinsville	52,034	214
Medford	52,016	215
Topeka	51,944	216
Killeen - Temple	51,717	217
Albany, Ga.	51,235	218
Rochester, Minn.	51,105	219
Gainesville	51,009	220
Fort Walton Beach	50,990	221
Wilmington, N.C.	49,779	222
Wausau	49,670	223
Pittsfield	48,888	224
Reading	48,544	225
Monroe	48,451	226
Sioux Falls	47,600	227
San Angelo	47,019	228
New London - Norwich	46,937	229
Bryan - College Station	46,640	230
Binghamton	46,534	231
Columbus, Ga.	46,257	232
Florence, Ala.	45,946	233
Great Falls	45,859	234
Joplin	45,630	235
Decatur	45,627	236
Altoona	44,711	237
Roanoke	44,630	238
Janesville - Beloit	43,273	239
Bradenton	42,830	240
Owensboro	42,710	241
Charlottesville	42,464	242
Utica - Rome	41,904	243
Fayetteville - Springdale	41,853	244
Yuba City	41,691	245
Benton Harbor	41,663	246
Lorain - Elyria	41,493	247
Bismarck	41,453	248
Santa Fe	41,186	249
Florence, S.C.	40,802	250
Total Top 250	**40,632,883**	
Kankakee	39,718	251
Panama City	39,601	252
Biloxi - Gulfport	39,142	253
Elkhart - Goshen	39,135	254
Wheeling	39,112	255
Athens	38,569	256
Iowa City	38,208	257
Trenton	38,063	258
Alexandria, La.	37,799	259
Waco	37,598	260
Vancouver	36,719	261
Lima	36,664	262
Victoria	36,570	263
Olympia	36,161	264
Racine	35,915	265
Columbia, Mo.	35,555	266
Hamilton - Middletown	35,518	267
Steubenville - Weirton	35,344	268
Lynchburg	35,142	269
Burlington, N.C.	35,009	270
Midland, Tex.	34,905	271
Sherman - Denison	34,518	272
Brownsville - Harlingen	34,106	273
La Crosse	33,991	274
Kokomo	33,874	275
Dothan	33,485	276
State College	32,984	277
Dubuque	32,781	278
Anniston	32,305	279
Niagara Falls	32,014	280
Lafayette, Ind.	31,843	281
Greeley	31,125	282
Grand Forks	31,015	283
Beaver County, Pa.	30,277	284
Enid	30,113	285
Sioux City	30,046	286
Las Cruces	29,131	287
Cumberland	29,054	288
Pascagoula	28,850	289
Texarkana	28,737	290
Jacksonville, N.C.	28,734	291
Muncie	28,289	292
Mansfield	27,888	293
Gadsden	27,804	294
Anderson, Ind.	27,747	295
Muskegon	27,523	296
Jackson, Mich.	27,300	297
Lewiston - Auburn	26,551	298
Lawrence, Kans.	25,460	299
Sheboygan	25,245	300
Hagerstown	25,168	301
Pueblo	24,369	302
Sharon	23,986	303
Glens Falls	23,814	304
Danville, Va.	23,766	305
Williamsport	23,334	306
Lawton	22,522	307
Battle Creek	20,559	308
Pine Bluff	20,470	309
Laredo	20,207	310
Bloomington, Ind.	19,800	311
St. Joseph	19,510	312
Vineland - Millville - Bridgeton	18,553	313
Kenosha	16,141	314
Elmira	11,666	315
Total Above Areas	**42,599,985**	
Percent of U.S.	**71.7049**	
U.S. Total	**59,410,143**	

ONE-PERSON HOUSEHOLDS

Area	(Thous.)	Rank
New York	1,036.5	1
Los Angeles - Long Beach	776.3	2
Chicago	583.1	3
Philadelphia	412.5	4
Boston - Lawrence - Salem - Lowell - Brockton	356.9	5
Detroit	355.9	6
Washington	329.0	7
Houston	279.8	8
Pittsburgh	220.8	9
San Francisco	217.3	10
Minneapolis - St. Paul	212.0	11
Dallas	203.2	12
Oakland	195.9	13
Tampa - St. Petersburg - Clearwater	195.7	14
Cleveland	194.8	15
Atlanta	188.0	16
Baltimore	182.9	17
San Diego	182.4	18
Seattle	179.8	19
Anaheim - Santa Ana	175.5	20
Denver	175.3	21
Miami - Hialeah	168.0	22
St. Louis	163.2	23
Phoenix	158.1	24
Newark	148.4	25
Cincinnati	139.1	26
Kansas City, Mo.-Ks.	138.9	27
Milwaukee	134.1	28
Columbus, Ohio	133.2	29
Riverside - San Bernardino	132.1	30
Nassau - Suffolk	129.0	31
Sacramento	128.4	32
Fort Lauderdale - Hollywood - Pompano Beach	127.6	33
New Orleans	127.6	33
Portland, Ore.	121.5	35
San Jose	119.3	36
Bergen - Passaic	102.7	37
Indianapolis	100.5	38
Dayton - Springfield	93.9	39
Hartford - New Britain - Middletown - Bristol	92.6	40
Buffalo	92.0	41
Norfolk - Virginia Beach - Newport News	92.0	41
Oklahoma City	91.6	43
Rochester, N.Y.	89.8	44
Louisville	86.3	45
Fort Worth - Arlington	86.0	46
Albany - Schenectady - Troy	83.1	47
Providence - Pawtucket - Woonsocket	82.3	48
Charlotte - Gastonia - Rock Hill	81.2	49
San Antonio	80.5	50
Total Top 50	**9,976.6**	
Monmouth - Ocean	79.8	51
Birmingham	78.3	52
Greensboro - Winston-Salem - High Point	77.1	53
West Palm Beach - Boca Raton - Delray Beach	77.0	54
Nashville	71.4	55
Memphis	70.7	56
Scranton - Wilkes-Barre	70.3	57
Tulsa	69.5	58
New Haven - Waterbury - Meriden	69.3	59
Jacksonville, Fla.	67.9	60
Orlando	67.7	61
Richmond - Petersburg	66.1	62
Austin	63.6	63
Middlesex - Somerset - Hunterdon	62.6	64
Bridgeport - Stamford - Norwalk - Danbury	62.4	65
Tucson	62.0	66
Akron	61.7	67
Toledo	61.5	68
Salt Lake City - Ogden	60.2	69
Jersey City	57.9	70
Allentown - Bethlehem	57.7	71
Las Vegas	57.1	72
Raleigh - Durham	57.1	72
Worcester - Fitchburg - Leominster	56.9	74
Syracuse	56.6	75
Omaha	56.3	76
Harrisburg - Lebanon - Carlisle	54.1	77
Springfield, Mass.	52.4	78
Knoxville	50.4	79
Greenville - Spartanburg	49.2	80
Tacoma	47.6	81
Grand Rapids	46.8	82
Youngstown - Warren	46.7	83
Honolulu	43.7	84
Albuquerque	43.0	85
Wichita	42.5	86
Des Moines	42.4	87
Gary - Hammond	42.2	88
Fresno	42.0	89
Baton Rouge	40.9	90
Wilmington, Del.	40.7	91
Little Rock - North Little Rock	39.5	92
New Bedford - Fall River - Attleboro	39.1	93
Davenport - Rock Island - Moline	37.9	94
Madison	37.7	95
Columbia, S.C.	36.6	96
Spokane	36.3	97
Mobile	36.2	98
Chattanooga	34.2	99
Flint	34.1	100
Total Top 100	**12,691.5**	
Peoria	34.0	101
Santa Rosa - Petaluma	34.0	101
Oxnard - Ventura	33.8	103
Bakersfield	33.5	104
Johnson City - Kingsport - Bristol	33.5	104
Stockton	33.3	106
Lexington-Fayette	33.1	107
Lansing - East Lansing	32.8	108
Daytona Beach	32.5	109
Canton	32.4	110
Charleston, S.C.	32.2	111
Shreveport	32.0	112
York	31.0	113
Atlantic City	30.6	114
Lake County, Ill.	30.5	115
Vallejo - Fairfield - Napa	30.2	116
Melbourne - Titusville - Palm Bay	29.9	117
Saginaw - Bay City - Midland	29.9	117
Colorado Springs	29.7	119
Santa Barbara - Santa Maria - Lompoc	29.6	120
Reading	29.5	121
Beaumont - Port Arthur	29.2	122
Jackson, Miss.	28.8	123
Sarasota	28.5	124
Eugene - Springfield	28.3	125
Fort Wayne	28.3	125
Lakeland - Winter Haven	27.8	127
Augusta	27.7	128
Huntington - Ashland	27.4	129
Utica - Rome	27.4	129
Lancaster	27.1	131
Duluth	26.2	132
Evansville	26.2	132
Reno	26.0	134
El Paso	25.8	135
Rockford	25.5	136
Appleton - Oshkosh - Neenah	25.4	137
Trenton	25.1	138
Aurora - Elgin	25.0	139
East St. Louis - Belleville	24.8	140
Ann Arbor	24.7	141
Charleston, W.Va.	24.6	142
Alton - Granite City	24.0	143
Binghamton	23.9	144
Springfield, Ill.	23.9	144
Erie	23.7	146
Modesto	23.0	147
Montgomery	23.0	147
Fort Myers - Cape Coral	22.9	149
Manchester - Nashua	22.9	149
Total Top 150	**14,104.6**	
Pensacola	22.9	149
Joliet	22.4	152
Portsmouth - Dover - Rochester	22.4	152
Salinas - Seaside - Monterey	22.3	154
Salem, Ore.	22.1	155
Portland, Me.	22.0	156
Johnstown	21.8	157
Lincoln	21.6	158
South Bend - Mishawaka	21.5	159
Roanoke	21.3	160
Corpus Christi	21.2	161
Lorain - Elyria	21.0	162
Hamilton - Middletown	20.9	163
Santa Cruz	20.8	164
Springfield, Mo.	20.6	165
Boulder - Longmont	20.5	166
New London - Norwich	20.5	166
Macon - Warner Robins	20.1	168
Poughkeepsie	19.6	169
Niagara Falls	19.4	170
Anchorage	19.2	171
Kalamazoo	19.0	172
Champaign - Urbana - Rantoul	18.6	173
Tallahassee	18.6	173
Lubbock	18.5	175
Savannah	18.3	176
Wheeling	18.2	177
Cedar Rapids	18.1	178
Orange County, N.Y.	17.8	179
Topeka	17.8	179
Amarillo	17.6	181
Bradenton	17.4	182
Gainesville	17.2	183
Huntsville	17.2	183
Columbus, Ga.	17.0	185
Green Bay	16.9	186
Galveston - Texas City	16.8	187
Lafayette, La.	16.7	188
Chico	16.6	189
Visalia - Tulare - Porterville	16.6	189
Asheville	16.5	191
Boise	16.4	192
Vancouver	16.3	193
Fort Pierce	16.0	194
Waco	16.0	194
Hickory	15.9	196
Biloxi - Gulfport	15.5	197
Beaver County, Pa.	15.3	198
Waterloo - Cedar Falls	14.8	199
Fargo - Moorhead	14.7	200
Total Top 200	**15,043.0**	
Pittsfield	14.7	200
Fayetteville, N.C.	14.5	202
Fort Collins - Loveland	14.2	203
Yakima	14.1	204
Fort Smith	13.9	205
Killeen - Temple	13.9	205
Benton Harbor	13.7	207
Racine	13.7	207
Decatur	13.5	209
Steubenville - Weirton	13.5	209
Longview - Marshall	13.4	211
Bremerton	13.2	212
Sioux Falls	13.2	212
Lake Charles	13.0	214
Lima	13.0	214
Parkersburg - Marietta	13.0	214
Olympia	12.7	217
Terre Haute	12.7	217
Bloomington - Normal	12.6	219
Battle Creek	12.3	220
Billings	12.3	220
Richland - Kennewick - Pasco	12.3	220
Janesville - Beloit	12.2	223
Joplin	12.2	223
McAllen - Edinburg - Mission	12.2	223
Ocala	12.2	223
Tuscaloosa	12.2	223
Mansfield	12.1	228
Muskegon	12.1	228
Altoona	12.0	230
Medford	11.9	231
Pueblo	11.9	231
Monroe	11.8	233
Charlottesville	11.7	234
Sioux City	11.7	234
Anderson, Ind.	11.5	236
Redding	11.5	236
Alexandria, La.	11.4	238
Athens	11.4	238
Lynchburg	11.3	240
Tyler	11.3	240
Anderson, S.C.	11.1	242
Florence, Ala.	11.1	242
Eau Claire	11.0	244
Houma - Thibodaux	10.9	245
Jackson, Mich.	10.9	245
Lafayette, Ind.	10.9	245
Wichita Falls	10.9	245
Kenosha	10.8	249
Iowa City	10.6	250
Total Top 250	**15,659.2**	
Bloomington, Ind.	10.5	251
Naples	10.5	251
Brazoria	10.4	253
Columbia, Mo.	10.4	253
Sharon	10.4	253
Burlington, Vt.	10.3	256
Odessa	10.3	256
Bellingham	10.2	258
Brownsville - Harlingen	10.2	258
Muncie	10.2	258
Santa Fe	10.2	258
Elkhart - Goshen	10.1	262
Greeley	10.1	262
Williamsport	10.1	262
St. Cloud	9.9	265
Anniston	9.8	266
Bangor	9.8	266
Bryan - College Station	9.8	266
Texarkana	9.8	266
Wilmington, N.C.	9.8	266
Abilene	9.7	271
Vineland - Millville - Bridgeton	9.6	272
Kankakee	9.5	273
Cumberland	9.3	274
Hagerstown	9.2	275
State College	9.2	275
Clarksville - Hopkinsville	9.1	277
Dothan	9.0	278
Lewiston - Auburn	9.0	278
Yuba City	9.0	278
Sherman - Denison	8.8	281
Glens Falls	8.7	282
Danville, Va.	8.6	283
Fayetteville - Springdale	8.6	283
Great Falls	8.6	283
La Crosse	8.6	283
Wausau	8.6	283
Burlington, N.C.	8.5	288
Kokomo	8.5	288
Panama City	8.5	288
Rochester, Minn.	8.5	288
St. Joseph	8.4	292
Elmira	8.3	293
Fort Walton Beach	8.3	293
Gadsden	8.3	293
Sheboygan	8.2	296
San Angelo	8.1	297
Owensboro	8.0	298
Provo - Orem	7.9	299
Dubuque	7.8	300
Florence, S.C.	7.8	300
Las Cruces	7.6	302
Midland, Tex.	7.6	302
Pascagoula	7.4	304
Bismarck	7.3	305
Albany, Ga.	7.2	306
Casper	7.2	306
Lawrence, Kans.	7.1	308
Lawton	6.8	309
Enid	6.6	310
Pine Bluff	6.6	310
Grand Forks	5.8	312
Jacksonville, N.C.	5.4	313
Victoria	4.8	314
Laredo	4.2	315
Total Above Areas	**16,221.8**	
Percent of U.S.	**78.1194**	
U.S. Total	**20,765.4**	

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Alphabetical listing of S&MM metropolitan markets for the 1984 Survey of Buying Power

The 316 Sales & Marketing Management metropolitan markets, along with their component counties, are listed here in alphabetical order, without regard for states or regions. They are shown here for the benefit of the many readers who compile alphabetical lists for their worksheets, or for those needing a quick reference guide that shows a metro's geographic makeup.

These metro area definitions conform to the most recent revisions announced by the Office of Management and Budget (OMB). While OMB has designated individual markets as either Metropolitan Statistical Areas (MSAs) or Primary Metropolitan Statistical Areas (PMSAs), the list shown here ignores the formal distinctions and groups the two types together in the interests of simplicity and consistency. S&MM still adheres to OMB's county-based definitions for all metro areas, with the exception of New England. Here, OMB uses cities and towns for defining New England metros, while S&MM uses full counties, since more data for intercensal years are available on that basis, and marketers use these geographical units to design their sales territories. The Definition of Terms, page C-3, describes the different metropolitan designations used by OMB.

Caution: Readers who make year-to-year comparisons of metro area data should be careful when comparing county composition in this year's *Survey* with that of previous issues. Besides making changes in more than 80 markets, OMB recently created 18 new metros, changed the names of 41 areas, and merged several others. The article on page A-42 provides a more complete explanation of the criteria and concepts OMB used in making its revisions, and also itemizes the different types of changes made by OMB.

The area name appears in boldface type, component counties in lightface type.

Abilene, TX — Taylor
Akron, OH — Portage, Summit*
Albany, GA — Dougherty*, Lee
Albany - Schenectady - Troy, NY — Albany*, Greene, Montgomery, Rensselaer*, Saratoga, Schenectady*
Albuquerque, NM — Bernalillo
Alexandria, LA — Rapides
Allentown - Bethlehem, PA —
  New Jersey Portion — Warren
  Pennsylvania Portion — Carbon, Lehigh*, Northampton*
Alton - Granite City, IL — Jersey, Madison*
Altoona, PA — Blair
Amarillo, TX — Potter*, Randall
Anaheim - Santa Ana, CA — Orange
Anchorage, AK — Anchorage
Anderson, IN — Madison
Anderson, SC — Anderson
Ann Arbor, MI — Washtenaw
Anniston, AL — Calhoun
Appleton - Oshkosh — Neenah, WI — Calumet, Outagamie*, Winnebago*
Asheville, NC — Buncombe
Ashland, KY (See Huntington - Ashland)
Athens, GA — Clarke*, Jackson, Madison, Oconee
Atlanta, GA — Barrow, Butts, Cherokee, Clayton, Cobb, Coweta, De Kalb, Douglas, Fayette, Forsyth, Fulton*, Gwinnett, Henry, Newton, Paulding, Rockdale, Spalding, Walton
Atlantic City, NJ — Atlantic, Cape May
Attleboro, MA (See New Bedford - Fall River - Attleboro)
Auburn, ME (See Lewiston - Auburn)
Augusta, GA —
  Georgia Portion — Columbia, McDuffie, Richmond*
  South Carolina Portion — Aiken
Aurora - Elgin, IL — Kane*, Kendall
Austin, TX — Hays, Travis*, Williamson*
Bakersfield, CA — Kern
Baltimore, MD — Anne Arundel, Baltimore, Baltimore City*, Carroll, Hartford, Howard, Queen Anne's
Bangor, ME — Penobscot
Baton Rouge, LA — Ascension, East Baton Rouge*, Livingston, West Baton Rouge
Battle Creek, MI — Calhoun
Bay City, MI (See Saginaw - Bay City - Midland)
Beaumont - Port Arthur, TX — Hardin, Jefferson*, Orange
Beaver County, PA — Beaver

Belleville, IL (See East St. Louis Belleville)

Bellingham, WA — Whatcom

Beloit, WI (See Janesville - Beloit)

Benton Harbor, MI — Berrien

Bergen - Passaic, NJ — Bergen, Passaic*

Bethlehem, PA (See Allentown - Bethlehem)

Billings, MT — Yellowstone

Biloxi - Gulfport, MS — Hancock, Harrison*

Binghamton, NY — Broome*, Tioga

Birmingham, AL — Blount, Jefferson*, St. Clair, Shelby, Walker

Bismarck, ND — Burleigh*, Morton

Bloomington, IN — Monroe

Bloomington - Normal, IL — McLean

Boca Raton, FL (See West Palm Beach - Boca Raton - Delray Beach)

Boise, ID — Ada

Boston - Lawrence - Salem - Lowell - Brockton, MA — Essex*, Middlesex*, Norfolk, Plymouth*, Suffolk*

Boulder - Longmont, CO — Boulder

Bradenton, FL — Manatee

Brazoria, TX — Brazoria

Bremerton, WA — Kitsap

Bridgeport - Stamford - Norwalk - Danbury, CT — Fairfield

Bridgeton, NJ (See Vineland - Millville - Bridgeton)

Bristol, CT (See Hartford - New Britain - Middletown - Bristol)

Bristol, TN (See Johnson City - Kingsport - Bristol)

Brockton, MA (See Boston - Lawrence - Salem - Lowell - Brockton)

Brownsville - Harlingen, TX — Cameron

Bryan - College Station, TX — Brazos

Buffalo, NY — Erie

BUFFALO - NIAGARA FALLS CONSOLIDATED AREA — Metro Areas: Buffalo, Niagara Falls

Burlington, NC — Alamance

Burlington, VT — Chittenden*, Grand Isle

Canton, OH — Carroll, Stark*

Casper, WY — Natrona

Cedar Falls, IA — (See Waterloo - Cedar Falls)

Cedar Rapids, IA — Linn

Champaign - Urbana - Rantoul, IL — Champaign

Charleston, SC — Berkeley, Charleston*, Dorchester

Charleston, WV — Kanawha*, Putnam

Charlotte - Gastonia - Rock Hill, NC - SC —
North Carolina Portion — Cabarrus, Gaston*, Lincoln, Mecklenburg*, Rowan, Union.
South Carolina Portion — York*

Charlottesville, VA — Albermarle, Charlottesville*, Fluvanna, Greene

Chattanooga, TN —
Georgia Portion — Catoosa, Dade, Walker
Tennessee Portion — Hamilton*, Marion, Sequatchie

Chicago, IL — Cook*, DuPage, McHenry

CHICAGO - GARY - LAKE COUNTY CONSOLIDATED AREA — Metro Areas: Aurora - Elgin, Chicago, IL; Gary - Hammond, IN; Joliet, IL; Kenosha, WI; Lake County, IL

Chico, CA — Butte

Cincinnati, OH —
Indiana Portion — Dearborn
Kentucky Portion — Boone, Campbell, Kenton
Ohio Portion — Clermont, Hamilton*, Warren

CINCINNATI - HAMILTON CONSOLIDATED AREA — Metro Areas: Cincinnati, Hamilton - Middletown, OH

Clarksville - Hopkinsville, TN - KY —
Kentucky Portion — Christian*
Tennessee Portion — Montgomery*

Clearwater, FL (See Tampa - St. Petersburg - Clearwater)

Cleveland, OH — Cuyahoga*, Geauga, Lake, Medina

CLEVELAND - AKRON - LORAIN CONSOLIDATED AREA — Metro Areas: Akron, Cleveland, Lorain - Elyria, OH

College Station, TX (See Bryan - College Station)

Colorado Springs, CO — El Paso

Columbia, MO — Boone

Columbia, SC — Lexington, Richland*

Columbus, GA —
Alabama Portion — Russell
Georgia Portion — Chattahoochee, Muscogee*

Columbus, OH — Delaware, Fairfield, Franklin*, Licking, Madison, Pickaway, Union

Corpus Christi, TX — Nueces*, San Patricio

Cumberland, MD —
Maryland Portion — Allegany*
West Virginia Portion — Mineral

Dallas, TX — Collin, Dallas*, Denton, Ellis, Kaufman, Rockwall

DALLAS - FORT WORTH CONSOLIDATED AREA — Metro Areas: Dallas, Fort Worth - Arlington, TX

Danbury, CT (See Bridgeport - Stamford - Norwalk - Danbury)

Danville, VA — Danville*, Pittsylvania

Davenport - Rock Island - Moline, IL - IA —
Illinois Portion — Henry, Rock Island*
Iowa Portion — Scott*

Dayton - Springfield, OH — Clark*, Greene, Miami, Montgomery*

Daytona Beach, FL — Volusia

Decatur, IL — Macon

Delray Beach, FL (See West Palm Beach - Boca Raton - Delray Beach)

Denison, TX (See Sherman - Denison)

Denver, CO — Adams, Arapahoe, Denver*, Douglas, Jefferson

DENVER - BOULDER CONSOLIDATED AREA — Metro Areas: Boulder - Longmont, Denver, CO

Des Moines, IA — Dallas, Polk*, Warren

Detroit, MI — Lapeer, Livingston, Macomb, Monroe, Oakland, St. Clair, Wayne*

DETROIT - ANN ARBOR CONSOLIDATED AREA — Metro Areas: Ann Arbor, Detroit, MI

Dothan, AL — Dale, Houston*

Dubuque, IA — Dubuque

Duluth, MN —
Minnesota Portion — St. Louis*
Wisconsin Portion — Douglas

Durham, NC (See Raleigh - Durham)

East Lansing, MI (See Lansing - East Lansing)

East St. Louis - Belleville, IL — Clinton, St. Clair*

Eau Claire, WI — Chippewa, Eau Claire*

Edinburg, TX (See McAllen - Edinburg - Mission)

El Paso, TX — El Paso

Elgin, IL (See Aurora - Elgin)

Elkhart - Goshen, IN — Elkhart

Elmira, NY — Chemung

Elyria, OH (See Lorain - Elyria)

Enid, OK — Garfield

Erie, PA — Erie

Eugene - Springfield, OR — Lane

Hagerstown, MD — Washington

Hamilton - Middletown, OH — Butler

Hammond, IN (See Gary - Hammond)

Harlingen, TX (See Brownsville - Harlingen)

Harrisburg - Lebanon - Carlisle, PA — Cumberland, Dauphin*, Lebanon*, Perry

Hartford - New Britain - Middletown - Bristol, CT — Hartford*, Middlesex, Tolland

Hickory, NC — Alexander, Burke, Catawba*

High Point, NC (See Greensboro - Winston-Salem - High Point)

Hollywood, FL (See Fort Lauderdale - Hollywood - Pompano Beach)

Honolulu, HI — Honolulu

Hopkinsville, TN (See Clarksville - Hopkinsville)

Houma - Thibodaux, LA — Lafourche*, Terrebonne*

Houston, TX — Fort Bend, Harris*, Liberty, Montgomery, Waller

HOUSTON - GALVESTON - BRAZORIA CONSOLIDATED AREA — Metro Areas: Brazoria, Galveston - Texas City, Houston, TX

Huntington - Ashland, WV - KY —
Kentucky Portion — Boyd*, Carter, Greenup
Ohio Portion — Lawrence
West Virginia Portion — Cabell*, Wayne

Huntsville, AL — Madison

Indianapolis, IN — Boone, Hamilton, Hancock, Hendricks, Johnson, Marion*, Morgan, Shelby

INDIANAPOLIS - ANDERSON CONSOLIDATED AREA — Metro Areas: Indianapolis, Anderson, IN

Iowa City, IA — Johnson

Jackson, MI — Jackson

Jackson, MS — Hinds*, Madison, Rankin

Jacksonville, FL — Clay, Duval*, Nassau, St. Johns

Jacksonville, NC — Onslow

Janesville - Beloit, WI — Rock

Jersey City, NJ — Hudson

Johnson City - Kingsport - Bristol, TN - VA —
Tennessee Portion — Carter, Hawkins, Sullivan*, Unicoi, Washington*
Virginia Portion — Bristol*, Scott, Washington

Johnstown, PA — Cambria*, Somerset

Joliet, IL — Grundy, Will*

Joplin, MO — Jasper*, Newton

Kalamazoo, MI — Kalamazoo

Kankakee, IL — Kankakee

Kansas City, KS — Johnson, Leavenworth, Miami, Wyandotte*

Kansas City, MO — Cass, Clay, Jackson*, Lafayette, Platte, Ray

KANSAS CITY, MO - KANSAS CITY, KS, CONSOLIDATED AREA — Metro Areas: Kansas City, KS; Kansas City, MO

Kennewick, WA (See Richland - Kennewick - Pasco)

Kenosha, WI — Kenosha

Killeen - Temple, TX — Bell*, Coryell

Kingsport, TN (See Johnson City - Kingsport - Bristol)

Knoxville, TN — Anderson, Blount, Grainger, Jefferson, Knox*, Sevier, Union

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*The county in a multicounty market where the central city is located. If more than one county has an asterisk, it is because a multiname market has central cities in more than one county. If there is a central city in a one-county market, it will be located in that county.

Kokomo, IN — Howard*, Tipton

La Crosse, WI — La Crosse

Lafayette, IN — Tippecanoe

Lafayette, LA — Lafayette, St. Martin

Lake Charles, LA — Calcasieu

Lake County, IL — Lake

Lakeland - Winter Haven, FL — Polk

Lancaster, PA — Lancaster

Lansing - East Lansing, MI — Clinton, Eaton, Ingham*

Laredo, TX — Webb

Las Cruces, NM — Dona Ana

Las Vegas, NV — Clark

Lawrence, KS — Douglas

Lawrence, MA (See Boston - Lawrence - Salem - Lowell - Brockton)

Lawton, OK — Comanche

Leominster, MA (See Worcester - Fitchburg - Leominster)

Lewiston - Auburn, ME — Androscoggin

Lexington - Fayette, KY — Bourbon, Clark, Fayette*, Jessamine, Scott, Woodford

Lima, OH — Allen*, Auglaize

Lincoln, NE — Lancaster

Little Rock - North Little Rock, AR — Faulkner, Lonoke, Pulaski*, Saline

Lompoc, CA (See Santa Barbara - Santa Maria - Lompoc)

Long Beach, CA (See Los Angeles - Long Beach)

Evansville, IN —
Indiana Portion — Posey, Vanderburgh*, Warrick
Kentucky Portion — Henderson

Fairfield, CA (See Vallejo - Fairfield - Napa)

Fall River, MA (See New Bedford - Fall River - Attleboro)

Fargo - Moorhead, ND - MN —
Minnesota Portion — Clay*
North Dakota Portion — Cass*

Fayetteville, NC — Cumberland

Fayetteville - Springdale, AR — Washington

Fitchburg, MA (See Worcester - Fitchburg - Leominster)

Flint, MI — Genesee

Florence, AL — Colbert, Lauderdale*

Florence, SC — Florence

Fort Collins - Loveland, CO — Larimer

Fort Lauderdale - Hollywood - Pompano Beach, FL — Broward

Fort Myers - Cape Coral, FL — Lee

Fort Pierce, FL — Martin, St. Lucie*

Fort Smith, AR —
Arkansas Portion — Crawford, Sebastian*
Oklahoma Portion — Sequoyah

Fort Walton Beach, FL — Okaloosa

Fort Wayne, IN — Allen*, DeKalb, Whitley

Fort Worth - Arlington, TX — Johnson, Parker, Tarrant*

Fresno, CA — Fresno

Gadsden, AL — Etowah

Gainesville, FL — Alachua*, Bradford

Galveston - Texas City, TX — Galveston

Gary - Hammond, IN — Lake*, Porter

Gastonia, NC (See Charlotte - Gastonia - Rock Hill)

Glens Falls, NY — Warren*, Washington

Goshen, IN (See Elkhart - Goshen)

Grand Forks, ND — Grand Forks

Grand Rapids, MI — Kent*, Ottawa

Granite City, IL (See Alton - Granite City)

Great Falls, MT — Cascade

Greeley, CO — Weld

Green Bay, WI — Brown

Greensboro - Winston-Salem - High Point, NC — Davidson, Davie, Forsyth*, Guilford*, Randolph, Stokes, Yadkin

Greenville - Spartanburg, SC — Greenville*, Pickens, Spartanburg*

Gulfport, MS (See Biloxi - Gulfport)

Longmont, CO (See Boulder - Longmont)

Longview - Marshall, TX — Gregg*, Harrison*

Lorain - Elyria, OH — Lorain

Los Angeles - Long Beach, CA — Los Angeles

LOS ANGELES - ANAHEIM - RIVERSIDE CONSOLIDATED AREA — Metro Areas: Anaheim - Santa Ana, Los Angeles - Long Beach, Oxnard - Ventura, Riverside - San Bernardino, CA

Louisville, KY —
Indiana Portion — Clark, Floyd Harrison
Kentucky Portion — Bullitt, Jefferson*, Oldham, Shelby

Loveland, CO (See Fort Collins - Loveland)

Lowell, MA (See Boston - Lawrence - Salem - Lowell - Brockton)

Lubbock, TX — Lubbock

Lynchburg, VA — Amherst, Campbell, Lynchburg*

McAllen - Edinburg - Mission, TX — Hidalgo

Macon - Warner Robins, GA — Bibb*, Houston*, Jones, Peach

Madison, WI — Dane

Manchester - Nashua, NH — Hillsborough

Mansfield, OH — Richland

Marietta, OH (See Parkersburg - Marietta)

Marshall, TX (See Longview - Marshall)

Medford, OR — Jackson

Melbourne - Titusville - Palm Bay, FL — Brevard

Memphis, TN —
Arkansas Portion — Crittenden
Mississippi Portion — DeSoto
Tennessee Portion — Shelby*, Tipton

Meriden, CT (See New Haven - Waterbury - Meriden)

Miami - Hialeah, FL — Dade

MIAMI - FORT LAUDERDALE CONSOLIDATED AREA — Metro Areas: Fort Lauderdale - Hollywood - Pompano Beach, Miami - Hialeah, FL

Middlesex - Somerset - Hunterdon, NJ — Hunterdon, Middlesex, Somerset

Middletown, CT (See Hartford - New Britain - Middletown - Bristol)

Middletown, OH (See Hamilton - Middletown)

Midland, MI (See Saginaw - Bay City - Midland)

Midland, TX — Midland

Millville, NJ (See Vineland - Millville - Bridgeton)

Milwaukee, WI — Milwaukee*, Ozaukee, Washington, Waukesha

MILWAUKEE - RACINE CONSOLIDATED AREA — Metro Areas: Milwaukee, Racine, WI

Minneapolis - St. Paul, MN —
Minnesota Portion — Anoka, Carver, Chisago, Dakota, Hennepin*, Isanti, Ramsey*, Scott, Washington, Wright
Wisconsin Portion — St Croix

Mishawaka, IN (See South Bend - Mishawaka)

Mission, TX (See McAllen - Edinburg - Mission)

Mobile, AL — Baldwin, Mobile*

Modesto, CA — Stanislaus

Moline, IL (See Davenport - Rock Island - Moline)

Monmouth - Ocean, NJ — Monmouth, Ocean

Monroe, LA — Ouachita

Monterey, CA (See Salinas - Seaside - Monterey)

Montgomery, AL — Autauga, Elmore, Montgomery*

Moorhead, MN (See Fargo - Moorhead)

Muncie, IN — Delaware

Muskegon, MI — Muskegon

Napa, CA (See Vallejo - Fairfield - Napa)

Naples, FL — Collier

Nashua, NH (See Manchester - Nashua)

Nashville, TN — Cheatham, Davidson*, Dickson, Robertson, Rutherford, Sumner, Williamson, Wilson

Nassau - Suffolk, NY — Nassau, Suffolk

Neenah, WI (See Appleton - Oshkosh - Neenah)

Newark, NJ — Essex*, Morris, Sussex, Union

New Bedford - Fall River - Attleboro, MA — Bristol

New Britain, CT (See Hartford - New Britain - Middletown - Bristol)

New Haven - Waterbury - Meriden, CT — New Haven

New London - Norwich, CT — New London

New Orleans, LA — Jefferson, Orleans*, St. Bernard, St. Charles, St. John the Baptist, St. Tammany

Newport News, VA (See Norfolk - Virginia Beach - Newport News)

New York, NY — Bronx*, Kings*, New York*, Putnam, Queens*, Richmond*, Rockland, Westchester

NEW YORK - NORTHERN NEW JERSEY - LONG ISLAND CONSOLIDATED AREA — Metro Areas: Bergen - Passaic, NJ; Bridgeport - Stamford - Norwalk - Danbury, CT; Jersey City, Middlesex - Somerset - Hunterdon, Monmouth - Ocean, NJ; Nassau - Suffolk, New York, NY; Newark, NJ; Orange County, NY

Niagara Falls, NY — Niagara

Norfolk - Virginia Beach - Newport News, VA — Chesapeake, Gloucester, Hampton, James City, Newport News*, Norfolk*, Poquoson, Portsmouth, Suffolk, Virginia Beach*, Williamsburg, York

Normal, IL (See Bloomington - Normal)

North Little Rock, AR (See Little Rock - North Little Rock)

Norwalk, CT (See Bridgeport - Stamford - Norwalk - Danbury)

Norwich, CT (See New London - Norwich)

Oakland, CA — Alameda*, Contra Costa

Ocala, FL — Marion

Odessa, TX — Ector

Ogden, UT (See Salt Lake City - Ogden)

Oklahoma City, OK — Canadian, Cleveland, Logan, McClain, Oklahoma*, Pottawatomie

Olympia, WA — Thurston

Omaha, NE —
Iowa Portion — Pottawatamie
Nebraska Portion — Douglas*, Sarpy, Washington

Orange County, NY — Orange

Orem, UT (See Provo - Orem)

Orlando, FL — Orange*, Osceola, Seminole

Oshkosh, WI (See Appleton - Oshkosh - Neenah)

Owensboro, KY — Daviess

Oxnard - Ventura, CA — Ventura

Palm Bay, FL (See Melbourne - Titusville - Palm Bay)

Panama City, FL — Bay

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Parkersburg - Marietta, WV - OH —
  Ohio Portion — Washington*
  West Virginia Portion — Wood*
Pascagoula, MS — Jackson
Pasco, WA (See Richland - Kennewick - Pasco)
Passaic, NJ (See Bergen - Passaic)
Pawtucket, RI (See Providence - Pawtucket - Woonsocket)
Pensacola, FL — Escambia*, Santa Rosa
Peoria, IL — Peoria*, Tazewell, Woodford
Petersburg, VA (See Richmond - Petersburg)
Philadelphia, PA —
  New Jersey Portion — Burlington, Camden, Gloucester
  Pennsylvania Portion — Bucks, Chester, Delaware, Montgomery, Philadelphia*

PHILADELPHIA - WILMINGTON - TRENTON CONSOLIDATED AREA — Metro Areas: Philadelphia, PA; Trenton, Vineland - Millville - Bridgeton, NJ; Wilmington, DE
Phoenix, AZ — Maricopa
Pine Bluff, AR — Jefferson
Pittsburgh, PA — Allegheny*, Fayette, Washington, Westmoreland

PITTSBURGH - BEAVER VALLEY CONSOLIDATED AREA — Metro Areas: Beaver County, Pittsburgh, PA
Pittsfield, MA — Berkshire
Pompano Beach, FL (See Fort Lauderdale - Hollywood - Pompano Beach)
Port Arthur, TX (See Beaumont - Port Arthur)
Portland, ME — Cumberland
Portland, OR — Clackamas, Multnomah*, Washington, Yamhill

PORTLAND - VANCOUVER CONSOLIDATED AREA — Metro Areas: Portland, OR, Vancouver, WA
Portsmouth - Dover - Rochester, NH — Rockingham*, Strafford*
Poughkeepsie, NY — Dutchess
Providence - Pawtucket - Woonsocket, RI — Bristol, Kent*, Providence*, Washington
Provo - Orem, UT — Utah
Pueblo, CO — Pueblo
Racine, WI — Racine
Raleigh - Durham, NC — Durham*, Franklin, Orange, Wake*
Rantoul, IL (See Champaign - Urbana - Rantoul)
Reading, PA — Berks
Redding, CA — Shasta
Reno, NV — Washoe
Richland - Kennewick - Pasco, WA — Benton*, Franklin
Richmond - Petersburg, VA — Charles City, Chesterfield, Colonial Heights City, Dinwiddie, Goochland, Hanover, Henrico, Hopewell City, New Kent, Petersburg City, Powhatan, Prince George, Richmond City*
Riverside - San Bernardino, CA — Riverside*, San Bernardino*
Roanoke, VA -- Botetourt, Roanoke, Roanoke City*, Salem City
Rochester, MN — Olmsted
Rochester, NY — Livingston, Monroe*, Ontario, Orleans, Wayne
Rockford, IL — Boone, Winnebago*
Rock Hill, SC (See Charlotte - Gastonia - Rock Hill)
Rock Island, IL (See Davenport - Rock Island - Moline)
Rome, NY (See Utica-Rome)
Sacramento, CA — El Dorado, Placer, Sacramento*, Yolo
Saginaw - Bay City - Midland, MI — Bay*, Midland*, Saginaw*
St. Cloud, MN — Benton, Sherburne, Stearns*
St. Joseph, MO — Buchanan
St. Louis, MO —
  Illinois Portion — Monroe
  Missouri Portion — Franklin, Jefferson, St. Charles, St. Louis, St. Louis City*

ST. LOUIS - EAST ST. LOUIS - ALTON CONSOLIDATED AREA — Metro Areas -- Alton - Granite City, East St. Louis - Belleville, IL; St. Louis, MO
St. Paul, MN (See Minneapolis - St. Paul)
St. Petersburg, FL (See Tampa - St. Petersburg)
Salem, MA (See Boston - Lawrence - Salem - Lowell - Brockton)
Salem, OR — Marion*, Polk
Salinas - Seaside - Monterey, CA — Monterey
Salt Lake City - Ogden, UT — Davis, Salt Lake*, Weber*
San Angelo, TX — Tom Green
San Antonio, TX — Bexar*, Comal, Guadalupe
San Bernardino, CA (See Riverside - San Bernardino)
San Diego, CA — San Diego
San Francisco, CA — Marin, San Francisco*, San Mateo

SAN FRANCISCO - OAKLAND - SAN JOSE CONSOLIDATED AREA — Metro Areas: Oakland, San Francisco, San Jose, Santa Cruz, Santa Rosa - Petaluma, Vallejo - Fairfield - Napa, CA
San Jose, CA — Santa Clara
Santa Ana, CA (See Anaheim - Santa Ana)
Santa Barbara - Santa Maria - Lompoc, CA — Santa Barbara
Santa Cruz, CA — Santa Cruz
Santa Fe, NM — Los Alamos, Santa Fe
Santa Maria, CA (See Santa Barbara - Santa Maria - Lompoc)
Santa Rosa - Petaluma, CA — Sonoma
Sarasota, FL — Sarasota
Savannah, GA — Chatham*, Effingham
Schenectady, NY (See Albany - Schenectady - Troy)
Scranton - Wilkes-Barre, PA — Columbia, Lackawanna*, Luzerne*, Monroe, Wyoming
Seaside, CA (See Salinas - Seaside - Monterey)
Seattle, WA — King*, Snohomish

SEATTLE - TACOMA CONSOLIDATED AREA — Metro Areas: Seattle, Tacoma, WA
Sharon, PA — Mercer
Sheboygan, WI — Sheboygan
Sherman - Denison, TX — Grayson
Shreveport, LA — Bossier, Caddo*
Sioux City, IA —
  Iowa Portion — Woodbury*
  Nebraska Portion — Dakota
Sioux Falls, SD — Minnehaha
South Bend - Mishawaka, IN — St. Joseph
Spartanburg, SC (See Greenville - Spartanburg)
Spokane, WA — Spokane
Springdale, AR (See Fayetteville - Springdale)
Springfield, IL — Menard, Sangamon*
Springfield, MA — Hampden*, Hampshire
Springfield, MO -- Christian, Greene*
Springfield, OH (See Dayton - Springfield)
Springfield, OR (See Eugene - Springfield)
Stamford, CT (See Bridgeport - Stamford - Norwalk - Danbury)
State College, PA — Centre
Steubenville - Weirton, OH - WV —
  Ohio Portion -- Jefferson*
  West Virginia Portion — Brooke, Hancock*
Stockton, CA — San Joaquin
Syracuse, NY — Madison, Onondaga*, Oswego
Tacoma, WA — Pierce
Tallahassee, FL — Gadsden, Leon*
Tampa - St. Petersburg - Clearwater, FL -- Hernando, Hillsborough*, Pasco, Pinellas*
Temple, TX (See Killeen - Temple)
Terre Haute, IN — Clay, Vigo*
Texarkana, TX - AR —
  Arkansas Portion — Miller*
  Texas Portion — Bowie*
Texas City, TX (See Galveston - Texas City)
Titusville, FL (See Melbourne - Titusville - Palm Bay)
Toledo, OH — Fulton, Lucas*, Wood
Topeka, KS — Shawnee
Trenton, NJ — Mercer
Troy, NY (See Albany - Schenectady - Troy)
Tucson, AZ — Pima
Tulsa, OK — Creek, Osage, Rogers, Tulsa*, Wagoner
Tuscaloosa, AL — Tuscaloosa
Tyler, TX — Smith
Urbana, IL (See Champaign - Urbana - Rantoul)
Utica - Rome, NY — Herkimer, Oneida*
Vallejo - Fairfield - Napa, CA — Napa*, Solano*
Vancouver, WA — Clark
Ventura, CA (See Oxnard - Ventura)
Victoria, TX — Victoria
Vineland - Millville - Bridgeton, NJ — Cumberland
Virginia Beach, VA (See Norfolk - Virginia Beach - Newport News)
Visalia - Tulare - Porterville, CA — Tulare

Waco, TX — McLennan
Warren, OH (See Youngstown - Warren)
Washington, DC —
  District of Columbia Portion — District of Columbia*
  Maryland Portion — Calvert, Charles, Frederick, Montgomery, Prince George's
  Virginia Portion — Alexandria City, Arlington, Fairfax, Fairfax City, Falls Church City, Loudon, Manassas City, Manassas Park City, Prince William, Stafford
Waterbury, CT (See New Haven - Waterbury - Meriden)
Waterloo - Cedar Falls, IA — Black Hawk*, Bremer
Wausau, WI — Marathon
Weirton, OH (See Steubenville - Weirton)
West Palm Beach - Boca Raton - Delray Beach, FL — Palm Beach
Wheeling, WV —
  Ohio Portion — Belmont
  West Virginia Portion — Marshall, Ohio*
Wichita, KS — Butler, Sedgwick*
Wichita Falls, TX — Wichita
Wilkes-Barre, PA (See Scranton - Wilkes-Barre)
Williamsport, PA — Lycoming
Wilmington, DE —
  Delaware Portion — New Castle*
  Maryland Portion — Cecil
  New Jersey Portion — Salem
Wilmington, NC — New Hanover
Winston-Salem, NC (See Greensboro - Winston-Salem - High Point)
Winter Haven, FL (See Lakeland - Winter Haven)
Woonsocket, RI (See Providence - Pawtucket - Woonsocket)
Worcester - Fitchburg - Leominster, MA — Worcester
Yakima, WA — Yakima
York, PA — Adams, York*
Youngstown - Warren, OH — Mahoning*, Trumbull*
Yuba City, CA — Sutter*, Yuba

Data in this *Survey of Buying Power* are organized into four sections. The black index tabs along the right-hand edge of the book provide easy access to each section.

Section C

METRO AREA, COUNTY, AND CITY DATA LISTED BY STATES

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South Carolina C-170
South Dakota C-174
Tennessee C-175
Texas C-179
Utah C-193
Vermont C-194
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Data for the newly designated Kansas City, MO-KS metro area as it should appear in the Missouri listings in Section C, page 111:

MO. (cont.) S&MM ESTIMATES	POPULATION—12/31/83								RETAIL SALES BY STORE GROUP 1983						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
KANSAS CITY, MO-KS	1,452.0	.6161	31.5	11.7	18.0	18.6	25.1	550.1	8,666,751	1,806,534	925,757	1,370,567	287,490	1,775,004	222,077

S&MM ESTIMATES	EFFECTIVE BUYING INCOME 1983						
METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
KANSAS CITY, MO-KS	15,903,239	26,142	21.2	32.0	20.4	11.01	.6835 •

:BULLETIN:

.... In a statement issued June 29, 1984, the Office of Management and Budget announced the creation of two new metropolitan areas and merged two others, causing some last-minute changes in this year's *Survey of Buying Power*. The new metro areas, Naples, FL, and Santa Fe, NM, have been added to this year's *Survey* Sections B and C, with all other figures adjusted accordingly.

The merger, however, which involves the Kansas City, MO, and Kansas City, KS, metros, is reflected only in the metro market ranking tables in Section B. Unfortunately, the presses were already rolling on Section C, hence these data have been footnoted but not reformatted. Some other inconsistencies will also appear, for example, in the alphabetical listing of metros and in some of the highlight tables in Section A. We regret any inconvenience that these changes may cause, and we hope that our efforts to include this late-breaking information will benefit the users of the *Survey*. ....

Notes:

All counties are included in *Sales & Marketing Management's Survey of Buying Power*.

Cities are included if they meet the following criteria:

- Population of 40,000 or more at the time of the 1980 Census of Population
- Central city of a metropolitan market
- Independent city (that is, not within a county)

"Total Metro Counties" line, appearing at the end of each state listing, pertains only to metropolitan counties within the state.

The following symbols are used as indicated:

☐ County within a metropolitan area whose central cities are in another state

• Central city of a metropolitan area

Blank space in Retail Store columns indicates zero sales

Boldface line are metropolitan area and state totals

Mediumface lines are county and suburban data

Lightface lines are city data

Italicized lines indicate metropolitan counties and central cities located in another state

Sample tables from Survey Sections C & D

The numbers shown beneath the individual column heads in these samples are coded to the listings in the "Definition of Terms" section that accompanies this page. Definitions are listed alphabetically, followed by the appropriate number or numbers that correspond to the numbers on these samples. Thus the definition for "Age Groups of Population" is referenced to columns 4 to 7. This shows you the specific age groups, 18 to 24, 25 to 34, etc., and provides a visual link to the written definitions, making individual column topics more intelligible and enhancing your ability to profit from *Survey* data.

Caution on population estimates
Population and household estimates in the 1984 *Survey* are not directly comparable with those prior to the 1981 *Survey*. The 1984 *Survey* estimates are updates from the 1980 Census of Population and Housing whereas, prior to the 1981 *Survey*, the estimates used the 1970 Census as a benchmark.

Section C: Metro Areas, Counties, Cities

S&MM ESTIMATES	POPULATION—12/31/83								RETAIL SALES BY STORE GROUP 1983						
				% of Population by Age Group											
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
	①	②	③	④	⑤	⑥	⑦	⑧	⑨	⑩	⑪	⑫	⑬	⑭	⑮

S&MM ESTIMATES	EFFECTIVE BUYING INCOME 1983						
			% of Hslds. by EBI Group (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				
METRO AREA County City	Total EBI ($000)	Median Hsld EBI	A	B	C	D	Buying Power Index
	⑯	⑰	⑱	⑲	⑳	㉑	㉒

S&MM ESTIMATES	EFFECTIVE BUYING INCOME 1983						
			% of Hslds. by EBI Group (A) $10,000–$19,939 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				
METRO AREA County City	Total EBI ($000)	Median Hsld EBI	A	B	C	D	Buying Power Index
	⑯	⑰	⑱	⑲	⑳	㉑	㉒

Section D: Canada CMAs, Metro Areas, Counties, Cities

S&MM ESTIMATES		POPULATION 12/31/83				RETAIL SALES BY STORE GROUP—1983										SALES/ ADVERTISING INDEXES		
County City	Metro Area Code	Total Pop (thousands)	% Of Canada	Households (thousands)	% Of Canada	Total Retail Sales ($000)	% Of Canada	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Apparel & Accessories ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Gas Stations ($000)	Hardware ($000)	Drug ($000)	Sales Activity	Buying Power	Quality
	㉓	㉔	㉕	㉖	㉗	㉘	㉙	㉚	㉛	㉜	㉝	㉞	㉟	㊱	㊲	㊳	㊴	㊵	㊶

S&MM ESTIMATES		EFFECTIVE BUYING INCOME—1983				% of Households by EBI Group (A) $0–$4,999 (B) $5,000–$7,999 (C) $8,000–$9,999 (D) $10,000–$[illegible]99 (E) $15,00[illegible]er				
County City	Metro Area Code	Total EBI ($000)	% Of Canada	Per Capita EBI	Average Hsld EBI	A	B	C	D	E
	㉓	㊷	㊸	㊹	㊺	㊻	㊼	㊽	㊾	㊿

		EFFECTIVE BUYING INCOME—1983				% of Households by EBI Group (A) $0–$4,999 (B) $5,000–$7,999 (C) $8,000–$9,999 (D) $10,000–$14,999 (E) $15,000 & Over				
County City	Metro Area Code	Total EBI ($000)	% Of Canada	Per Capita EBI	Average Hsld EBI	A	B	C	D	E
	㉓	㊷	㊸	㊹	㊺	㊻	㊼	㊽	㊾	㊿

Definition of terms used in the Survey

The following definitions pertain to both U.S. and Canadian data. However, the Standard Industrial Classification (SIC) industry codes shown for retail store groups are used in the U.S. only. Column numbers refer to the sample tables illustrated on the facing page. Also, to facilitate usage of the two Surveys we publish each year, we indicate whether the data appear in the *Survey of Buying Power* (SBP) and/or *Survey of Buying Power—Part II* (SBP—II).

AGE GROUPS OF POPULATION (Columns 4–7). Population breakdowns for four age groups are useful for marketers because age groups are associated with lifestyle changes. Thus 18 to 24 year olds represent the household-forming stage. **SBP**

APPAREL & ACCESSORIES STORES (Column 33) (SIC Major Group 56). Establishments engaged primarily in selling new clothing and related articles. It is a broadly inclusive group, embracing—besides men's and women's clothing stores—custom tailors, tailor shops, corset and lingerie stores, furriers, etc. However, apparel and accessories sales made in department and general merchandise stores are not included. **SBP, SBP—II**

AUTOMOTIVE DEALERS (Columns 14, 35) (SIC Major Group 55, except Subgroup 554). Included are retail outlets selling cars—domestic and imported, new and used. Motorcycle dealers, household trailer dealers, boat dealers, and "other" automotive dealers (such as tire, battery, and accessory dealers and auto and home supply stores) round out the group. **SBP, SBP—II**

AVERAGE HOUSEHOLD EFFECTIVE BUYING INCOME (Column 45; U.S. State Summary on EBI, B-5). Total Effective Buying Income (EBI), divided by the number of households. Often used as in indicator of market quality, but it can be misleading, particularly in areas where there is a disproportionate share of college, military, and other types of institutional population housed in group quarters not considered households. Because total EBI includes such income, a per household average credits households with income not properly theirs. (See Median Household EBI). **SBP, SBP—II**

BLACK POPULATION. Updated from the Census Bureau's 1980 Census of Population and Housing, it is a head-count estimate of persons who consider themselves members of the Negro or black race and who lived in the area at the end of the year. **SBP, SBP—II**

BUILDING MATERIALS, HARDWARE STORES (Metro Ranking Table B-49) (SIC Major Group 52). This mixed group includes retail establishments whose main business is selling lumber, building materials, paint, glass, wallpaper, and basic hardware to the general public even if sales to contractors account for a larger share of total sales. Retail nurseries, lawn-and-garden supply stores, and mobile-home dealers are in this group. **SBP**

BUYING POWER INDEX (BPI) (Columns 22, 40). A weighted index that converts three basic elements—population, Effective Buying Income, and retail sales—into a measurement of a market's ability to buy, and expresses it as a percentage of the U.S./Canada potential. It is calculated by giving a weight of 5 to the market's percent of U.S./Canada Effective Buying Income, 3 to its percent of retail sales, and 2 to its percent of population. The total of the weighted percents is divided by 10 to produce the BPI.

The BPI, probably one of the *Survey of Buying Power's* most widely used single market measures, is most useful in estimating the potential for mass products sold at popular prices. The further a product is removed from the mass market, the greater is the need for a BPI modified by more discriminating factors—income, age, sex, etc. **SBP, SBP—II**

CANADIAN METROPOLITAN AREA (CMA). Statistics Canada, Ottawa—the federal government's data-collection agency—defines metropolitan areas by labor-markets, using the boundaries of minor civil divisions (below the country level). Each CMA comprises a continuous built-up area (the "urbanized core") together with adjoining areas with high levels of commuting to or from that core. Sales & Marketing Management defines metropolitan areas for Canada by counties because current data, especially sales data, are usually available on a county basis. (See County.) The U.S. used a system similar to Canada's prior to the 1950 Census, when it switched over to county boundaries. **SBP, SBP—II**

CENTRAL CITY. A city whose name is included in the name of a metropolitan area or fits the population and employment size criteria to qualify as a central city. The title of a Metropolitan Statistical Area (MSA) includes the name of the largest city and the names of no more than two other area cities with populations that meet certain criteria of absolute and relative size. However, if no city qualifies as a central city of the MSA, the MSA is named after its central counties; for example, Nassau-Suffolk in New York. **SBP**

CITY. An aggregation of people and retail outlets with corporate limits within which city government, as an incorporated state agency, can legally exercise authority. This year's *Survey* lists U.S. cities that either (1) had 40,000 or more population in the 1980 Census, (2) are central cities of metropolitan areas, or (3) function independently of counties (See Central City and Independent City.) **SBP**

CONSOLIDATED METROPOLITAN STATISTICAL AREA (CMSA). The larger area of which Primary Metropolitan Statistical Areas are components. (See Metropolitan Statistical Area.) **SBP, SBP—II**

COUNTY. The primary political administrative subdivision of a state, the county is widely used in marketing because: (1) Current available data below the state level is greatest at the county level. (2) Geographic boundaries are rarely altered. (3) Complete national coverage is achieved by adding all counties. (4) The U.S.'s 3,137 county units are manageable building blocks for alignment of sales territories. (5) County boundaries are readily identifiable.

For Louisiana, parishes are used in lieu of counties; for Alaska, census areas. The District of Columbia is treated as a single county unit. In Virginia, all cities are by law independent of counties; hence, the *Survey* treats them as county units. The cities of Baltimore, MD, St. Louis, MO, and Carson City, NV, are also independent cities.

The 1984 *Survey* follows the county boundaries as defined in the 1980 Census of Population, with two exceptions. Cibola County, NM, was created from a portion of Valencia County during 1981 and La Paz County, AZ, was created from a portion of Yuma County at the end of 1982. **SBP, SBP—II**

DEPARTMENT STORES (SIC Subgroup 531). Establishments that employ 25 or more persons and have combined sales of soft goods and apparel representing at least 20% of total sales. Furthermore, the establishment must sell minimum amounts of (1) furniture, home furnishings, appliances, radios and TV sets; (2) a general line of apparel; and (3) household linens and dry goods. So-called mass merchandisers and discount stores are included if they meet the above criteria. Department store sales are included in the General Merchandise Store sales totals. **SBP, SBP—II**

DRUGSTORES (Columns 15, 38) (SIC Subgroup 591). Includes both drugstores and proprietary stores. Drugstores fill and sell prescriptions; proprietary stores do not. Both sell drugs, proprietary medicines, and other health and first-aid products. Both may sell a number of related lines—cosmetics, toiletries, candy, tobacco products, magazines, toys, etc.—and may operate a soda fountain or lunch counter. **SBP, SBP—II**

EATING & DRINKING PLACES (Columns 11, 31) (SIC Major Group 58). Includes establishments selling prepared food and drinks for consumption on or near the premises or for takeout, as well as lunch counters and refreshments stands selling prepared foods and drinks for immediate consumption. Also included are caterers and in-plant food contractors, as well as leased eating and or drinking concessions in theatres, hotels, amusement parks, etc. **SBP, SBP—II**

EFFECTIVE BUYING INCOME (EBI) (Columns 16, 42). A classification exclusively developed by Sales & Marketing Management, it is personal income less personal tax and nontax payments. Personal income is the aggregate of wages and salaries, other labor income (such as employer contributions to private pension funds), proprietor's income, rental income (which includes imputed rental income of owner-occupants of nonfarm dwellings), dividends paid by corporations, personal interest income from all sources, and transfer payments (such as pensions and welfare assistance). Deducted from this total are personal taxes (federal, state, and local), nontax payments (such as fines, fees, penalties), and personal contributions for social insurance. The resultant figure is commonly known as "disposable personal income." Market Statistics, the research division of Bill Communications that prepares the *Survey* data, removes from this figure compensation paid to military and diplomatic personnel stationed overseas to arrive at Effective Buying Income.

Effective Buying Income is a bulk measurement of market potential. It indicates the general ability to buy and is essential in comparing, selecting, and grouping markets on that basis. But for products that appeal to specific income classes, the percent of households by Effective Buying Income group should be considered. **SBP, SBP—II**

EFFECTIVE BUYING INCOME, AVERAGE HOUSEHOLD. (See Average Household Effective Buying Income.)

EFFECTIVE BUYING INCOME, HOUSEHOLD GROUP. (See Households by Effective Buying Income Group.)

EFFECTIVE BUYING INCOME, MEDIAN HOUSEHOLD. (See Median Household Effective Buying Income.)

EFFECTIVE BUYING INCOME, PER CAPITA. (See Per Capita Effective Buying Income.)

FOOD STORES (Columns 10, 30) (SIC Major Group 54). Establishments selling food primarily for home consumption. **SBP, SBP—II**

FURNITURE, HOME FURNISHINGS, & APPLIANCE STORES (Columns 13, 34) (SIC Major Group 57.) A combination of several subgroups that sell goods for furnishing the home, including furniture, floor coverings, draperies, glass and chinaware, stoves, refrigerators, and other household appliances. **SBP, SBP—II**

GASOLINE SERVICE STATIONS (Metro Ranking Table, B-47, Column 36) (SIC Subgroup 554). Includes both "gas stations" and garages whose receipts come mostly from sales of gasoline and oil. Besides those main products they also sell tires, batteries, and accessories. **SBP**

GENERAL MERCHANDISE STORES (Columns 12, 32) (SIC Major Group 53). Includes department stores, limited-price variety stores ("5 & 10's"), and general merchandise stores. Establishments selling used general merchandise and those selling by mail, vending machine, or direct selling are classified by the Census Bureau as "miscellaneous retail stores" (SIC 59). **SBP, SBP—II**

HARDWARE STORES (Column 37) (SIC Subgroup 525). Primarily sell basic hardware lines such as tools, builders' hardware, paint and glass, housewares and household appliances, cutlery, and roofing materials, no one of which accounts for more than 50% of total sales. *Note:* Usually included as part of Building Materials Group in U.S., hardware dealers are listed separately in Canadian Section because Statistics Canada treats them as wholesalers. **SBP**

HISPANICS. (See Spanish-Origin Population.)

HOUSEHOLD (Columns 8, 26). A household consists of all the people occupying a single housing unit under 1980 Census rules—such as a house, an apartment, a group of rooms, or a single room. The members of a household need not be related, and a single person living alone in a housing unit is also counted as a household.

All persons who are not members of households are regarded as living in group quarters: institutions, college dormitories, military barracks, etc. *Caution:* Although a county's population total will include all the people in the area, the household total will not do so because it excludes group quarters. **SBP, SBP—II**

HOUSEHOLDER. Under Census rules, each household must have a head, therefore, the number of householders is always the same as the numbers of households. Two types of householders are recognized by the Census Bureau. A family head is a householder living with one or more persons who are related to him or her by blood or marriage. A nonfamily householder is a householder living alone or with nonrelatives only.

HOUSEHOLDS BY EFFECTIVE BUYING INCOME GROUP (Columns 18–21, 46–50). A household's available spending potential is also used by marketers who want to aim their efforts at those most likely to buy. **SBP**

INDEPENDENT CITY. Several cities in the U.S. that do not fall within official county boundaries are treated as independent entities by the Census Bureau. The *Survey* lists those independent cities as county entities. Except for St. Louis, MO; Baltimore, MD; and Carson City, NV, which replaced Ormsby County, all independent cities are in the state of Virginia. These are Alexandria, Bedford, Bristol, Buena Vista, Charlottesville, Chesapeake, Clifton Forge, Colonial Heights, Covington, Danville, Emporia, Fairfax, Falls Church, Franklin, Fredericksburg, Galax, Hampton, Harrisonburg, Hopewell, Lexington, Lynchburg, Manassas, Manassas Park, Martinsville, Newport News, Norfolk, Norton, Petersburg, Poquoson, Portsmouth, Radford, Richmond, Roanoke, Salem, South Boston, Staunton, Suffolk, Virginia Beach, Waynesboro, Williamsburg, and Winchester. **SBP, SBP—II**

MEDIAN AGE (Column 3). A calculation that divides the age distribution of the population into two equal groups, with one-half of the population younger, and one-half older, than the median figure. **SBP**

MEDIAN HOUSEHOLD EFFECTIVE BUYING INCOME (Column 17). This figure divides the income distribution into two equal parts, with one-half the households above it, the other half below it. It is a more reliable indicator of an area's relative income level than is Average Household Effective Buying Income because it is less likely to be skewed by statistical oddities. (See Average Household Effective Buying Income). **SBP**

MERCHANDISE LINE SALES. These data show total sales of 10 broad product categories, such as groceries, other food products, toiletries, footwear, and so on. The merchandise line sales data are based on the 1977 Census of Retail Trade. Several broad changes in product classifications were made between the 1972 and 1977 Censuses. Those which affect the data in the *Survey* are: (1) "Drugs," previously part of "Drugs and Other Health Aids," are now a separate category. (2) "Other Health Aids" are now part of "Health and Beauty Aids." (3) The "Radio, TV, and Musical Instruments" category was divided into (a) "TV" and (b) "Audio, Musical Equipment, and Supplies." **SBP—II**

METROPOLITAN AREA CODE (Column 23). This is a numbering system to identify constituent metro counties in the *Survey's* Canadian tables. Starting with the numeral 501 and following the alphabetic sequence of metropolitan areas, it assigns an identifying number to each metropolitan area and its component units. **SBP, SBP—II**

METROPOLITAN STATISTICAL AREA (MSA). A geographic area with a large population nucleus together with adjacent communities which have a high degree of economic and social integration with that nucleus. The MSA concept's major purpose is to enable all federal statistical agencies to use the same geographic definition when studying metropolitan characteristics. Metropolitan area definitions are reviewed every 10 years following completion of the decennial population census. The MSA definitions in this *Survey*, which adhere to the federal government's new revisions, are based on commuting and other statistical results of the 1980 Census. As part of the current revisions, the term *Standard Metropolitan Statistical Area (SMSA)* was replaced by *Metropolitan Statistical Area (MSA)*. MSA designations follow a set of standards prepared by the Federal Committee on MSAs, which advises the Office of Management and Budget (OMB) on metropolitan area definitions. Under 1980 standards, an area qualifies as an MSA in one of two ways: (1) if there is a city of at least 50,000 population, or (2) an urbanized area of at least 50,000 population with a total metropolitan population of at least 100,000. In addition to the county containing the central city, an MSA may include additional counties which have close economic and social ties to the central county. MSAs are defined in terms of entire counties, except in the six New England states, where towns and cities are the units of definition because of the lack of county governments. The federal government's alternative, but unofficial, New England County Metropolitan Area (NECMA) concept is used by Sales & Marketing Management for those states. Within an MSA of more than 1 million population, an area may qualify for separate recognition as a Primary Metropolitan Statistical Area (PMSA). A PMSA is characterized by very strong internal economic and social links. If two or more PMSAs can be defined within an MSA, that MSA is designated as a Consolidated Metropolitan Statistical Area (CMSA).

Note: The *Survey's* Metro Market ranking tables in Section B are based on data for MSAs, PMSAs and NECMAs, but do not include CMSAs. **SBP, SPB—II**

NEW ENGLAND COUNTY METROPOLITAN AREA (NECMA). The U.S. Office of Information and Regulatory Affairs (OIRA), located in the Office of Management and Budget, defines these areas by applying to the New England counties the same criteria used in establishing Metropolitan Statistical Areas (MSAs) outside New England. **SBP, SBP—II**

NEWSPAPER MARKET. To qualify, a city must have at least one daily newspaper with a minimum paid circulation of 25,000. If two or more qualifying cities are in the same county, they are combined into a multiple-newspaper market. For a newspaper city to be part of a multiple-newspaper market name, it must be at least one-third as large as the largest city in the market, or part of the metropolitan name. Each county in a newspaper market is one in which the combined qualified newspapers penetrate more than 20% of the households. **SBP—II**

PER CAPITA EFFECTIVE BUYING INCOME (Column 44; U.S. State Summary on Effective Buying Income, B-5). This an arithmetic average obtained by dividing Total Effective Buying Income by Total Population. It measures an area's spending power by eliminating the impact of population size. However, because population is measured as of Dec. 31, whereas EBI is measured as a flow over the calendar year, a significant change in population during the year can distort the per capita figure. **SBP**

PERCENT OF U.S./CANADA (Columns 2, 25, 29, 43). A market's share of the total U.S./Canada population. Effective Buying Income, or retail sales, it shows the relative importance of the geographic area's demographic or socioeconomic factors. **SBP**

POPULATION (Columns 1, 24). Updated from the Census Bureau's 1980 Census of Population and Housing, and Statistics Canada's 1981 Census of Population and Housing, it is a head-count estimate of all the people living in an area at the end of the year. It includes people living in group quarters such as colleges and hospitals, and armed forces permanently assigned to the area, but excludes tourists and transients. **SBP, SBP—II**

POPULATION, AGE GROUPS OF: (See Age Groups of Population.)

POPULATION, BLACK. (See Black Population.)

POPULATION, MEDIAN AGE OF. (See Median Age.)

PRIMARY METROPOLITAN STATISTICAL AREA (PMSA). In areas of more than 1 million population, Primary Metropolitan Statistical Areas are identified that have a large urbanized county or cluster of counties, with very strong internal economic and social links. (See Metropolitan Statistical Area.)

QUALITY INDEX (QI) Column 41; U.S. State Summary on Retail Sales, B-7). If a market's percent of the national population, which can be taken to represent par, is divided into the Buying Power Index, it yields the Quality Index. A high index could reflect either above-average resident buying power or a strong influx of shoppers from outside the area, or both. **SBP, SBP—II**

RETAIL SALES (Columns 9, 28). All net sales (minus refunds and allowances for returns) for establishments engaged primarily in retail trade. Receipts from repairs and other services are also included, but retail sales by such nonretailers as wholesalers and service establishments are not counted. Although retail sales are often used to gauge the purchasing power of the residents in a market, they may be affected by the movement of shoppers to and from adjacent areas.

Retail sales totals in the 1984 *Survey* are updates from 1977 Census of Retail Trade benchmarks. However, in line with new Census Bureau policy, they no longer include: (1) sales and other taxes collected from customers, and (2) carrying charges or other charges for credit. Note that the aggregate sales of the six store types shown in the *Survey* will not equal Total Retail Sales because that figure includes the many store types not shown in the *Survey*. **SBP, SBP—II**

RETAIL SALES BY STORE GROUP (Columns 10–15, 30–38). Individual retail store groups are considered as channels of distribution in local markets. The retail sales of a store type represents the cumulative sales of all products and/or services handled by the store, and not just the type of products associated with the store type. **SBP, SBP—II**

SALES ACTIVITY INDEX (SAI). (Column 39; U.S. State Summary on Retail Sales, B-7). It is obtained by dividing an area's percentage of national retail sales by its percentage of national population. Because the numerator (the market's percentage of total retail sales) includes all sales made in the market, and the denominator (the market's percent of national population) includes only residents of the market, a high index may indicate a strong influx of nonresident shoppers. **SBP**

SPANISH-ORIGIN POPULATION. Updated from the Census Bureau's 1980 Census of Population and Housing, it is a head-count estimate of persons who consider themselves of Spanish or Hispanic origin or descent. Persons of Spanish origin may be of any race. **SBP**

STANDARD INDUSTRIAL CLASSIFICATION (SIC). Federal government censuses classify individual business establishments by the type of primary activity in which they are engaged. Retail outlets are classified as 2-digit major groups, such as Food Stores (SIC 54); 3-digit subgroups, such as Grocery Stores (SIC 541); and 4-digit detailed industry groups, such as Retail Bakeries (SIC 5462). **SBP**

STANDARD METROPOLITAN STATISTICAL AREA (SMSA). (See Metropolitan Statistical Area.)

SUBURBAN TOTAL. There is no official definition of a suburb. Census Bureau metropolitan tables refer to suburbs as "balance of area." However, because the suburbs are the most important local market entities, they were introduced in the 1976 *Survey*. A "suburban total" is the arithmetic difference between the metropolitan market total and the related central city total. That is, deducting the central city population from the metro market population, for example, will give you the suburb population. **SBP**

TELEVISION MARKET. The *Survey's* TV Markets are Arbitron's Areas of Dominant Influence (ADI). Arbitron studies each county for its measurable viewing patterns. The market of origin of the TV stations with the largest share of viewing hours becomes the ADI name of that market, and all counties whose largest viewing share is given to stations of that same market of origin are grouped within the ADI. All of the U.S. is covered except for Hawaii and part of Alaska. **SBP—II**

ALABAMA

ALA.
[redacted] ESTIMATES

METRO AREA County City	POPULATION—12/31/83								RETAIL SALES BY STORE GROUP 1983						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
ANNISTON	**122.8**	**.0521**	**28.9**	**17.0**	**16.4**	**16.8**	**23.2**	**42.3**	**505,478**	**122,785**	**48,531**	**74,283**	**20,041**	**84,115**	**18,881**
Calhoun	122.8	.0521	28.9	17.0	16.4	16.8	23.2	42.3	505,478	122,785	48,531	74,283	20,041	84,115	18,881
• Anniston	30.9	.0131	33.0	10.7	15.2	15.4	31.5	11.9	327,980	89,521	22,574	36,729	10,177	76,423	12,070
SUBURBAN TOTAL	91.9	.0390	27.7	19.1	16.8	17.3	20.4	30.4	177,498	33,264	25,957	37,554	9,864	7,692	6,811
BIRMINGHAM	**905.5**	**.3845**	**31.6**	**12.0**	**17.4**	**17.5**	**26.6**	**335.7**	**4,438,228**	**990,788**	**391,692**	**628,383**	**195,502**	**823,257**	**170,515**
Blount	39.1	.0166	32.6	10.4	15.5	19.8	26.5	13.9	84,565	20,296	7,203	3,690	2,864	20,576	2,619
Jefferson	675.0	.2866	31.8	12.3	17.6	17.0	27.4	255.4	3,709,791	770,720	346,988	593,474	170,995	663,593	139,547
• Bessemer	32.7	.0139	32.2	11.8	15.0	14.1	31.7	12.0	246,007	67,803	18,592	45,613	8,158	25,675	10,389
• Birmingham	282.5	.1199	31.5	13.5	17.7	14.6	29.2	110.8	1,818,263	295,207	194,189	254,714	108,346	397,927	63,163
St. Clair	45.1	.0191	30.9	10.6	16.7	18.8	24.3	15.6	105,414	37,157	6,810	6,286	1,646	27,062	4,644
Shelby	75.1	.0319	29.3	12.3	19.7	19.3	19.5	25.4	233,545	81,739	14,022	8,283	6,174	38,934	10,566
Walker	71.2	.0303	32.0	11.0	15.5	18.0	27.4	25.4	304,913	80,876	16,669	16,650	13,823	73,092	13,139
SUBURBAN TOTAL	590.3	.2507	31.6	11.3	17.5	19.2	24.9	212.9	2,373,958	627,778	178,911	328,056	78,998	399,655	96,963
DOTHAN	**125.8**	**.0535**	**29.4**	**12.9**	**17.8**	**17.8**	**22.3**	**44.2**	**548,912**	**127,926**	**46,323**	**96,156**	**25,229**	**97,592**	**11,649**
Dale	46.1	.0196	27.4	16.1	19.1	16.6	18.9	15.2	116,639	39,341	12,157	7,930	1,476	14,924	2,481
Houston	79.7	.0339	30.8	11.1	16.8	18.6	24.3	29.0	432,273	88,585	34,166	88,226	23,753	82,668	9,168
• Dothan	52.1	.0221	30.7	11.1	17.7	18.7	23.7	19.3	393,690	74,964	32,749	74,845	23,319	80,785	8,414
SUBURBAN TOTAL	73.7	.0314	28.6	14.2	17.6	17.3	21.4	24.9	155,222	52,962	13,574	21,311	1,910	16,807	3,235
FLORENCE	**138.4**	**.0587**	**31.8**	**12.4**	**15.8**	**18.7**	**26.2**	**50.9**	**656,715**	**172,222**	**44,601**	**112,888**	**26,561**	**107,237**	**17,728**
Colbert	55.8	.0236	32.3	11.3	15.9	18.6	27.1	20.6	331,274	93,317	20,710	56,393	7,877	46,140	6,781
Louderdale	82.6	.0351	31.4	13.1	15.7	18.7	25.7	30.3	325,441	78,905	23,891	56,495	18,684	61,097	10,947
• Florence	37.7	.0160	31.8	15.4	15.1	17.1	28.0	14.6	286,643	66,087	22,768	56,211	18,082	51,775	7,659
SUBURBAN TOTAL	100.7	.0427	31.8	11.2	16.0	19.3	25.6	36.3	370,072	106,135	21,833	56,677	8,479	55,462	10,069
GADSDEN	**104.3**	**.0443**	**32.8**	**10.9**	**15.6**	**17.4**	**29.2**	**38.4**	**462,024**	**104,084**	**40,172**	**92,510**	**20,688**	**63,481**	**14,624**
Etowah	104.3	.0443	32.8	10.9	15.6	17.4	29.2	38.4	462,024	104,084	40,172	92,510	20,688	63,481	14,624
• Gadsden	46.9	.0199	35.2	11.4	14.2	15.1	35.1	18.4	367,251	69,308	30,035	76,187	17,075	60,760	12,857
SUBURBAN TOTAL	57.4	.0244	31.2	10.5	16.7	19.3	24.4	20.0	94,773	34,776	10,137	16,323	3,613	2,721	1,767
HUNTSVILLE	**199.2**	**.0846**	**30.1**	**13.7**	**17.0**	**21.0**	**20.6**	**72.8**	**1,049,702**	**185,664**	**127,449**	**190,817**	**45,354**	**173,254**	**29,957**
Madison	199.2	.0846	30.1	13.7	17.0	21.0	20.6	72.8	1,049,702	185,664	127,449	190,817	45,354	173,254	29,957
• Huntsville	144.0	.0611	30.6	13.4	16.9	21.5	21.1	54.7	990,838	165,420	122,033	189,415	43,589	167,915	28,863
SUBURBAN TOTAL	55.2	.0235	28.7	14.5	17.3	19.6	19.5	18.1	58,864	20,244	5,416	1,402	1,765	5,339	1,094

REACH OVER . . .

501,000

ADULTS IN METRO BIRMINGHAM

That's right! Over 501,000 adults in Metro Birmingham read The Birmingham News and Birmingham Post-Herald each week . . . 76% of total adults. The numbers speak for themselves. For efficient reach in Metro Birmingham, reach for The Birmingham News and Birmingham Post-Herald.

The Birmingham News / Birmingham Post-Herald

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Source: Based on 5 [illegible]ek day cume for The Birmingham News/Post-Herald, Belden CMS, March-December, 1983.

ALA. (cont.)
S&MM ESTIMATES

POPULATION—12/31/83

RETAIL SALES BY STORE GROUP 1983

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
MOBILE	**461.4**	**.1959**	**29.8**	**12.5**	**16.7**	**17.1**	**24.2**	**163.2**	**2,139,938**	**456,671**	**192,343**	**391,437**	**92,970**	**324,741**	**84,560**
Baldwin	84.4	.0358	32.0	10.5	15.1	18.0	27.5	30.3	372,395	102,089	28,391	32,004	14,482	48,453	13,643
Mobile	377.0	.1601	29.3	12.9	17.2	16.9	23.4	132.9	1,767,543	354,582	163,952	359,433	78,488	276,288	70,917
• Mobile	207.3	.0880	30.4	13.5	17.0	16.4	25.8	77.1	1,382,847	188,363	132,082	347,230	71,276	258,862	50,554
SUBURBAN TOTAL	254.1	.1079	29.3	11.6	16.5	17.8	22.8	86.1	757,091	268,308	60,261	44,207	21,694	65,879	34,006
MONTGOMERY	**287.0**	**.1218**	**30.1**	**12.7**	**16.8**	**18.0**	**23.7**	**101.2**	**1,388,569**	**275,238**	**142,048**	**237,926**	**51,274**	**231,117**	**37,817**
Autauga	34.6	.0147	29.6	11.7	14.6	21.0	21.2	11.4	100,254	29,828	8,664	12,632	1,532	15,816	5,003
Elmore	46.8	.0198	31.2	11.5	16.6	18.1	25.6	15.5	105,319	44,527	4,133	4,050	5,202	10,704	5,010
Montgomery	205.6	.0873	29.9	13.2	17.2	17.5	23.6	74.3	1,182,996	200,883	129,251	221,244	44,540	204,597	27,804
• Montgomery	185.9	.0789	29.8	13.2	17.5	17.3	23.6	68.2	1,137,135	123,197	127,608	220,732	32,594	203,224	27,804
SUBURBAN TOTAL	101.1	.0429	30.6	11.8	15.3	19.4	23.9	33.0	251,434	82,041	14,440	17,194	18,680	27,893	10,013
TUSCALOOSA	**142.3**	**.0604**	**28.5**	**18.4**	**16.9**	**16.2**	**22.9**	**50.3**	**647,406**	**136,742**	**59,698**	**124,273**	**26,122**	**90,491**	**21,099**
Tuscaloosa	142.3	.0604	28.5	18.4	16.9	16.2	22.9	50.3	647,406	136,742	59,698	124,273	26,122	90,491	21,099
• Tuscaloosa	77.6	.0329	26.8	24.5	17.0	13.7	22.5	28.0	490,007	73,792	53,672	75,251	23,787	78,068	16,242
SUBURBAN TOTAL	64.7	.0275	30.6	11.1	16.8	19.3	23.3	22.3	157,399	62,950	6,026	49,022	2,335	12,423	4,857
OTHER COUNTIES															
Barbour	25.0	.0106	31.4	9.9	14.6	15.6	29.2	8.5	79,852	22,842	4,565	11,270	2,909	13,196	3,990
Bibb	16.1	.0069	30.9	11.0	14.6	17.2	26.8	5.6	32,629	10,922	1,948	1,741	617	10,400	1,319
Bullock	10.1	.0043	30.9	10.6	13.6	14.0	30.4	3.5	37,154	11,142	909	4,451	622	3,342	1,012
Butler	21.2	.0090	32.8	9.8	13.5	15.2	31.8	7.4	76,838	29,958	5,313	6,057	2,742	6,430	3,925
Chambers	39.1	.0166	32.8	10.3	14.6	16.1	30.6	14.0	136,805	46,326	10,879	10,738	5,281	17,420	6,416
Cherokee	19.6	.0083	33.1	11.0	15.2	19.0	28.1	6.8	66,041	21,481	3,047	3,015	665	12,269	2,791
Chilton	31.7	.0135	32.2	10.8	15.1	18.1	27.7	11.7	102,760	41,565	5,296	3,023	5,682	14,739	4,982
Choctaw	16.4	.0070	30.2	10.3	13.8	16.9	26.5	5.5	50,333	15,797	8,216	1,700	958	7,233	1,266
Clarke	27.8	.0118	29.9	10.7	14.3	16.6	26.2	9.3	120,730	39,536	7,796	12,370	7,085	16,413	5,481
Clay	13.7	.0058	33.2	10.2	13.8	17.4	30.0	4.7	32,725	11,601	2,009	2,111	546	4,291	1,395
Cleburne	12.9	.0054	32.6	10.7	15.0	18.8	27.6	4.8	28,865	6,549	3,109	2,317	102	8,730	2,191
Coffee	39.1	.0167	31.9	10.8	16.4	18.9	25.9	14.1	174,883	39,074	8,148	16,551	8,776	41,646	6,355
Conecuh	15.7	.0067	31.8	11.0	13.7	14.5	31.1	5.4	29,479	11,124	472	1,785	112	4,372	792
Coosa	11.4	.0048	32.8	10.7	13.8	16.5	30.4	4.2	8,206	3,005	231	53	34	443	447
Covington	37.2	.0158	35.9	10.1	13.4	17.5	33.7	14.5	146,370	44,551	7,385	12,280	7,746	22,913	7,199

ALABAMA'S SECOND LARGEST...

METRO MOBILE

After Birmingham . . . MOBILE RANKS FIRST in Alabama in:

POPULATION	461,400
HOUSEHOLDS	163,200
EBI	$4,130,273,000
TOTAL RETAIL SALES	$2,139,938,000

SOURCE: S&MM 1984 Survey of Buying Power

Press Register

represented by Newhouse Newspapers

ALA. (cont.)
S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/83								RETAIL SALES BY STORE GROUP 1983							
	Total Population (Thousands)	% Of U.S.	Median Age of Pop	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Crenshaw	14.1	.0060	34.1	10.1	13.5	15.7	33.1	5.2	31,282	11,116	869	1,775	629	5,638	1,080
Cullman	64.5	.0274	33.0	10.7	15.1	18.7	28.3	23.5	274,161	81,884	14,613	14,048	11,462	51,362	7,940
Dallas	51.9	.0220	29.1	11.8	14.4	15.6	25.8	17.5	212,681	56,017	14,669	25,177	11,666	34,278	8,141
De Kalb	56.6	.0241	32.8	10.6	15.2	18.2	28.5	21.1	184,395	50,259	5,869	6,835	9,923	54,657	9,163
Escambia	38.9	.0165	31.1	11.2	16.0	17.8	25.9	12.9	137,313	33,397	8,880	18,887	7,073	19,359	6,302
Fayette	19.3	.0082	33.3	10.5	14.5	17.7	29.9	7.0	64,779	24,418	2,150	2,977	1,763	10,845	2,783
Franklin	29.2	.0124	33.6	10.6	15.0	18.8	29.2	10.9	110,717	30,935	5,206	7,293	5,120	23,721	4,281
Geneva	24.3	.0103	33.6	10.1	14.1	17.7	30.3	8.8	67,655	30,573	1,215	8,617	1,661	8,780	2,316
Greene	10.9	.0047	29.0	11.1	12.5	13.2	29.3	3.6	27,464	7,316	1,395	3,098	365	7,334	917
Hale	15.4	.0065	29.9	11.3	12.7	13.6	30.0	5.0	24,857	12,017	493	1,542	200	4,388	806
Henry	15.6	.0066	32.4	9.9	15.1	16.2	29.9	5.5	46,010	15,444	1,628	3,970	1,357	3,533	1,153
Jackson	54.3	.0230	30.8	11.2	17.1	19.3	23.5	19.3	163,768	53,676	9,044	19,112	8,398	30,194	4,173
Lamar	16.8	.0071	33.4	10.2	14.2	18.1	29.6	6.1	48,230	17,534	1,085	2,828	1,302	7,282	2,647
Lawrence	30.4	.0129	30.2	10.7	15.5	18.2	24.3	10.3	56,379	24,112	1,824	2,526	2,823	4,767	3,048
Lee	79.9	.0340	24.9	26.4	16.1	15.5	18.0	29.5	327,886	63,908	29,963	62,597	12,221	63,924	8,536
Limestone	46.8	.0198	30.8	11.8	15.8	18.9	24.4	16.1	149,620	46,360	7,984	14,183	6,674	21,449	6,304
Lowndes	13.2	.0056	25.2	12.1	12.7	13.6	23.9	3.7	28,147	10,062	939	1,784	90	3,229	423
Macon	26.8	.0114	28.2	17.8	14.1	12.6	27.8	8.4	48,126	17,803	3,336	1,363	1,486	4,887	3,428
Marengo	25.0	.0106	30.4	10.5	13.7	15.7	28.1	8.3	92,117	34,051	4,102	8,441	4,104	10,744	2,755
Marion	31.8	.0135	33.0	10.5	15.1	18.5	28.5	11.6	79,734	28,851	4,446	5,385	3,181	12,406	6,035
Marshall	68.4	.0290	32.8	11.0	15.5	19.0	27.6	25.7	339,914	110,499	17,976	27,959	9,271	96,741	7,584
Monroe	22.7	.0096	29.8	10.4	14.3	15.9	26.8	7.5	65,017	20,699	3,017	8,937	2,502	8,287	2,661
Morgan	92.8	.0394	31.2	11.0	16.7	19.4	24.3	33.6	357,634	34,550	30,133	34,856	21,812	64,775	13,376
Decatur	42.9	.0182	31.4	11.3	17.0	19.3	24.6	16.2	275,587	55,782	23,964	32,092	16,948	56,202	9,620
Perry	14.6	.0062	29.0	12.8	12.2	13.9	28.8	4.6	26,839	9,181	1,027	1,669	751	3,916	1,403
Pickens	21.4	.0091	31.5	10.6	13.5	16.2	29.1	7.1	56,051	26,682	1,103	3,324	2,045	7,849	1,608
Pike	28.1	.0120	29.5	17.6	13.3	14.8	27.9	9.9	93,371	27,997	7,418	9,253	1,820	18,751	3,606
Randolph	20.1	.0085	33.2	10.5	13.9	16.4	31.1	7.2	58,125	19,235	1,759	5,485	2,135	9,896	2,843
☐ Russell	46.8	.0199	30.7	11.9	15.7	17.4	25.8	16.7	134,733	39,457	12,680	17,380	1,970	17,623	5,792
Sumter	16.5	.0070	27.3	14.4	12.7	12.6	27.7	5.3	44,073	13,108	2,199	4,999	1,551	4,577	1,595
Talladega	75.9	.0322	29.9	11.8	15.0	16.9	25.5	25.6	252,639	82,502	23,141	28,392	9,975	37,777	14,792
Tallapoosa	39.3	.0167	33.0	10.0	14.7	17.0	30.1	14.1	129,668	42,752	7,810	12,131	7,682	18,779	5,399
Washington	16.9	.0071	28.9	11.1	15.2	17.4	23.3	5.6	25,241	8,357	1,004	1,159	586	3,353	1,119
Wilcox	14.3	.0061	27.8	10.5	12.6	12.8	28.2	4.4	33,860	11,812	1,498	2,935	503	4,606	665
Winston	23.2	.0099	32.4	10.3	15.6	19.5	26.4	8.4	82,871	24,568	3,335	9,307	2,773	13,037	2,782
TOTAL METRO COUNTIES	**2,533.5**	**1.0757**	**30.6**	**12.9**	**17.0**	**17.7**	**24.8**	**915.7**	**11,971,705**	**2,611,577**	**1,105,537**	**1,966,053**	**505,711**	**2,012,908**	**412,622**
TOTAL STATE	**3,990.4**	**1.6943**	**30.8**	**12.6**	**16.1**	**17.5**	**25.7**	**1,429.0**	**16,835,999**	**4,098,725**	**1,395,990**	**2,418,359**	**704,492**	**2,871,866**	**603,847**

Alabama's third largest market

RANK	METRO AREA	POPULATION	EBI	TOTAL RETAIL SALES
1	BIRMINGHAM	905,500	$ 8,103,877,000	$ 4,438,228,000
2	MOBILE	461,400	4,130,273,000	2,139,938,000
3	**THE GREATER HUNTSVILLE MARKET***	**314,400**	**2,867,272,000**	**1,539,236,000**
4	MONTGOMERY	287,000	2,460,898,000	1,388,569,000

*Madison, Limestone & Marshall

SOURCE: S&MM 1983 Survey of Buying Power

Huntsville

Huntsville Times & News

ALABAMA'S THIRD LARGEST DAILY NEWSPAPER*

Represented by Newhouse Newspapers.

*ABC 3/31/84

ALA.
S&MM ESTIMATES

$$ EFFECTIVE BUYING INCOME 1983

% of Hslds. by EBI Group:
(A) $10,000–$19,999
(B) $20,000–$34,999
(C) $35,000–$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
ANNISTON	**929,704**	**18,322**	**28.6**	**30.8**	**11.4**	**3.2**	**.0431**
Calhoun	929,704	18,322	28.6	30.8	11.4	3.2	.0431
• Anniston	239,475	15,767	28.4	24.5	10.5	4.5	.0161
SUBURBAN TOTAL	690,229	19,236	28.5	33.4	11.8	2.7	.0270
BIRMINGHAM	**8,103,877**	**20,725**	**24.8**	**29.9**	**14.9**	**6.9**	**.3630**
Blount	246,180	15,600	31.7	28.1	7.1	1.6	.0107
Jefferson	6,370,452	21,387	24.0	29.6	15.7	7.8	.2879
• Bessemer	228,099	15,568	24.1	26.0	10.5	3.6	.0139
• Birmingham	2,270,075	16,677	27.7	26.2	11.2	4.5	.1187
St. Clair	297,884	17,201	31.0	31.9	7.9	2.0	.0129
Shelby	683,791	24,823	21.4	31.9	20.2	7.9	.0270
Walker	505,570	17,317	28.3	29.3	10.3	2.9	.0245
SUBURBAN TOTAL	5,605,703	23,194	23.4	31.8	17.1	8.4	.2304
DOTHAN	**965,942**	**18,225**	**29.8**	**30.4**	**10.5**	**4.0**	**.0453**
Dale	336,918	17,573	32.2	29.9	9.5	3.1	.0140
Houston	629,024	18,616	28.4	30.7	11.0	4.6	.0313
• Dothan	448,434	19,745	27.7	31.3	12.2	5.9	.0240
SUBURBAN TOTAL	517,508	17,148	31.4	29.7	9.1	2.6	.0213
FLORENCE	**1,168,904**	**20,364**	**25.7**	**31.1**	**14.7**	**5.1**	**.0535**
Colbert	459,991	20,144	26.3	32.1	14.2	4.1	.0230
Lauderdale	708,913	20,531	25.4	30.5	15.1	5.7	.0305
• Florence	345,354	20,186	25.1	28.2	16.2	6.0	.0179
SUBURBAN TOTAL	823,550	20,432	26.1	32.2	14.1	4.7	.0356
GADSDEN	**760,759**	**16,523**	**28.1**	**28.5**	**10.0**	**3.0**	**.0368**
Etowah	760,759	16,523	28.1	28.5	10.0	3.0	.0368
• Gadsden	351,909	14,663	28.0	24.1	9.4	3.7	.0208
SUBURBAN TOTAL	408,850	18,212	28.3	32.5	10.5	2.4	.0160
HUNTSVILLE	**2,060,855**	**24,384**	**22.8**	**29.6**	**18.1**	**12.3**	**.0877**
Madison	2,060,855	24,384	22.8	29.6	18.1	12.3	.0877
• Huntsville	1,606,456	25,613	21.7	28.6	19.2	14.2	.0718
SUBURBAN TOTAL	454,399	21,336	26.4	32.0	14.7	6.9	.0159
MOBILE	**4,130,273**	**21,904**	**23.7**	**29.5**	**16.5**	**8.2**	**.1820**
Baldwin	733,842	21,081	26.0	30.5	15.4	6.7	.0324
Mobile	3,396,431	22,110	23.1	29.5	16.7	8.5	.1496
• Mobile	2,015,281	21,930	23.5	28.5	15.9	9.8	.0958
SUBURBAN TOTAL	2,114,992	21,880	23.8	30.6	17.0	6.7	.0862
MONTGOMERY	**2,460,898**	**20,676**	**25.4**	**29.9**	**14.8**	**6.9**	**.1122**
Autauga	292,552	24,077	20.0	32.6	20.0	6.8	.0117
Elmore	327,316	18,626	27.5	32.5	10.1	3.8	.0136
Montgomery	1,841,030	20,646	25.7	29.0	15.0	7.6	.0869
• Montgomery	1,680,697	20,686	25.7	29.4	15.0	7.4	.0806
SUBURBAN TOTAL	780,201	20,652	24.5	31.1	14.4	6.0	.0316
TUSCALOOSA	**1,075,058**	**17,771**	**25.8**	**28.6**	**11.5**	**4.7**	**.0515**
Tuscaloosa	1,075,058	17,771	25.8	28.6	11.5	4.7	.0515
• Tuscaloosa	579,758	15,701	25.8	25.0	9.9	5.2	.0314
SUBURBAN TOTAL	495,300	20,273	25.8	33.1	13.5	4.0	.0201
OTHER COUNTIES							
Barbour	144,995	13,462	28.7	22.3	6.6	3.3	.0072
Bibb	100,482	15,613	29.9	28.6	7.2	1.6	.0044
Bullock	56,593	12,149	30.8	17.6	6.2	3.3	.0031
Butler	129,801	14,179	31.0	24.1	5.4	3.6	.0065
Chambers	298,505	18,579	27.2	29.8	13.1	3.7	.0133
Cherokee	137,802	17,076	29.9	29.9	9.9	2.5	.0062
Chilton	237,114	17,509	28.1	29.8	9.8	3.7	.0104
Choctaw	109,773	15,143	23.4	22.9	12.0	4.9	.0051
Clarke	183,493	16,076	25.4	26.2	10.3	4.0	.0093
Clay	82,102	14,678	30.6	27.3	5.7	2.0	.0038
Cleburne	94,352	17,785	29.8	32.1	8.6	2.6	.0038
Coffee	285,109	18,274	27.0	32.9	8.9	3.6	.0138
Conecuh	87,881	12,207	26.2	23.0	4.3	3.0	.0041
Coosa	81,610	16,288	28.4	30.8	6.9	2.5	.0028
Covington	248,085	14,263	30.9	25.3	5.6	2.3	.0122
Crenshaw	72,747	10,729	30.3	17.3	3.8	1.6	.0036
Cullman	446,966	15,845	30.8	27.3	7.6	3.2	.0220
Dallas	292,943	13,165	29.3	22.2	6.9	2.3	.0161
De Kalb	372,764	14,698	29.4	27.4	6.2	2.1	.0175
Escambia	252,105	15,825	27.4	28.3	9.0	2.9	.0123
Fayette	144,763	17,753	26.0	30.2	9.5	4.5	.0064
Franklin	218,127	16,941	26.7	28.6	10.3	3.8	.0100
Geneva	180,821	16,140	26.0	28.2	8.9	3.8	.0076
Greene	53,997	10,452	27.8	15.7	4.8	3.2	.0028
Hale	72,548	10,411	26.5	17.9	4.7	2.2	.0036
Henry	100,120	15,410	30.4	27.9	7.3	2.5	.0045
Jackson	367,787	17,109	29.6	31.5	8.3	1.9	.0166
Lamar	118,107	17,083	28.6	31.3	7.9	2.9	.0051
Lawrence	224,286	19,123	23.5	28.7	14.7	4.7	.0088
Lee	606,421	16,246	25.5	25.5	10.9	4.8	.0282
Limestone	355,754	19,385	26.4	31.1	11.8	5.5	.0154
Lowndes	53,599	10,754	28.7	17.7	4.1	2.4	.0030
Macon	148,466	12,574	27.5	19.6	8.4	3.6	.0066
Marengo	149,945	13,872	23.8	22.7	10.7	3.2	.0077
Marion	[illegible]	17,101	29.2	30.4	7.8	3.3	.0095
Marshall	[illegible]	15,034	31.7	25.9	7.3	2.0	.0241
Monroe	[illegible]	15,585	26.1	26.8	9.7	3.3	.0066
Morgan	762,146	20,487	25.7	32.4	14.4	4.4	.0334
Decatur	393,230	22,397	22.8	31.9	17.6	5.7	.0191
Perry	66,838	10,517	27.2	18.0	4.8	1.9	.0033
Pickens	132,592	15,284	29.0	25.1	9.6	2.5	.0061
Pike	169,480	13,190	28.0	23.8	6.5	2.4	.0083
Randolph	131,982	15,681	28.8	27.8	8.4	2.4	.0060
☐ Russell	307,625	15,643	28.1	27.3	8.4	2.9	.0140
Sumter	94,489	12,855	25.3	21.2	9.0	3.2	.0045
Talladega	553,698	18,590	26.8	29.3	12.9	4.3	.0248
Tallapoosa	268,220	16,260	31.2	29.3	7.5	2.4	.0124
Washington	111,722	18,049	23.5	32.3	10.9	2.6	.0046
Wilcox	76,865	12,843	26.5	18.3	9.1	4.0	.0037
Winston	152,058	15,189	32.7	26.5	6.8	2.5	.0073
TOTAL METRO COUNTIES	**21,963,895**	**20,461**	**25.3**	**29.7**	**14.5**	**6.8**	**.9891**
TOTAL STATE	**31,813,683**	**18,732**	**26.2**	**28.8**	[illegible]	**5.5**	**1.4475**

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Source: Market Opinion Research
Fas-Fax, March 31, 1984, subject to audit

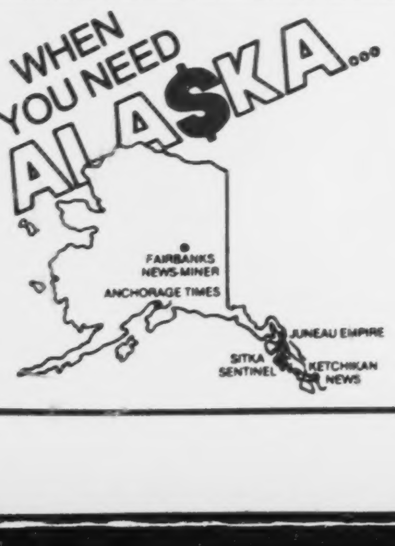
ALASKA

ALASKA S&MM ESTIMATES — POPULATION—12/31/83 — RETAIL SALES BY STORE GROUP 1983

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
ANCHORAGE	**217.5**	**.0924**	**27.4**	**14.6**	**24.5**	**20.9**	**10.4**	**79.0**	**1,609,708**	**373,996**	**238,389**	**240,950**	**50,806**	**180,860**	**101,499**
Anchorage	217.5	.0924	27.4	14.6	24.5	20.9	10.4	79.0	1,609,708	373,996	238,389	240,950	50,806	180,860	101,499
• Anchorage	217.5	.0924	27.4	14.6	24.5	20.9	10.4	79.0	1,609,708	373,996	238,389	240,950	50,806	180,860	101,499
OTHER COUNTIES															
Aleutian Islands	7.9	.0033	25.3	23.6	28.3	16.0	6.6	1.8	12,127	159	5,269	5,8[illegible]7	35		
Bethel	12.7	.0054	23.2	14.2	18.5	15.8	12.0	3.3	35,117	13,213	4,457	11,800		1,007	
Bristol Bay	1.2	.0005	27.6	22.0	25.8	21.2	9.6	.3	3,530	913	2,294				
Dillingham	5.6	.0023	24.4	14.6	19.5	17.2	12.1	1.7	1[illegible],047	5,206	1,693	2,051		138	
Fairbanks North Star	63.9	.0272	26.8	16.2	25.5	19.0	10.0	22.2	542,980	105,829	96,927	42,890	16,269	63,685	23,091
Haines	1.9	.0008	29.8	9.2	21.4	22.0	16.9	.6	6,963	1,526	1,182	122		81	
Juneau	24.8	.0105	29.1	11.7	24.3	21.6	14.1	8.9	127,269	38,032	19,662	2,567	2,793	10,747	5,207
Kenai Peninsula	34.9	.0148	27.9	11.3	22.7	20.4	13.6	12.0	215,656	68,697	21,422	12,075	1,977	21,325	8,457
Ketchikan Gateway	13.0	.0055	29.2	12.1	20.2	20.2	18.1	4.8	93,892	23,665	19,076	4,343	4,079	6,044	4,895
Kobuk	5.6	.0024	22.7	14.5	18.1	14.0	13.2	1.5	14,769	1,867	2,792	7,566		165	
Kodiak Island	11.8	.0050	26.7	17.3	25.8	18.2	10.3	3.7	61,927	20,344	11,611	186	1,389	4,981	1,598
Matanuska - Susitna	29.1	.0124	28.1	9.4	21.7	21.0	14.0	9.7	73,408	19,870	8,540	12,319	361	6,420	1,859
Nome	7.5	.0032	24.6	13.6	18.8	16.2	14.2	2.1	34,840	9,558	5,188	7,078	58	360	355
North Slope	5.1	.0021	25.6	15.1	21.8	18.3	11.3	1.2	57,372	108	45,264	11,878	28		
Prince of Wales - Outer Ketchikan	4.3	.0019	26.9	12.9	20.4	19.5	13.9	1.3	6,924	2,195	2,669	900	42		
Sitka	9.3	.0039	27.6	13.2	21.5	20.3	13.8	2.9	48,120	11,465	6,777	3,970	2,426	2,308	3,275
Skagway - Yakutat - Angoon	4.2	.0018	27.7	10.9	23.0	18.2	14.8	1.3	11,980	4,207	3,233	1,014	36	36	
Southeast Fairbanks	7.2	.0031	25.5	15.5	24.2	18.2	8.9	2.0	15,065	5,275	2,080	519	45	230	
Valdez - Cordova	10.6	.0045	28.6	12.4	23.5	21.3	13.6	3.7	65,755	21,302	15,127	1,774	89	673	1,688
Wade Hampton	5.5	.0023	21.2	14.0	16.0	14.0	12.4	1.1	14,151	8,502	2,531	1,611		151	
Wrangell - Petersburg	7.3	.0031	28.5	12.0	22.3	18.7	16.9	2.3	31,592	14,764	4,510	1,777	45	93	489
Yukon - Koyukuk	8.7	.0037	26.6	13.9	23.5	17.8	12.4	2.5	25,601	7,898	4,591	398	47	240	
TOTAL METRO COUNTIES	**217.5**	**.0924**	**27.4**	**14.6**	**24.5**	**20.9**	**10.4**	**79.0**	**1,609,708**	**373,996**	**238,389**	**240,950**	**50,806**	**180,860**	**101,499**
TOTAL STATE	**499.6**	**.2121**	**27.2**	**14.1**	**23.6**	**19.9**	**11.6**	**169.9**	**3,119,999**	**758,591**	**525,284**	**373,645**	**80,525**	**299,544**	**152,413**

ALASKA S&MM ESTIMATES — EFFECTIVE BUYING INCOME 1983

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
ANCHORAGE	**3,014,554**	**34,842**	**15.9**	**25.1**	**22.0**	**27.8**	**.1240**
Anchorage	3,014,554	34,842	15.9	25.1	22.0	27.8	.1240
• Anchorage	3,014,554	34,842	15.9	25.1	22.0	27.8	.1240
OTHER COUNTIES							
Aleutian Islands	98,680	21,979	29.7	28.4	15.1	11.8	.0030
Bethel	82,969	18,761	25.3	21.7	15.2	10.5	.0037
Bristol Bay	19,413	36,750	8.0	28.3	25.0	29.3	.0007
Dillingham	47,139	22,111	20.7	24.0	12.8	16.9	.0017
Fairbanks North Star	853,099	33,582	17.9	22.3	20.2	27.6	.0375
Haines	17,738	27,083	21.7	26.1	17.7	18.5	.0007
Juneau	375,743	40,423	11.3	23.9	25.0	34.2	.0133
Kenai Peninsula	443,521	33,542	14.9	21.7	19.4	28.7	.0180
Ketchikan Gateway	172,903	34,072	10.2	27.6	26.7	21.7	.0073
Kobuk	47,985	26,769	21.5	24.8	17.0	18.1	.0018
Kodiak Island	140,560	32,242	17.9	24.4	22.1	23.0	.0056
Matanuska - Susitna	261,062	24,768	20.9	30.8	20.6	9.3	.0100
Nome	56,180	20,923	21.9	22.8	14.0	14.8	.0026
North Slope	57,771	35,364	14.6	21.6	25.7	25.0	.0032
Prince of Wales - Outer Ketchikan	49,359	31,706	15.1	25.6	24.0	20.4	.0016
Sitka	118,213	39,471	12.0	23.3	30.4	27.8	.0046
Skagway - Yakutat - Angoon	36,394	24,294	21.6	24.6	23.9	9.8	.0013
Southeast Fairbanks	59,486	21,595	28.3	22.2	17.7	13.2	.0024
Valdez - Cordova	148,540	33,630	15.5	21.1	17.5	30.6	.0057
Wade Hampton	22,122	15,969	28.0	25.8	8.6	5.2	.0013
Wrangell - Petersburg	76,782	29,143	18.2	32.3	23.7	14.5	.0030
Yukon - Koyukuk	68,781	15,373	23.8	18.8	13.0	9.9	.0029
TOTAL METRO COUNTIES	**3,014,554**	**34,842**	**15.9**	**25.1**	**22.0**	**27.8**	**.1240**
TOTAL STATE	**6,268,994**	**32,546**	**16.9**	**24.6**	**21.2**	**25.0**	**.2559**



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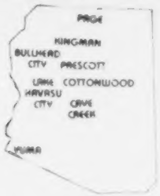

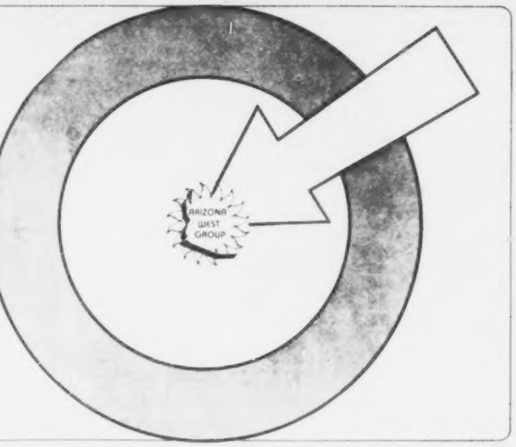

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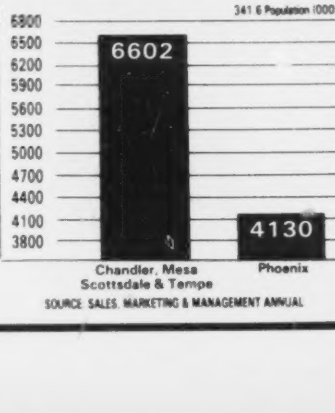
ARIZONA

ARIZ. S&MM ESTIMATES	POPULATION—12/31/83								RETAIL SALES BY STORE GROUP 1983						
				% of Population by Age Group											
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
PHOENIX	**1,681.8**	**.7141**	**31.1**	**12.9**	**17.6**	**17.5**	**25.7**	**640.0**	**8,150,058**	**2,090,449**	**727,368**	**957,053**	**529,232**	**1,634,494**	**288,545**
Maricopa	1,681.8	.7141	31.1	12.9	17.6	17.5	25.7	640.0	8,150,058	2,090,449	727,368	957,053	529,232	1,634,494	288,545
Glendale	109.1	.0463	28.8	12.8	19.6	19.4	18.4	39.0	634,130	132,559	23,625	49,587	37,959	231,308	15,871
• Mesa	185.0	.0785	29.4	12.9	19.6	15.7	23.4	69.2	1,307,766	315,561	68,397	197,656	104,582	267,916	50,109
• Phoenix	843.7	.3582	30.3	12.9	18.6	18.2	23.0	321.0	3,556,613	879,180	411,379	437,179	231,991	657,735	135,831
• Scottsdale	101.6	.0431	37.0	11.7	14.0	21.7	31.3	41.6	928,174	184,934	72,494	150,355	52,855	201,362	17,404
• Tempe	130.2	.0553	26.6	23.5	20.5	17.9	14.8	47.9	945,230	301,076	101,108	73,672	67,189	219,179	15,193
SUBURBAN TOTAL	421.3	.1790	34.9	9.8	14.4	15.8	34.1	160.3	1,412,275	409,698	73,990	98,191	72,615	288,302	70,008
TUCSON	**590.1**	**.2506**	**31.0**	**14.0**	**18.0**	**16.7**	**26.1**	**228.8**	**2,710,684**	**711,072**	**206,991**	**324,837**	**146,043**	**547,629**	**103,469**
Pima	590.1	.2506	31.0	14.0	18.0	16.7	26.1	228.8	2,710,684	711,072	206,991	324,837	146,043	547,629	103,469
• Tucson	363.6	.1544	30.1	16.5	18.9	15.3	25.3	145.4	2,264,356	565,529	161,672	317,531	140,297	538,091	83,994
SUBURBAN TOTAL	226.5	.0962	32.6	10.1	16.8	18.9	27.1	83.4	446,328	145,543	45,119	7,306	5,746	9,538	19,475
OTHER COUNTIES															
Apache	59.9	.0254	22.2	12.2	15.2	15.7	14.2	15.1	72,791	14,673	4,176	22,281	339	3,398	1,955
Cochise	92.4	.0392	30.2	12.0	16.0	17.7	24.7	32.3	269,321	78,200	17,102	31,622	12,124	52,917	11,079
Coconino	84.7	.0360	24.4	20.3	19.0	15.5	13.8	26.2	371,256	86,218	47,840	46,987	14,213	31,939	4,940
Gila	38.8	.0165	32.4	9.3	14.4	16.8	29.6	14.1	130,304	45,458	13,182	7,858	2,737	23,736	3,244
Graham	24.5	.0104	27.7	12.0	15.4	16.5	22.2	7.2	70,323	22,745	4,339	5,908	2,548	16,135	1,896
Greenlee	11.6	.0049	27.1	10.3	16.9	16.7	19.9	3.8	30,412	15,132	1,045	2,515	2,079	1,896	1,415
La Paz	13.4	.0057	30.4	11.9	14.8	16.6	26.5	5.2	23,829	7,540	2,163	538	541	2,122	694
Mohave	65.7	.0279	38.1	8.6	13.3	16.8	36.9	26.4	255,772	84,238	18,133	6,912	7,599	34,816	6,526
Navajo	73.2	.0310	24.2	11.3	15.4	16.7	16.6	20.9	256,842	84,761	17,289	28,545	6,108	23,295	2,679
Pinal	96.5	.0410	29.6	11.5	15.9	16.6	24.9	31.8	239,962	91,352	16,392	12,442	4,372	35,952	11,925
Santa Cruz	22.6	.0096	28.7	9.9	15.5	17.0	23.2	7.0	132,462	36,393	10,195	20,373	9,574	9,909	5,306
Yavapai	79.2	.0336	40.1	8.5	13.1	15.8	40.0	32.6	297,154	111,956	29,024	18,535	10,106	25,651	13,179
Yuma	86.1	.0365	29.3	13.5	15.5	16.1	25.0	29.4	368,450	96,781	31,997	47,314	14,072	67,887	9,829
Yuma	46.6	.0198	28.1	16.3	17.3	16.2	21.8	16.0	310,661	76,204	26,865	46,536	12,919	63,642	8,363
TOTAL METRO COUNTIES	**2,271.9**	**.9647**	**31.1**	**13.2**	**17.7**	**17.3**	**25.8**	**868.8**	**10,860,742**	**2,801,521**	**934,359**	**1,281,890**	**675,275**	**2,182,123**	**392,014**
TOTAL STATE	**3,020.5**	**1.2824**	**30.7**	**12.9**	**17.1**	**17.1**	**25.5**	**1,120.8**	**13,379,620**	**3,576,968**	**1,147,236**	**1,533,720**	**761,687**	**2,511,776**	**466,681**



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EFFECTIVE BUYING INCOME 1983

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
PHOENIX	**16,832,151**	**23,131**	**25.6**	**33.2**	**16.4**	**8.1**	**.7102**
Maricopa	16,832,151	23,131	25.6	33.2	16.4	8.1	.7102
Glendale	1,026,024	24,787	23.9	34.9	19.2	6.8	.0473
• Mesa	1,750,419	23,180	26.3	35.1	16.7	6.0	.0864
• Phoenix	8,254,870	22,696	25.6	33.5	15.9	7.4	.3388
• Scottsdale	1,331,193	28,796	20.4	30.4	22.4	15.2	.0607
• Tempe	1,344,232	25,598	22.6	33.0	19.5	9.8	.0638
SUBURBAN TOTAL	4,151,437	22,127	27.3	32.6	15.0	7.9	.1605
TUCSON	**5,226,346**	**19,525**	**29.3**	**31.2**	**12.0**	**5.5**	**.2308**
Pima	5,226,346	19,525	29.3	31.2	12.0	5.5	.2308
• Tucson	2,965,292	17,519	31.6	29.9	9.9	3.2	.1518
SUBURBAN TOTAL	2,261,054	23,834	25.1	33.5	15.8	9.5	.0790
OTHER COUNTIES							
Apache	274,200	15,209	26.8	24.5	10.5	2.7	.0129
Cochise	638,820	16,459	34.5	28.1	8.7	2.5	.0283
Coconino	593,423	19,315	28.4	32.0	11.7	4.4	.0293
Gila	278,669	17,645	26.7	31.9	10.1	2.6	.0126
Graham	135,510	15,455	32.8	26.3	7.2	3.2	.0067
Greenlee	90,645	24,844	20.7	47.8	12.3	3.0	.0038
La Paz	84,639	10,852	34.3	15.6	3.3	1.2	.0035
Mohave	501,023	16,070	34.2	27.5	8.2	2.6	.0229
Navajo	436,202	18,279	25.4	28.9	12.9	4.2	.0220
Pinal	621,722	17,378	31.2	32.1	7.7	2.6	.0277
Santa Cruz	155,404	18,493	31.9	29.6	10.5	5.7	.0085
Yavapai	620,715	15,811	34.1	26.8	7.6	2.8	.0276
Yuma	632,897	17,994	33.5	29.7	10.9	3.5	.0303
Yuma	372,653	19,699	31.2	32.2	13.4	3.6	.0198
TOTAL METRO COUNTIES	**22,058,497**	**22,158**	**26.5**	**32.6**	**15.3**	**7.4**	**.9410**
TOTAL STATE	**27,122,366**	**20,889**	**27.6**	**31.8**	**14.0**	**6.4**	**1.1771**

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METRO AREA County City	POPULATION—12/31/83 Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	RETAIL SALES BY STORE GROUP 1983 Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
FAYETTEVILLE - SPRINGDALE	**104.6**	**.0445**	**29.1**	**18.7**	**17.3**	**16.7**	**23.1**	**38.1**	**609,678**	**114,252**	**49,696**	**128,337**	**24,591**	**113,771**	**12,367**
Washington	104.6	.0445	29.1	18.7	17.3	16.7	23.1	38.1	609,678	114,252	49,696	128,337	24,591	113,771	12,367
• Fayetteville	37.2	.0158	25.0	32.6	18.3	12.6	18.9	13.9	315,922	51,794	23,286	82,820	18,320	54,901	5,905
• Springdale	25.2	.0107	31.2	11.4	17.6	18.3	25.0	9.3	256,903	47,539	23,643	43,641	5,728	56,779	5,883
SUBURBAN TOTAL	42.2	.0180	31.9	10.9	16.1	19.4	25.6	14.9	36,853	14,919	2,767	1,876	543	2,091	579

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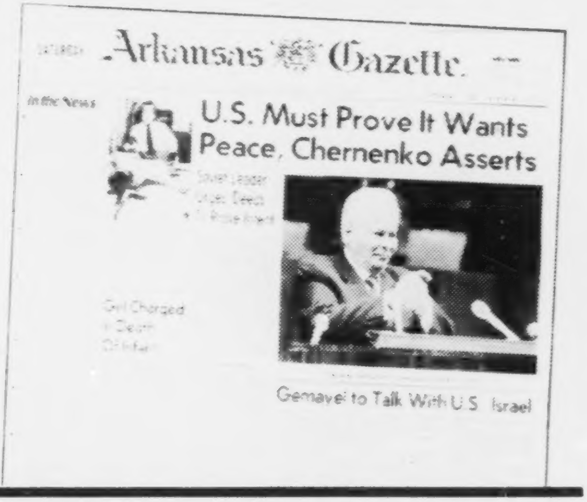

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POPULATION—12/31/83

RETAIL SALES BY STORE GROUP 1983

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
FORT SMITH	**173.2**	**.0735**	**31.9**	**10.8**	**15.9**	**18.1**	**27.0**	**62.8**	**977,737**	**211,954**	**83,436**	**150,066**	**42,427**	**189,174**	**21,696**
Crawford	40.0	.0169	31.3	10.2	16.2	18.7	25.3	13.6	134,380	40,099	11,677	13,111	4,433	20,671	3,103
Sebastian	98.1	.0417	32.1	11.4	16.6	17.6	27.6	37.4	753,445	141,505	63,890	127,587	35,693	151,387	17,956
• Fort Smith	73.7	.0313	32.4	11.7	16.7	17.0	28.6	29.0	717,888	129,390	62,452	125,342	34,880	146,362	17,554
Sequoyah, Okla.	*35.1*	*.0149*	*32.0*	*9.8*	*13.9*	*18.8*	*27.1*	*11.8*	*89,912*	*30,350*	*7,869*	*9,368*	*2,301*	*17,116*	*637*
SUBURBAN TOTAL	99.5	.0422	31.5	10.1	15.3	18.9	25.8	33.8	259,849	82,564	20,984	24,724	7,547	42,812	4,142
LITTLE ROCK - NORTH LITTLE ROCK	**494.9**	**.2101**	**30.1**	**12.8**	**18.6**	**17.8**	**23.1**	**177.6**	**2,605,535**	**523,521**	**199,444**	**436,725**	**102,797**	**559,479**	**70,977**
Faulkner	50.1	.0212	28.6	18.4	15.4	16.3	23.9	17.1	208,729	59,056	16,650	17,911	11,120	24,855	4,668
Lonoke	36.7	.0156	31.0	10.1	15.1	19.3	24.6	12.3	104,972	27,672	3,178	4,805	2,735	31,905	3,302
Pulaski	350.6	.1489	30.0	12.7	19.6	17.3	22.9	129.1	2,111,361	387,667	168,421	391,865	80,874	456,909	59,086
• Jacksonville	28.6	.0121	24.6	19.7	21.2	16.7	10.9	9.0	127,655	24,419	9,476	17,768	1,522	46,690	1,711
• Little Rock	176.8	.0751	30.6	12.5	20.3	16.4	24.6	67.8	1,243,097	212,175	103,253	194,626	57,535	338,303	48,530
• North Little Rock	66.1	.0281	32.5	11.6	17.2	16.9	28.8	25.3	570,602	104,871	46,226	159,955	11,313	47,663	7,027
Saline	57.5	.0244	31.4	10.1	17.3	21.1	22.6	19.1	180,473	49,126	11,195	22,144	8,068	45,810	3,921
SUBURBAN TOTAL	223.4	.0948	29.8	12.5	17.0	19.3	21.8	75.5	664,181	182,056	40,489	64,376	32,422	126,823	13,709
PINE BLUFF	**89.4**	**.0379**	**30.0**	**12.8**	**15.5**	**15.8**	**26.5**	**30.3**	**401,922**	**87,675**	**25,091**	**69,331**	**15,259**	**81,670**	**12,753**
Jefferson	89.4	.0379	30.0	12.8	15.5	15.8	26.5	30.3	401,922	87,675	25,091	69,331	15,259	81,670	12,753
• Pine Bluff	55.6	.0236	30.6	13.3	15.3	14.3	28.9	19.7	380,351	78,422	24,142	68,772	15,191	81,206	12,341
SUBURBAN TOTAL	33.8	.0143	29.2	12.1	15.9	18.3	22.4	10.6	21,571	9,253	949	559	68	464	412
TEXARKANA	**118.4**	**.0503**	**32.3**	**10.2**	**15.9**	**16.8**	**28.8**	**43.1**	**646,027**	**181,212**	**51,917**	**78,743**	**21,666**	**114,264**	**14,904**
Miller	38.3	.0163	31.7	10.3	15.6	16.0	28.8	13.7	198,223	77,117	16,285	12,490	1,876	6,917	6,674
• Texarkana	21.9	.0093	33.2	10.4	15.3	15.0	32.2	8.2	180,854	74,824	13,820	11,669	1,702	6,209	6,674
Bowie, Tex.	*80.1*	*.0340*	*32.5*	*10.2*	*15.9*	*17.2*	*28.9*	*29.4*	*447,804*	*104,095*	*35,632*	*66,253*	*19,790*	*107,347*	*8,230*
• *Texarkana*	*33.1*	*.0141*	*32.7*	*10.9*	*15.8*	*14.3*	*32.2*	*12.9*	*353,880*	*62,427*	*28,314*	*65,016*	*18,911*	*100,731*	*6,351*
SUBURBAN TOTAL	63.4	.0269	31.7	9.8	15.9	18.8	26.0	22.0	111,293	43,961	9,783	2,058	1,053	7,324	1,879
OTHER COUNTIES															
Arkansas	23.4	.0100	33.3	10.4	15.1	16.9	30.6	8.7	98,437	26,984	4,343	11,681	3,207	14,964	3,353
Ashley	26.0	.0110	31.4	10.0	14.5	17.9	26.9	9.0	88,555	26,385	4,547	12,594	2,907	22,486	2,455
Baxter	30.7	.0131	47.2	6.4	11.1	14.5	47.7	12.5	140,037	38,423	12,638	17,703	7,270	18,843	3,172
Benton	86.6	.0367	34.8	10.4	14.4	17.1	32.6	32.0	338,315	76,564	29,457	42,888	15,517	71,103	4,369
Boone	28.2	.0120	35.2	9.8	14.7	17.4	32.8	10.6	163,468	36,145	9,686	17,283	8,720	40,329	4,084
Bradley	13.6	.0058	36.3	9.6	12.2	16.3	35.3	5.0	41,061	14,597	1,178	3,704	1,223	6,372	1,394
Calhoun	6.1	.0026	34.1	12.1	12.7	16.2	32.7	2.2	11,222	5,985	752	394	68	680	681
Carroll	17.4	.0073	38.9	8.2	13.9	17.4	37.4	7.0	70,981	19,373	6,396	11,256	1,273	5,445	2,241
Chicot	17.3	.0074	30.2	10.2	12.4	14.0	30.1	5.7	46,936	13,178	1,727	2,969	637	9,793	2,722
Clark	23.3	.0099	30.7	18.7	13.9	15.0	29.0	8.0	127,678	27,230	8,683	12,700	1,992	42,463	2,665
Clay	20.7	.0088	37.8	8.8	12.4	17.6	36.0	7.9	46,538	16,007	2,039	2,675	933	10,239	1,400
Cleburne	19.1	.0081	39.2	8.5	11.8	18.7	36.9	7.2	66,420	14,547	3,062	6,886	3,562	12,647	2,171
Cleveland	8.1	.0034	34.4	9.0	14.0	18.4	30.8	2.9	5,405	2,121	56	47	29	177	296
Columbia	26.2	.0111	33.2	13.0	13.1	16.2	31.4	9.4	100,838	30,236	5,470	14,921	3,135	14,768	2,340
Conway	19.8	.0085	33.0	10.3	13.7	16.6	30.6	6.9	77,958	17,865	3,551	8,418	1,770	21,717	1,580
Craighead	64.8	.0275	30.0	15.8	16.6	17.5	24.3	23.0	418,548	83,157	29,502	57,608	18,387	99,389	10,212
☐ Crittenden	48.6	.0207	27.8	11.5	15.2	16.7	22.4	15.9	250,072	56,512	10,773	15,060	4,584	55,806	7,981
• West Memphis	27.6	.0117	28.4	11.9	16.8	17.7	21.2	9.4	196,672	42,190	9,969	14,393	4,511	50,768	7,459
Cross	19.8	.0084	29.7	10.7	14.7	16.3	25.9	6.5	71,346	21,831	3,475	10,414	1,449	15,949	2,253
Dallas	10.5	.0044	34.2	9.5	13.9	16.1	32.9	3.8	43,196	12,547	1,225	5,469	1,465	9,464	1,555
Desha	19.4	.0083	29.3	11.1	14.5	14.6	27.2	6.5	76,194	25,198	3,129	9,948	1,217	11,988	1,945
Drew	18.3	.0078	30.2	14.0	14.8	16.5	26.4	6.3	69,739	17,474	5,111	9,864	1,132	17,730	1,122
Franklin	15.8	.0067	33.9	10.3	14.1	17.3	31.1	5.6	38,072	9,387	2,973	691	773	10,493	1,624
Fulton	10.6	.0045	38.9	7.9	12.9	16.5	38.1	4.2	21,700	6,444	930	1,162	924	2,856	1,870
Garland	74.2	.0315	38.5	9.2	13.8	16.4	37.7	30.0	399,193	98,346	46,939	51,651	13,911	71,522	13,713
Grant	13.7	.0059	33.2	9.9	14.7	20.5	26.8	4.7	35,156	9,909	1,960	1,519	739	9,672	1,434
Greene	31.8	.0135	33.3	10.5	15.3	18.1	29.3	11.7	126,358	28,749	8,516	13,919	3,568	23,305	3,225
Hempstead	24.5	.0104	34.4	9.6	13.5	17.1	32.1	8.6	69,890	23,477	3,668	5,252	4,147	10,237	2,145
Hot Spring	27.7	.0117	33.7	9.8	15.1	17.7	30.3	10.1	83,461	21,897	3,377	12,045	2,895	18,578	2,064
Howard	13.8	.0059	34.3	9.4	14.1	15.9	33.0	4.9	55,888	18,236	2,542	6,048	1,300	13,075	2,239
Independence	32.5	.0138	33.0	10.7	15.6	18.2	28.7	11.6	151,185	32,320	7,606	23,746	4,052	41,287	4,078
Izard	11.9	.0050	44.2	7.0	11.7	15.0	44.9	4.7	24,739	3,740	728	4,595	296	6,343	1,141
Jackson	21.3	.0091	33.6	9.9	14.4	17.1	30.9	7.8	84,807	20,651	7,664	8,588	1,785	15,836	3,875
Johnson	18.3	.0078	35.1	10.5	13.5	16.5	33.6	6.7	61,353	13,693	3,894	7,451	1,434	22,754	1,663
Lafayette	9.9	.0042	33.8	8.9	12.8	15.7	32.8	3.5	15,196	5,052	663	751	250	3,362	699
Lawrence	18.7	.0079	34.9	10.5	13.6	17.0	32.9	7.0	63,776	18,515	2,690	7,939	1,854	15,795	1,230
Lee	14.1	.0060	29.7	9.7	12.0	14.5	29.1	4.6	34,099	14,005	1,881	1,903	521	6,029	1,179
Lincoln	13.2	.0056	31.1	12.4	17.8	16.8	26.2	3.7	20,431	7,408	1,438	1,627	120	4,640	543
Little River	14.6	.0062	31.1	10.0	15.0	17.4	26.7	4.8	46,225	16,973	997	5,168	671	12,830	1,432
Logan	20.5	.0087	34.6	9.3	13.6	16.6	32.8	7.1	82,214	27,673	6,281	6,488	4,635	20,380	1,924
Madison	11.7	.0050	34.9	8.8	14.6	17.6	32.4	4.3	34,230	8,706	1,206	2,538	430	11,838	1,742
Marion	12.6	.0053	39.8	7.2	12.4	16.0	39.6	4.7	22,989	8,756	1,569	322	423	3,757	675
Mississippi	57.0	.0242	28.4	12.8	15.8	15.7	23.8	19.0	217,367	53,462	12,997	35,646	5,497	51,266	6,141
Monroe	13.1	.0056	32.5	9.7	12.5	15.0	31.9	4.7	53,689	15,009	3,962	6,120	1,409	5,121	1,853
Montgomery	8.2	.0034	38.5	8.8	13.1	17.7	36.6	3.1	13,394	6,097	590	1,332	111	480	262
Nevada	11.1	.0048	34.6	9.5	13.4	15.3	34.2	3.8	32,926	8,999	981	1,479	2,246	6,349	1,195
Newton	8.3	.0035	32.8	9.1	15.7	18.0	28.6	2.9	5,305	3,277	375	93			95
Ouachita	29.9	.0127	34.4	9.9	14.3	16.3	32.9	11.0	141,169	38,961	7,521	19,147	4,632	28,986	2,088
Perry	7.8	.0033	33.8	8.7	14.2	17.7	30.6	2.6	6,596	2,694	404			987	185
Phillips	33.2	.0141	29.2	10.2	12.7	15.1	27.5	11.0	127,920	42,004	6,732	11,177	4,018	21,907	4,303
Pike	10.7	.0045	35.0	9.9	13.7	17.6	32.4	3.9	44,541	16,342	1,270	1,846	221	15,068	2,267
Poinsett	26.1	.0111	32.2	10.3	14.5	17.9	28.1	9.1	80,271	26,457	5,548	4,298	1,952	17,629	2,702
Polk	17.9	.0076	37.1	8.4	12.3	17.8	34.9	6.4	51,332	16,025	2,615	7,030	2,069	9,829	1,048
Pope	41.6	.0177	30.9	13.7	15.7	18.2	25.4	14.9	231,972	48,050	14,395	32,609	6,664	62,098	7,555
Prairie	9.8	.0041	33.5	10.0	13.7	17.3	31.1	3.7	31,131	6,173	941	758	542	10,726	888

ARK. (cont.)
S&MM ESTIMATES

POPULATION—12/31/83

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)
Randolph	17.3	.0073	34.4	9.3	13.6	17.7	31.5	6.3
St. Francis	29.7	.0127	28.4	10.5	14.4	15.4	25.1	9.6
Scott	9.9	.0042	36.7	8.9	12.4	19.2	33.1	3.7
Searcy	8.9	.0037	36.7	8.5	13.5	17.4	34.7	3.4
Sevier	14.6	.0062	34.0	9.2	14.5	17.9	30.6	5.3
Sharp	16.0	.0068	42.3	7.8	11.3	14.5	42.8	6.2
Stone	9.6	.0041	35.8	8.4	14.2	18.9	32.2	3.5
Union	48.6	.0206	33.9	10.2	14.7	16.1	32.2	17.7
Van Buren	14.7	.0062	39.7	7.4	12.4	16.3	39.0	5.6
White	53.1	.0225	31.6	14.1	14.0	17.4	27.9	18.3
Woodruff	10.7	.0045	32.2	9.8	13.7	14.5	31.6	3.8
Yell	17.7	.0076	36.1	9.4	13.5	17.8	33.6	6.5
TOTAL METRO COUNTIES	**913.9**	**.3881**	**30.2**	**13.1**	**17.5**	**17.3**	**24.2**	**326.6**
TOTAL STATE	**2,350.1**	**.9979**	**32.1**	**11.5**	**15.5**	**17.0**	**28.5**	**844.0**

RETAIL SALES BY STORE GROUP 1983

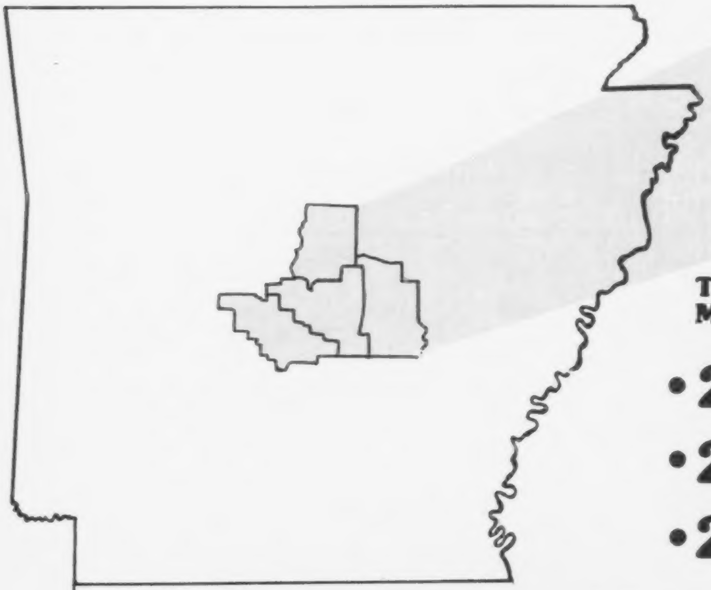
METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Randolph	44,997	13,465	1,905	8,111	1,406	7,271	1,547
St. Francis	139,426	36,906	7,705	13,250	5,861	22,260	2,656
Scott	17,165	4,743	1,187	1,207	487	4,759	561
Searcy	25,723	8,411	625	1,537	505	4,185	2,005
Sevier	52,346	19,406	3,340	3,071	888	9,833	1,624
Sharp	49,205	18,728	3,499	7,332	1,404	7,166	130
Stone	28,381	9,477	1,144	1,880	914	4,642	407
Union	224,348	57,721	15,653	25,433	9,140	53,899	8,373
Van Buren	40,676	13,544	2,068	2,105	1,180	11,294	1,687
White	225,285	62,870	10,871	32,406	5,775	52,795	3,951
Woodruff	30,649	13,585	913	474	1,146	4,710	1,105
Yell	48,097	15,472	2,588	1,944	813	9,138	2,975
TOTAL METRO COUNTIES	**4,953,255**	**1,040,681**	**376,856**	**802,641**	**189,233**	**989,701**	**131,761**
TOTAL STATE	**10,491,000**	**2,518,343**	**730,224**	**1,445,771**	**368,734**	**2,183,234**	**289,869**

ARK.
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1983

% of Hslds. by EBI Group:
(A) $10,000–$19,999
(B) $20,000–$34,999
(C) $35,000–$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
FAYETTEVILLE - SPRINGDALE	**790,766**	**17,266**	**31.7**	**28.7**	**9.2**	**4.2**	**.0413**
Washington	790,766	17,266	31.7	28.7	9.2	4.2	.0413
• Fayetteville	288,407	15,415	30.8	23.1	9.7	4.9	.0173
• Springdale	203,725	19,750	30.4	35.2	10.2	3.8	.0130
SUBURBAN TOTAL	298,634	17,348	33.4	29.7	8.0	3.8	.0110
FORT SMITH	**1,375,958**	**18,330**	**30.0**	**30.1**	**10.4**	**4.7**	**.0690**
Crawford	279,201	18,430	29.9	32.5	9.5	3.2	.0128
Sebastian	892,386	19,633	29.0	30.8	12.3	5.9	.0465
• Fort Smith	708,229	19,766	28.7	29.8	12.9	6.7	.0396
Sequoyah, Okla.	*204,371*	*14,614*	*33.4*	*25.0*	*5.4*	*2.6*	*.0097*
SUBURBAN TOTAL	667,729	17,222	31.1	30.3	8.2	3.0	.0294
LITTLE ROCK - NORTH LITTLE ROCK	**4,566,181**	**22,102**	**25.9**	**31.8**	**15.8**	**7.6**	**.2060**
Faulkner	402,839	19,966	28.1	31.4	13.2	5.2	.0182
Lonoke	243,780	17,194	29.0	29.9	9.3	3.1	.0111
Pulaski	3,444,433	22,750	25.6	31.4	16.5	8.8	.1570
• Jacksonville	230,114	21,431	33.6	36.3	13.8	4.6	.0106
• Little Rock	1,875,892	22,725	25.3	30.0	16.0	10.6	.0867
• North Little Rock	651,590	22,324	24.4	30.7	16.8	8.1	.0340
Saline	475,129	23,233	24.2	36.1	17.4	4.5	.0197
SUBURBAN TOTAL	1,808,585	21,602	26.0	33.5	15.5	5.0	.0747



ARKANSAS' LARGEST MARKET
LITTLE ROCK/NORTH LITTLE ROCK MSA

The Little Rock/North Little Rock MSA Has:

- •24.4% Of Arkansas' Total Retail Sales
- •21.1% Of Arkansas' Food Sales
- •29.5% Of Arkansas' General Merchandise Sales

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ARK. (cont.)
S&MM ESTIMATES

$$ EFFECTIVE BUYING INCOME 1983

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
PINE BLUFF	**615,894**	**16,995**	**26.4**	**27.0**	**11.9**	**4.1**	**.0310**
Jefferson	615,894	16,995	26.4	27.0	11.9	4.1	.0310
• Pine Bluff	389,739	16,100	26.7	25.4	[illegible]	4.2	.0227
SUBURBAN TOTAL	226,155	18,783	25.9	29.8	13.5	3.9	.0083
TEXARKANA	**938,332**	**18,764**	**26.3**	**30.3**	**11.9**	**4.7**	**.0465**
Miller	290,599	18,447	25.9	30.5	11.3	4.3	.0145
• Texarkana	170,680	17,751	27.0	30.1	9.6	4.5	.0101
Bowie, Tex.	*647,733*	*18,908*	*26.4*	*30.2*	*12.3*	*4.8*	*.0320*
• *Texarkana*	*269,618*	*17,170*	*27.9*	*27.1*	*10.5*	*4.8*	*.0176*
SUBURBAN TOTAL	498,034	20,208	25.0	32.2	13.7	4.6	.0188
OTHER COUNTIES							
Arkansas	169,598	15,580	30.4	25.1	7.9	4.8	.0081
Ashley	183,530	17,963	21.9	30.8	12.0	3.6	.0084
Baxter	250,162	17,209	37.1	29.8	[illegible]	3.0	.0115
Benton	695,460	18,984	32.3	32.9	9.2	4.7	.0308
Boone	194,425	15,032	35.0	24.7	6.6	2.9	.0107
Bradley	87,103	14,423	27.2	26.1	6.7	2.2	.0040
Calhoun	38,504	14,379	26.1	29.2	4.0	3.0	.0017
Carroll	117,338	14,304	36.0	23.2	6.0	1.6	.0058
Chicot	84,760	10,610	28.0	16.5	4.9	2.8	.0044
Clark	154,483	15,018	28.7	27.1	7.4	2.9	.0085
Clay	115,022	11,488	33.7	18.7	2.2	2.1	.0055
Cleburne	124,774	14,560	35.1	22.8	6.6	2.4	.0060
Cleveland	53,273	15,338	28.4	27.3	9.8	1.6	.0019
Columbia	213,978	18,080	26.1	27.0	12.0	6.3	.0094
Conway	132,810	16,311	28.0	27.7	9.5	3.0	.0066
Craighead	477,139	17,297	32.1	29.3	8.2	4.2	.0262
☐ Crittenden	293,651	14,951	27.6	26.2	8.2	3.1	.0168
• West Memphis	189,241	17,148	27.1	30.0	9.4	3.6	.0114
Cross	115,005	14,445	33.1	24.8	5.0	3.0	.0060
Dallas	73,728	16,033	31.5	27.8	6.1	4.0	.0036
Desha	114,261	12,835	28.6	21.0	7.1	3.7	.0059
Drew	132,283	17,299	28.0	25.6	13.6	3.6	.0061
Franklin	105,492	16,562	33.3	29.1	7.5	2.1	.0047
Fulton	57,714	11,859	38.2	16.7	1.9	1.4	.0026
Garland	665,119	18,013	28.7	28.1	11.4	5.4	.0307
Grant	95,566	18,420	25.4	32.2	10.6	3.0	.0041
Greene	229,125	16,923	32.7	28.9	7.9	2.8	.0108
Hempstead	154,127	14,820	28.9	28.2	6.9	2.4	.0072
Hot Spring	189,880	16,336	29.9	29.1	8.4	2.1	.0085
Howard	86,030	14,942	31.7	26.8	5.0	2.5	.0045
Independence	226,401	16,844	32.0	29.3	8.7	2.6	.0113
Izard	74,627	13,193	34.0	22.8	4.0	1.9	.0033
Jackson	134,195	13,904	33.0	21.7	5.6	3.2	.0068
Johnson	118,423	14,418	33.9	24.0	6.0	2.1	.0057
Lafayette	63,684	14,076	25.9	22.6	10.0	3.4	.0026
Lawrence	112,391	12,984	33.1	21.7	4.7	1.7	.0056
Lee	64,193	10,145	28.8	15.8	3.6	2.3	.0034
Lincoln	64,182	13,295	30.8	21.4	6.4	2.0	.0030
Little River	98,818	17,173	24.7	27.2	11.5	4.7	.0046
Logan	134,039	15,116	32.8	23.7	8.3	3.4	.0066
Madison	67,671	13,706	35.6	24.6	2.7	1.3	.0033
Marion	77,225	13,183	34.1	21.4	5.3	2.6	.0033
Mississippi	345,135	14,899	33.9	24.7	6.5	2.7	.0178
Monroe	64,362	10,247	28.1	17.1	4.1	1.6	.0038
Montgomery	52,776	14,445	34.0	25.1	5.4	2.0	.0021
Nevada	55,541	11,770	32.7	20.5	3.4	.9	.0030
Newton	37,713	10,803	34.4	16.2	2.8	.7	.0016
Ouachita	215,279	16,160	27.8	25.7	10.5	3.7	.0108
Perry	45,706	15,276	31.5	28.3	7.0	1.4	.0017
Phillips	170,049	11,124	25.8	20.4	5.0	2.6	.0099
Pike	56,745	12,071	34.8	18.9	4.3	1.0	.0032
Poinsett	153,511	13,777	34.3	21.2	5.2	3.2	.0075
Polk	102,633	12,665	35.3	19.5	3.4	2.4	.0050
Pope	307,914	17,195	30.2	28.5	9.6	4.1	.0160
Prairie	54,330	11,837	32.8	18.4	3.8	2.0	.0029
Randolph	101,539	13,462	35.4	21.9	4.0	2.4	.0048
St. Francis	163,990	12,949	27.7	23.3	6.3	2.9	.0095
Scott	62,089	13,395	35.0	22.4	4.8	2.3	.0026
Searcy	37,012	8,588	29.1	10.8	1.9	.3	.0022
Sevier	95,418	15,727	29.5	29.1	7.9	1.6	.0047
Sharp	100,891	13,387	37.2	20.2	3.8	3.0	.0047
Stone	47,491	10,484	32.2	15.6	2.7	1.7	.0026
Union	348,715	15,998	26.9	26.3	10.0	3.9	.0173
Van Buren	79,203	12,223	36.6	18.4	3.2	.9	.0039
White	331,018	14,921	32.0	26.1	6.8	2.2	.0173
Woodruff	55,173	11,077	30.4	19.0	2.6	2.2	.0029
Yell	113,943	14,731	33.7	24.6	6.1	2.4	.0061
TOTAL METRO COUNTIES	**7,728,678**	**20,066**	**27.2**	**30.7**	**13.4**	**6.1**	**.3689**
TOTAL STATE	**17,273,392**	**16,821**	**29.6**	**27.4**	**9.7**	**4.3**	**.8355**

CALIFORNIA

CAL.
S&MM ESTIMATES

POPULATION—12/31/83

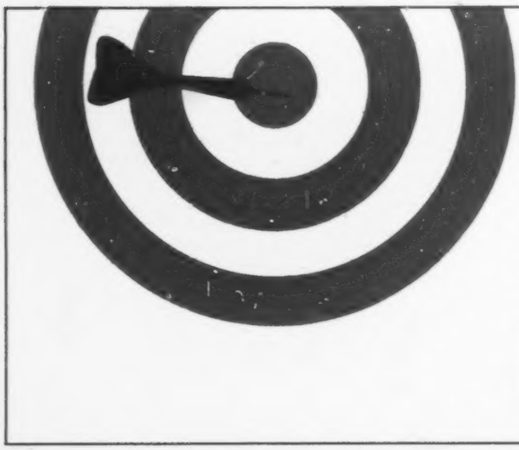
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)
ANAHEIM - SANTA ANA	**2,129.4**	**.9041**	**30.8**	**13.6**	**18.7**	**20.2**	**22.0**	**780.6**
Orange	2,129.4	.9041	30.8	13.6	18.7	20.2	22.0	780.6
• Anaheim	236.6	.1005	30.2	15.0	19.4	18.5	22.2	88.8
Buena Park	67.2	.0285	29.5	15.0	17.4	20.3	20.2	23.1
Costa Mesa	88.4	.0375	30.4	17.3	22.8	18.2	21.4	36.0
Cypress	44.9	.0191	30.2	12.8	14.7	26.0	16.9	14.5
Fountain Valley	55.4	.0235	30.4	10.4	15.2	27.9	15.1	16.7
Fullerton	109.9	.0467	30.9	16.2	18.7	18.5	23.9	42.1
Garden Grove	129.3	.0549	30.2	14.1	18.1	19.0	22.3	45.4
Huntington Beach	186.6	.0792	30.0	13.8	20.3	22.0	18.0	69.0
Irvine	74.3	.0315	29.9	12.0	23.9	24.1	13.6	26.4
La Habra	48.0	.0204	31.1	14.6	17.3	18.2	25.1	18.1
Newport Beach	68.3	.0290	37.2	13.1	17.8	22.1	31.4	31.3
Orange	99.9	.0424	30.6	13.6	18.2	20.3	21.6	35.7
• Santa Ana	223.2	.0948	27.6	15.5	21.0	15.9	18.6	72.5
Westminster	74.8	.0318	30.8	12.8	17.2	21.0	21.7	26.3
SUBURBAN TOTAL	1,669.6	.7088	31.4	13.2	18.4	21.0	22.4	619.3
BAKERSFIELD	**443.4**	**.1883**	**29.8**	**12.5**	**17.3**	**17.2**	**23.7**	**156.8**
Kern	443.4	.1883	29.8	12.5	17.3	17.2	23.7	156.8
• Bakersfield	121.3	.0515	29.3	13.6	20.3	16.7	21.8	46.3
SUBURBAN TOTAL	322.1	.1368	30.0	12.1	16.3	17.4	24.4	110.5

RETAIL SALES BY STORE GROUP 1983

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
ANAHEIM - SANTA ANA	**13,972,616**	**2,958,436**	**1,566,344**	**1,979,738**	**673,843**	**2,107,252**	**374,620**
Orange	13,972,616	2,958,436	1,566,344	1,979,738	673,843	2,107,252	374,620
• Anaheim	1,356,810	289,508	195,112	113,378	110,508	173,300	40,09[illegible]
Buena Park	583,257	140,801	41,002	146,045	18,440	99,835	19,571
Costa Mesa	1,479,281	114,986	103,770	436,613	82,210	313,132	8,642
Cypress	209,660	85,013	31,172	13,068	6,738	15,138	5,855
Fountain Valley	296,437	87,719	25,332	56,413	23,613	5,883	10,242
Fullerton	701,368	108,352	87,747	155,267	23,728	128,366	26,524
Garden Grove	616,405	192,780	79,021	30,266	22,147	125,633	25,449
Huntington Beach	1,172,626	300,185	107,217	137,507	45,107	175,424	32,882
Irvine	348,009	97,126	61,218	3,676	5,268	56,416	6,845
La Habra	306,183	45,613	26,948	33,873	14,760	107,770	6,445
Newport Beach	777,298	120,059	171,947	79,956	17,443	178,416	17,245
Orange	919,441	98,882	61,079	180,324	48,469	128,507	12,996
• Santa Ana	1,547,475	269,169	161,360	144,875	67,835	246,977	56,111
Westminster	904,847	132,701	64,338	242,185	85,047	116,107	7,974
SUBURBAN TOTAL	11,068,331	2,399,759	1,209,872	1,721,485	495,500	1,686,975	278,418
BAKERSFIELD	**2,444,657**	**693,275**	**250,345**	**211,605**	**89,729**	**334,365**	**100,935**
Kern	2,444,657	693,275	250,345	211,605	89,729	334,365	100,935
• Bakersfield	1,384,641	345,796	131,787	175,084	68,947	233,686	76,597
SUBURBAN TOTAL	1,060,016	347,479	118,558	36,521	20,782	100,679	24,338

CAL. (cont.)
ESTIMATES

	POPULATION—12/31/83								RETAIL SALES BY STORE GROUP 1983						
				% of Population by Age Group											
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
CHICO	**160.3**	**.0681**	**32.6**	**15.4**	**17.0**	**14.7**	**31.3**	**64.3**	**711,181**	**206,309**	**82,687**	**59,351**	**34,802**	**86,231**	**28,201**
Butte	160.3	.0681	32.6	15.4	17.0	14.7	31.3	64.3	711,181	206,309	82,687	59,351	34,802	86,231	28,201
● Chico	29.6	.0126	24.6	35.9	19.7	10.6	17.6	11.9	299,430	76,306	42,435	10,534	19,233	39,622	11,143
SUBURBAN TOTAL	130.7	.0555	35.0	10.8	16.2	15.6	34.4	52.4	411,751	130,003	40,252	48,817	15,569	46,609	17,058
FRESNO	**555.2**	**.2357**	**29.8**	**13.4**	**18.0**	**16.9**	**23.7**	**197.2**	**2,757,369**	**741,410**	**263,618**	**340,767**	**109,035**	**433,847**	**131,877**
Fresno	555.2	.2357	29.8	13.4	18.0	16.9	23.7	197.2	2,757,369	741,410	263,618	340,767	109,035	433,847	131,877
● Fresno	254.9	.1082	29.4	14.8	19.9	15.3	23.7	97.8	1,698,021	350,355	208,346	315,973	92,138	166,788	76,796
SUBURBAN TOTAL	300.3	.1275	30.1	12.2	16.0	18.3	23.8	99.4	1,059,348	391,055	55,272	24,794	16,897	267,059	55,081
LOS ANGELES - LONG BEACH	**7,719.1**	**3.2774**	**31.1**	**13.0**	**18.8**	**18.4**	**24.3**	**2,826.3**	**41,630,322**	**10,028,495**	**4,968,953**	**5,025,529**	**1,993,760**	**5,926,118**	**1,516,052**
Los Angeles	7,719.1	3.2774	31.1	13.0	18.8	18.4	24.3	2,826.3	41,630,322	10,028,495	4,968,953	5,025,529	1,993,760	5,926,118	1,516,052
Alhambra	66.5	.0282	33.2	12.5	19.5	15.6	30.9	26.8	446,798	85,868	43,524	38,084	25,116	131,811	12,534
Arcadia	47.0	.0200	39.3	10.0	11.9	21.9	34.7	18.3	545,919	86,108	85,832	157,882	20,745	20,952	18,991
Baldwin Park	52.6	.0223	25.4	13.2	18.1	16.2	16.6	14.5	138,379	75,999	10,544	2,031	2,015	16,168	2,451
Bellflower	55.0	.0234	31.4	15.5	18.5	16.1	27.2	22.3	357,511	69,284	41,686	55,056	24,597	84,224	18,554
● Burbank	84.5	.0359	36.7	10.9	16.8	19.3	33.1	35.9	614,926	144,590	96,105	26,510	42,769	77,801	46,027
Carson	84.6	.0359	28.8	11.9	15.7	22.1	18.3	23.8	679,381	155,914	36,812	109,594	24,548	173,136	18,983
Cerritos	55.0	.0234	29.3	8.3	18.3	28.0	11.6	15.3	520,682	87,471	26,486	234,271	14,299	19,527	15,868
Compton	83.5	.0355	23.7	14.7	15.7	16.9	14.7	22.1	207,224	70,539	21,254	36,305	5,496	25,349	9,511
Downey	82.3	.0349	35.0	12.7	16.1	18.6	31.5	32.7	737,253	177,675	63,423	75,155	28,676	239,338	16,463
El Monte	84.4	.0358	26.0	14.7	18.2	14.9	18.6	25.7	479,310	97,808	45,937	32,675	8,508	142,686	16,018
Gardena	47.2	.0200	32.3	12.4	19.3	19.3	25.4	17.8	277,125	118,635	18,431	39,298	6,996	28,517	11,855
Glendale	143.4	.0609	36.8	11.1	17.1	19.0	33.5	61.4	1,102,567	292,455	88,247	140,977	67,397	166,241	16,064
Hawthorne	58.4	.0248	31.1	14.1	20.5	18.8	23.2	23.9	440,579	78,922	41,678	84,824	15,277	41,728	22,763
Huntington Park	47.8	.0203	26.4	15.0	19.3	14.7	18.6	15.5	215,515	60,810	22,841	32,439	13,845	9,852	12,900
Inglewood	97.1	.0412	29.1	13.5	23.1	17.6	18.8	37.9	418,675	152,101	30,145	36,206	13,607	92,127	15,378
Lakewood	73.2	.0311	32.1	11.5	18.0	19.2	25.7	25.4	453,087	93,325	50,753	126,045	14,255	31,610	27,356
La Mirada	41.1	.0175	30.6	15.5	13.8	21.2	22.7	12.1	185,522	64,917	21,123	7,768	5,778	10,305	6,151
Lancaster	49.9	.0212	31.3	11.7	16.3	19.6	24.3	18.1	338,045	68,962	25,507	81,285	13,131	63,135	10,425
● Long Beach	371.4	.1577	32.4	13.8	19.9	15.3	29.5	156.3	1,846,200	419,974	239,352	160,562	91,531	462,560	59,913
● Los Angeles	3,064.6	1.3012	31.6	13.4	19.7	18.3	25.0	1,175.7	15,958,816	3,763,680	2,141,338	1,629,730	953,220	1,844,041	618,931
Lynwood	51.3	.0218	25.4	12.6	19.3	15.2	16.2	14.9	171,746	80,532	10,231	29,492	822	13,422	7,180
Montebello	54.2	.0230	31.0	13.7	17.2	17.0	26.2	18.4	296,145	84,478	37,318	7,651	13,152	35,485	20,157
Monterey Park	57.1	.0242	32.4	12.6	17.8	18.7	26.7	19.4	212,182	50,079	46,221	5,412	6,442	20,889	12,915
Norwalk	84.9	.0360	28.0	13.7	17.7	17.3	20.4	25.1	378,685	94,862	51,319	32,987	7,506	102,390	14,341
● Pasadena	122.2	.0519	32.9	12.9	19.6	16.4	29.4	48.8	927,327	186,060	101,361	164,511	35,829	195,143	24,298
Pico Rivera	54.2	.0230	28.3	13.1	15.4	17.4	22.2	15.7	194,535	97,541	25,315	2,327	5,079	5,490	6,670
● Pomona	101.2	.0430	27.3	14.7	19.1	15.0	20.3	33.2	670,562	120,541	64,965	57,757	24,386	188,076	20,302
Redondo Beach	58.4	.0248	31.0	14.8	27.1	19.2	19.8	25.3	385,593	108,323	86,364	45,402	16,641	43,062	10,719
Rosemead	43.8	.0186	28.5	12.6	17.4	16.2	22.5	13.5	170,526	37,947	19,284	34,132	9,092	12,075	7,943
Santa Monica	89.8	.0381	34.9	11.2	24.8	17.9	31.8	44.8	663,816	97,743	117,549	48,982	40,563	123,369	38,734
South Gate	71.7	.0304	29.0	12.1	17.6	15.6	23.8	24.7	225,675	83,244	17,889	16,586	5,982	43,265	9,704
Torrance	130.3	.0553	34.2	12.2	17.0	22.3	26.4	49.9	1,546,439	306,078	128,811	292,508	94,787	273,044	50,869
West Covina	90.9	.0386	29.9	13.6	19.0	20.0	20.3	30.0	816,826	146,458	70,918	177,367	47,646	157,356	32,204
Whittier	70.2	.0298	33.6	13.2	17.0	15.5	32.2	27.7	588,469	146,859	41,999	58,282	30,960	137,454	27,118
SUBURBAN TOTAL	3,975.2	1.6877	30.6	12.6	17.9	18.9	23.2	1,376.4	21,612,491	5,393,650	2,325,832	2,986,459	846,025	3,158,497	746,581
LOS ANGELES - ANAHEIM - RIVERSIDE CONSOLIDATED AREA	***12,189.9***	***5.1756***	***31.0***	***12.9***	***18.4***	***18.6***	***24.1***	***4,433.1***	***67,018,708***	***15,902,250***	***7,695,842***	***8,653,389***	***3,022,629***	***9,722,287***	***2,321,984***
MODESTO	**293.4**	**.1245**	**30.6**	**12.2**	**17.4**	**17.5**	**24.9**	**106.3**	**1,503,924**	**390,003**	**153,799**	**203,702**	**78,058**	**173,101**	**64,296**
Stanislaus	293.4	.1245	30.6	12.2	17.4	17.5	24.9	106.3	1,503,924	390,003	153,799	203,702	78,058	173,101	64,296
● Modesto	123.1	.0523	30.1	12.2	20.0	17.8	22.3	46.0	966,636	194,144	105,097	185,592	53,088	111,740	46,927
● Turlock	29.4	.0125	29.7	14.9	19.0	14.7	25.3	11.4	179,287	54,732	21,883	8,987	12,444	23,331	7,771
SUBURBAN TOTAL	140.9	.0597	31.6	11.6	14.7	17.8	27.1	48.9	358,001	141,127	26,819	9,123	12,526	38,030	9,598



Reaching The Market

Located in the heart of California, Fresno has an isolated population concentration. The Fresno Bee's 400,000* readership will help you reach the Fresno market.

Source: S&MM Survey of Buying Power, 1983
*ABC Audit 9-30-83

Fresno MSA Rankings

Population	83rd
Households	85th
Effective Buying Income	82nd
Food Sales	77th

The Fresno Bee
(209) 441-6246

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A. Audited Circulation

Out of a total circulation of 212,554, the Contra Costa Daily Group delivers 100,977 ABC paid homes in Contra Costa County*. The San Francisco Chronicle/Examiner delivers 55,617 and Oakland's Tribune has 35,905+.

B. Buying Power

A median household EBI of $30,491 and a total EBI of $9.9 billion make this market the third most affluent in the state.

C. Complete Coverage

The 1983 Belden survey showed the CCDG reach at 49.2% for a single issue . . . 27.3% for the Chronicle/Examiner . . . and 19.1% for the Tribune. Over any five daily issues, the CCDG reaches 72.6% of these key market adults. And 61.4% of our extensive reach is EXCLUSIVE and UNDUPLICATED.

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*March 1984 ABC FasFax +September 1983 ABC

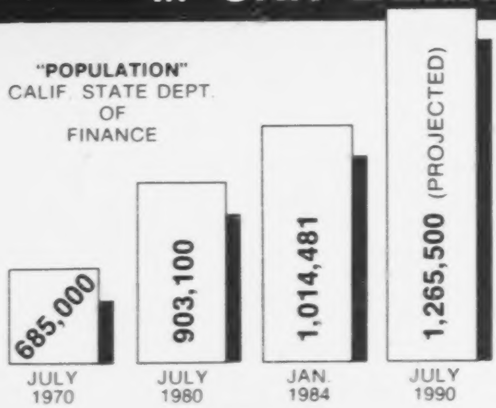
CAL. (cont.)
S&MM ESTIMATES

POPULATION—12/31/83

RETAIL SALES BY STORE GROUP 1983

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/Furnish./Appliance ($000)	Automotive ($000)	Drug ($000)
OAKLAND	**1,847.6**	**.7844**	**31.9**	**12.4**	**19.2**	**19.5**	**24.6**	**717.1**	**9,979,763**	**2,462,957**	**1,072,792**	**1,374,281**	**431,271**	**1,440,497**	**473,357**
Alameda	1,142.1	.4849	31.7	13.3	20.2	18.7	24.6	449.1	6,505,038	1,580,314	743,545	762,410	272,177	1,028,440	308,443
Alameda	68.0	0289	33.0	14.0	20.7	18.1	27.8	28.8	395,569	111,272	41,995	31,451	10,788	73,302	33,809
• Berkeley	104.6	0444	30.1	23.1	24.9	16.4	21.4	46.4	613,268	136,819	80,394	13,365	44,783	80,378	15,346
Fremont	141.5	0601	29.3	13.6	19.5	22.1	16.8	48.4	933,772	169,657	91,875	149,455	40,767	214,661	27,732
Hayward	98.0	0416	30.9	14.5	19.3	17.4	24.6	36.8	1,048,238	193,533	88,623	183,926	54,958	227,884	68,282
• Livermore	50.7	0215	29.5	10.8	19.1	23.0	16.5	17.3	247,795	81,122	22,827	5,091	6,348	42,645	19,123
• Oakland	345.7	1468	32.3	12.0	21.2	16.7	27.5	147.7	1,567,423	373,346	205,251	162,568	67,487	236,146	70,132
San Leandro	64.4	0273	40.6	10.6	15.2	16.9	39.5	27.9	632,545	176,662	56,410	141,383	26,784	91,477	14,805
Contra Costa	705.5	.2995	32.4	10.9	18.0	20.9	24.5	268.0	3,474,725	882,643	329,247	611,871	159,094	412,057	164,914
Antioch	46.5	0197	28.9	11.6	20.2	18.6	19.1	16.8	253,446	81,097	23,046	41,345	8,745	34,617	10,545
Concord	108.6	0461	30.6	12.8	19.7	20.5	21.0	41.4	763,638	143,697	66,962	127,873	41,218	142,754	21,892
Richmond	75.6	0321	31.2	11.9	18.1	17.0	26.1	29.4	303,531	40,437	16,970	92,539	27,018	41,662	4,319
Walnut Creek	58.5	0248	40.2	9.1	14.2	21.0	36.9	26.4	585,446	110,524	51,832	116,584	24,504	105,799	27,335
SUBURBAN TOTAL	1,346.6	.5717	32.1	11.7	18.4	20.4	24.3	505.7	7,551,277	1,871,670	764,320	1,193,257	312,653	1,081,328	368,756
OXNARD - VENTURA	**589.8**	**.2504**	**29.8**	**12.0**	**18.0**	**19.7**	**21.0**	**197.6**	**2,840,467**	**825,917**	**283,433**	**364,767**	**104,069**	**449,138**	**115,326**
Ventura	589.8	.2504	29.8	12.0	18.0	19.7	21.0	197.6	2,840,467	825,917	283,433	364,767	104,069	449,138	115,326
• Oxnard	123.3	0524	27.4	14.1	18.6	16.8	19.0	38.7	673,244	170,923	66,081	113,002	19,024	98,484	13,829
Simi Valley	83.0	0352	27.3	11.1	18.9	23.0	12.5	24.2	356,160	117,020	40,963	87,924	11,513	20,420	7,695

IN SAN BERNARDINO COUNTY, CALIFORNIA



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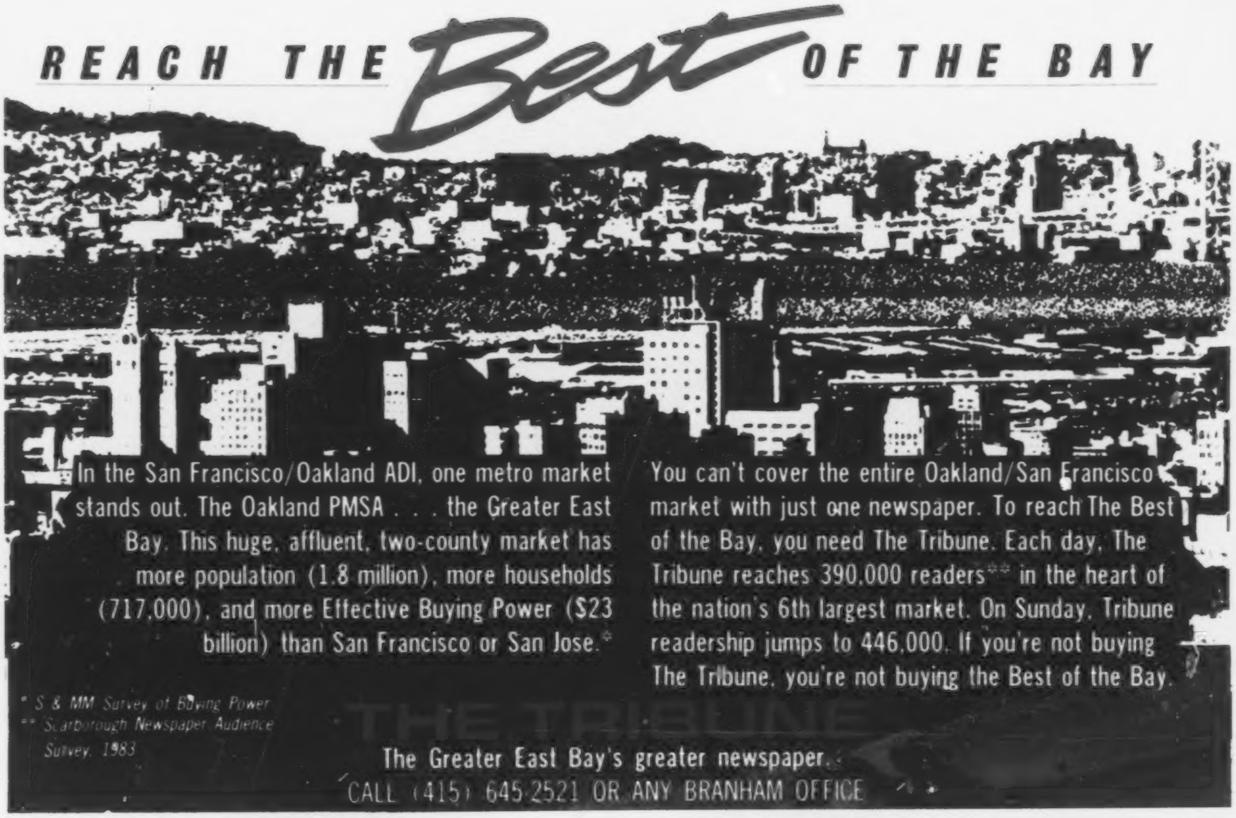

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* S & MM Survey of Buying Power
** Scarborough Newspaper Audience Survey, 1983

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CAL. (cont.)
S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/83								RETAIL SALES BY STORE GROUP 1983						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
Thousand Oaks	90.6	.0385	30.6	11.2	18.0	24.2	17.8	30.9	571,259	180,364	56,613	45,185	18,773	104,656	31,646
• Ventura	80.8	.0343	32.8	11.7	18.4	18.3	27.6	32.5	650,855	168,678	51,756	85,154	33,130	171,313	26,080
SUBURBAN TOTAL	385.7	.1637	30.0	11.5	17.8	20.9	20.2	126.4	1,516,368	486,316	165,596	166,611	51,915	179,341	75,417
REDDING	**131.4**	**.0558**	**32.4**	**10.5**	**17.1**	**19.2**	**26.3**	**50.2**	**734,573**	**199,829**	**53,152**	**59,913**	**24,794**	**94,591**	**46,258**
Shasta	131.4	.0558	32.4	10.5	17.1	19.2	26.3	50.2	734,573	199,829	53,152	59,913	24,794	94,591	46,258
• Redding	48.9	.0208	31.6	13.1	18.3	17.8	26.0	20.0	545,032	100,575	39,314	57,191	21,964	83,751	40,324
SUBURBAN TOTAL	82.5	.0350	32.9	9.0	16.3	20.1	26.4	30.2	189,541	99,254	13,838	2,722	2,830	10,840	5,934
RIVERSIDE - SAN BERNARDINO	**1,751.6**	**.7437**	**31.1**	**12.0**	**17.4**	**16.9**	**26.2**	**628.6**	**8,575,303**	**2,089,402**	**877,112**	**1,283,355**	**250,957**	**1,239,779**	**315,986**
Riverside	746.4	.3169	33.0	11.0	16.2	16.4	30.4	275.4	3,966,703	1,008,510	410,026	493,994	109,897	652,312	142,818
• Palm Springs	37.6	.0160	46.7	8.8	13.4	16.1	46.7	17.8	529,914	98,232	72,617	40,651	18,918	103,982	27,038
• Riverside	177.9	.0755	29.2	14.1	19.8	16.9	21.7	63.8	1,157,507	219,456	114,070	225,644	32,986	271,060	26,408
San Bernardino	1,005.2	.4268	29.8	12.8	18.3	17.3	23.2	353.2	4,608,600	1,080,892	467,086	789,361	141,060	587,467	173,168
Chino	45.6	.0194	27.0	13.3	23.4	18.0	13.1	12.7	174,483	59,585	19,943	12,738	4,199	21,785	5,432
Ontario	102.5	.0435	27.6	13.0	21.5	15.6	18.4	34.6	469,452	135,405	36,901	27,273	10,987	85,760	13,628
Rancho Cucamonga	62.6	.0266	27.6	9.9	24.0	19.1	13.2	19.6	129,632	30,251	22,830	7,764	6,708	4,111	4,038
Redlands	49.4	.0210	31.6	12.8	17.4	18.4	25.7	18.2	273,491	46,870	29,895	58,275	7,558	60,509	7,080
• San Bernardino	127.0	.0539	30.3	14.0	17.7	15.6	26.2	47.2	1,122,797	116,055	127,013	313,077	71,266	192,009	24,790
Upland	51.3	.0218	31.6	12.2	17.8	21.3	22.7	19.3	252,599	64,142	30,581	8,041	4,869	33,118	15,175
SUBURBAN TOTAL	1,409.1	.5983	31.1	11.7	17.2	17.0	26.3	499.8	5,765,085	1,655,659	563,412	703,983	127,787	712,728	237,750

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Source * 1983 Sales & Marketing Management's Survey of Buying Power
**Simmons 1982

The Sacramento Bee
Represented nationally by Cresmer Woodward O'Mara & Ormsbee Inc
When you buy The Bee, you've bought Sacramento.

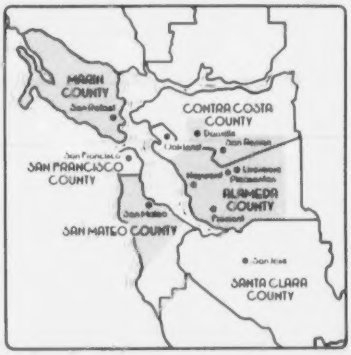
CAL. (cont.)
S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/83								RETAIL SALES BY STORE GROUP 1983						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25-34 Years	35–49 Years	50 & Over								
SACRAMENTO	**1,217.5**	**.5168**	**31.2**	**13.3**	**18.9**	**18.4**	**24.3**	**478.3**	**6,921,369**	**1,770,572**	**790,951**	**961,721**	**270,508**	**934,289**	**319,576**
El Dorado	103.4	.0439	32.4	10.3	20.9	19.2	25.5	39.7	536,871	154,734	73,441	14,324	13,910	37,285	39,544
Placer	135.6	.0575	33.1	10.3	17.3	20.4	26.4	50.6	788,715	243,029	106,826	6,714	13,962	158,611	43,778
Sacramento	857.3	.3640	31.1	13.1	19.1	18.3	24.3	342.2	5,008,331	1,195,929	547,521	935,246	225,775	638,177	207,370
• Sacramento	295.9	.1256	32.7	12.6	18.5	16.2	29.6	126.5	1,743,301	485,820	238,209	254,633	84,322	194,587	43,271
Yolo	121.2	.0514	28.5	20.2	18.9	16.4	21.2	45.8	587,452	176,880	63,163	5,437	16,861	100,216	28,884
• Davis	39.2	.0166	25.2	31.6	23.8	15.0	11.8	15.5	203,568	57,476	22,136	766	7,949	51,874	7,582
• Woodland	32.3	.0137	30.6	11.8	18.4	17.6	24.3	11.9	219,642	69,502	17,148	3,610	7,689	39,217	15,863
SUBURBAN TOTAL	850.1	.3609	31.0	12.7	19.1	19.3	23.1	324.4	4,754,858	1,157,774	513,458	702,712	170,548	648,611	252,860
SALINAS - SEASIDE - MONTEREY	**316.5**	**.1343**	**29.0**	**15.5**	**19.3**	**16.3**	**22.2**	**105.5**	**1,639,118**	**361,140**	**205,588**	**141,942**	**62,521**	**216,349**	**77,211**
Monterey	316.5	.1343	29.0	15.5	19.3	16.3	22.2	105.5	1,639,118	361,140	205,588	141,942	62,521	216,349	77,211
• Monterey	29.9	.0127	31.1	16.8	24.8	15.1	25.1	12.3	247,894	35,385	45,919	13,799	9,888	23,014	11,594
• Salinas	88.0	.0374	28.6	13.8	18.7	16.0	22.0	29.6	695,510	192,985	53,870	82,130	36,852	75,100	32,332
• Seaside	37.3	.0158	23.9	27.3	20.0	13.2	12.6	10.2	220,818	10,441	28,051	18,973	9,422	112,334	5,061
SUBURBAN TOTAL	161.3	.0684	30.3	13.5	18.5	17.4	23.8	53.4	474,896	122,329	77,748	27,040	6,359	5,901	28,224

THE GOLDEN GATE SUBURBAN GROUP

delivers 3 important suburban markets in the San Francisco ADI, Marin County, San Mateo County and Southern Alameda County.

THE GOLDEN GATE SUBURBAN GROUP BUY:
208,437 Circulation $58.80 per column inch
(ONE ORDER, ONE BILL)



THE GOLDEN GATE SUBURBAN GROUP
Dan Long & Associates
1575 Old Bayshore Highway, Burlingame, CA 94010
Telephone (415) 692-8236

- Marin County Independent Journal
- The San Mateo Times
- The Alameda County Bay Sparks Newspapers

Represented by Dan Long & Associates and Gannett Newspaper Advertising Sales

CAL. (cont.)
S&MM ESTIMATES

POPULATION—12/31/83

RETAIL SALES BY STORE GROUP 1983

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group: 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
SAN DIEGO	**2,036.1**	**.8645**	**30.2**	**16.0**	**19.1**	**17.0**	**23.9**	**749.3**	**10,860,056**	**2,402,614**	**1,237,883**	**1,764,900**	**516,732**	**1,502,977**	**312,227**
San Diego	2,036.1	.8645	30.2	16.0	19.1	17.0	23.9	749.3	10,860,056	2,402,614	1,237,883	1,764,900	516,732	1,502,977	312,227
Chula Vista	90.3	0383	31.9	12.7	16.5	19.0	25.9	33.5	474,930	80,851	46,351	123,246	24,827	54,523	17,158
El Cajon	79.1	.0336	30.0	16.2	18.0	16.7	24.3	31.2	1,079,783	103,484	90,787	253,271	36,000	212,850	38,857
• Escondido	72.9	0310	32.3	13.0	17.3	15.4	29.9	29.1	778,245	139,742	59,607	168,729	32,847	138,121	21,191
La Mesa	54.9	.0233	34.2	15.4	18.7	16.0	32.4	24.0	508,810	83,268	43,022	128,789	29,599	83,776	9,768
National City	53.8	.0228	25.0	23.0	19.1	12.7	18.1	16.1	514,132	75,310	24,599	129,441	9,051	120,392	9,627
Oceanside	88.1	.0374	30.3	16.9	17.1	14.0	27.9	34.0	417,452	107,875	40,527	94,650	10,204	47,799	15,868
• San Diego	944.9	.4012	29.8	17.6	20.3	16.5	22.9	354.4	4,921,950	1,126,487	685,254	732,745	305,899	591,456	117,354
SUBURBAN TOTAL	1,018.3	.4323	30.5	14.8	18.3	17.5	24.3	365.8	5,159,861	1,136,385	493,022	863,426	177,986	773,400	173,682
SAN FRANCISCO	**1,507.2**	**.6400**	**34.4**	**11.2**	**21.1**	**19.9**	**28.7**	**631.5**	**10,721,315**	**2,437,307**	**1,615,715**	**1,310,690**	**555,407**	**1,237,813**	**439,093**
Marin	229.5	.0975	34.3	9.6	21.1	23.6	25.0	94.9	1,610,681	408,506	214,496	131,760	74,130	250,546	60,658
Novato	45.2	.0192	31.1	10.9	20.1	22.7	19.5	16.6	247,305	66,354	18,246	2,361	5,454	72,566	13,174
San Rafael	45.3	0192	34.9	11.8	19.6	21.4	28.4	19.7	620,475	92,090	55,593	97,058	43,254	120,016	24,290
San Francisco	670.8	.2848	34.8	11.6	23.0	18.2	31.2	298.2	4,714,346	1,015,602	877,397	520,907	258,799	356,065	139,888
• San Francisco	670.8	.2848	34.8	11.6	23.0	18.2	31.2	298.2	4,714,346	1,015,602	877,397	520,907	258,799	356,065	139,888
San Mateo	606.9	.2577	33.8	11.3	19.0	20.4	27.3	238.4	4,396,288	1,013,199	523,822	658,023	222,478	631,202	238,547
Daly City	82.9	.0352	31.6	12.6	19.7	19.6	23.8	29.3	754,460	109,180	80,571	192,843	69,032	102,741	29,438
Redwood City	55.8	.0237	33.2	12.3	20.7	18.0	28.4	23.8	503,305	119,398	56,223	44,631	12,233	109,148	45,498
San Mateo	78.4	0333	36.5	10.7	18.4	19.0	33.1	34.1	739,355	118,784	90,247	125,978	19,077	99,303	30,601
South San Francisco	51.3	.0218	31.8	12.8	18.2	19.1	25.1	18.6	287,467	107,524	22,517	16,183	18,690	22,698	3,648
SUBURBAN TOTAL	836.4	.3552	34.0	10.9	19.4	21.3	26.7	333.3	6,006,969	1,421,705	738,318	789,783	296,608	881,748	299,205
SAN FRANCISCO - OAKLAND - SAN JOSE CONSOLIDATED AREA	***5,668.6***	***2.4069***	***32.2***	***12.3***	***19.9***	***19.6***	***24.8***	***2,204.5***	***35,072,548***	***8,296,005***	***4,274,836***	***4,435,357***	***1,629,246***	***4,848,550***	***1,495,133***

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San Francisco has no city limits.

If you want to cover Northern California's metro areas, you need the metro newspapers. We cover Northern California's prime markets more effectively than any other newspapers.

Our metro market alone accounts for $19 billion in Effective Buying Income. We reach 75% of all adults in Marin County, the county with California's highest per capita EBI, and 70% of San Mateo County, with the state's second highest per capita EBI. Add to that our 83% coverage of San Francisco, and you have a force to be reckoned with.

Our sales power, however, is not limited to these counties. Our coverage, like San Francisco's influence, extends across 10,000 square miles, across the ten prosperous counties of the San Francisco ADI. In Alameda and Contra Costa Counties, our circulation is respectively 19% higher than that of the Oakland Tribune and 113% higher than that of the Contra Costa Times. In San Mateo and Santa Clara Counties, our circulation is twice that of the Peninsula Times-Tribune.

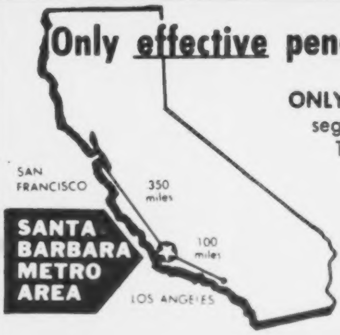
We are clearly the dominant force in Northern California. The Chronicle and The Examiner cover the entire ADI as no other newspapers can, reaching over 2 million readers, 60% of all adults in this extraordinary marketplace.

Represented nationally by Sawyer-Ferguson-Walker

Sources: Survey of Buying Power Data Service, 1983; Chronicle/Examiner, September 30, 1983 ABC Audit; The San Francisco Market/Scarborough Research, 1981, 5-issue reach; Scarborough's National Newspaper Audience Ratings Study, 1983, 5-issue reach

San Francisco Newspaper Agency
Agent of San Francisco Chronicle/San Francisco Examiner/
San Francisco Sunday Examiner & Chronicle
925 Mission Street, San Francisco, CA 94103

San Francisco Chronicle San Francisco Examiner Sunday Examiner & Chronicle



Only effective penetration of this affluent Southern California market

ONLY the SANTA BARBARA NEWS-PRESS dominates this prime segment of the Los Angeles/Southern California marketplace. Though serviced by Los Angeles wholesalers and distributors, Santa Barbara is a **separate** newspaper market.

For complete information, ask our representatives or contact us directly for our 1984 Market Profile.

SANTA BARBARA NEWS-PRESS

CIRCULATION
47,319 DAILY
53,945 SUNDAY

(ABC Publisher's Statement — 6 months ending 3/31/84

Represented by
CWO&O

CAL. (cont.)
ESTIMATES

METRO AREA County City	POPULATION—12/31/83								RETAIL SALES BY STORE GROUP 1983						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
SAN JOSE	**1,390.9**	**.5906**	**30.4**	**13.5**	**19.7**	**20.5**	**20.4**	**509.0**	**9,469,373**	**2,076,548**	**1,049,264**	**1,263,575**	**460,268**	**1,512,524**	**362,383**
Santa Clara	1,390.9	.5906	30.4	13.5	19.7	20.5	20.4	509.0	9,469,373	2,076,548	1,049,264	1,263,575	460,268	1,512,524	362,383
Mountain View	61.1	.0259	32.1	15.3	26.2	18.1	24.2	29.7	503,516	82,486	47,620	156,656	29,227	26,544	27,148
• Palo Alto	55.2	.0234	36.1	10.0	19.7	21.5	30.3	23.4	748,781	99,501	110,810	137,337	18,730	91,920	11,705
• San Jose	683.1	.2900	28.7	13.4	20.5	20.1	16.9	236.8	3,725,342	886,438	398,291	448,468	214,296	606,292	115,013
Santa Clara	88.3	.0375	31.0	17.1	20.5	18.6	23.3	35.2	876,581	149,355	74,286	181,169	38,075	160,908	53,863
Sunnyvale	110.0	.0467	32.4	13.8	20.1	20.6	24.1	45.8	995,355	176,057	104,610	21,502	24,741	360,333	34,132
SUBURBAN TOTAL	652.6	.2772	31.9	13.9	18.9	20.9	23.2	248.8	4,995,250	1,090,609	540,163	677,770	227,242	814,312	235,665
SANTA BARBARA - SANTA MARIA - LOMPOC	**316.4**	**.1343**	**31.2**	**15.8**	**18.4**	**17.5**	**25.5**	**118.4**	**1,882,357**	**407,568**	**247,983**	**177,749**	**90,704**	**211,897**	**69,653**
Santa Barbara	316.4	.1343	31.2	15.8	18.4	17.5	25.5	118.4	1,882,357	407,568	247,983	177,749	90,704	211,897	69,653
• Lompoc	28.5	.0121	30.3	13.2	18.9	19.8	21.4	10.4	136,102	37,296	10,381	19,950	7,474	18,705	3,465
• Santa Barbara	77.3	.0328	34.4	13.2	21.7	14.8	33.8	34.5	705,269	158,941	111,718	67,448	42,569	92,452	28,534
• Santa Maria	43.2	.0183	29.5	14.4	17.4	15.8	24.6	15.7	548,233	66,706	35,912	63,118	27,783	86,285	21,767
SUBURBAN TOTAL	167.4	.0711	30.0	17.7	17.3	18.8	22.6	57.8	492,753	144,625	89,972	27,233	12,878	14,455	15,887
SANTA CRUZ	**215.1**	**.0913**	**31.7**	**13.1**	**21.7**	**16.6**	**26.1**	**82.2**	**1,181,417**	**323,521**	**138,863**	**106,751**	**35,663**	**154,299**	**50,981**
Santa Cruz	215.1	.0913	31.7	13.1	21.7	16.6	26.1	82.2	1,181,417	323,521	138,863	106,751	35,663	154,299	50,981
• Santa Cruz	45.8	.0194	30.6	19.7	23.2	13.5	26.3	18.4	498,199	113,614	59,330	35,635	20,932	90,905	12,311
SUBURBAN TOTAL	169.3	.0719	32.0	11.4	21.2	17.4	26.2	63.8	683,218	209,907	79,533	71,116	14,731	63,394	38,670
SANTA ROSA - PETALUMA	**335.0**	**.1423**	**32.7**	**10.6**	**19.6**	**18.0**	**27.5**	**131.3**	**1,936,225**	**515,703**	**203,017**	**203,637**	**83,815**	**225,325**	**77,898**
Sonoma	335.0	.1423	32.7	10.6	19.6	18.0	27.5	131.3	1,936,225	515,703	203,017	203,637	83,815	225,325	77,898
• Petaluma	37.0	.0157	31.7	9.9	19.3	20.5	23.1	13.6	219,637	67,831	21,390	21,615	6,811	14,275	12,982
• Santa Rosa	94.5	.0401	33.3	11.0	19.2	16.7	30.0	39.4	865,937	137,091	96,259	156,116	60,524	99,266	43,249
SUBURBAN TOTAL	203.5	.0865	32.6	10.5	19.7	18.2	27.2	78.3	850,651	310,781	85,368	25,906	16,480	111,784	21,667
STOCKTON	**379.2**	**.1610**	**31.2**	**12.2**	**16.8**	**17.2**	**26.4**	**138.6**	**1,854,511**	**509,378**	**194,066**	**220,563**	**76,830**	**274,805**	**91,303**
San Joaquin	379.2	.1610	31.2	12.2	16.8	17.2	26.4	138.6	1,854,511	509,378	194,066	220,563	76,830	274,805	91,303
• Lodi	37.8	.0160	34.9	11.7	15.2	17.6	32.2	15.3	300,661	78,941	29,419	5,382	9,725	56,957	28,053
• Stockton	165.1	.0701	29.9	13.4	18.4	16.1	24.6	62.2	944,345	193,722	109,747	197,953	43,896	156,838	31,058
SUBURBAN TOTAL	176.3	.0749	31.7	11.2	15.7	18.1	26.8	61.1	609,505	236,715	54,900	17,228	23,209	61,010	32,192

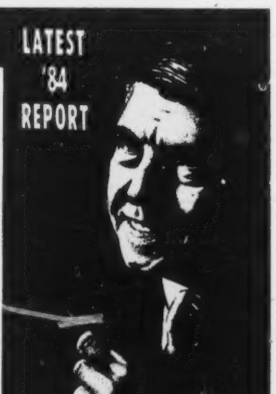
'84 Sacramento-Stockton ADI MARKET HIGHLIGHT

"For Supermarketeers... Metro STOCKTON has the FASTEST FOOD SALES GROWTH rate... 1st. again for the 7th year in a row!!!"

TARGET FOR FASTER SALES PROFITS
San Francisco
Stockton

Metro Area	1983 Total Food Sales ($000)	'76-'83 FOOD SALES GROWTH INDEX	ADI RANK
STOCKTON	509,378	2.30	1
Sacramento	1,770,572	1.98	2
Modesto	390,003	1.71	3

"Target Metro Stockton with the Stockton Record, reaching over 141,000 adults with a 70% share of the newspaper market; maximum 'outside' daily (S.F. Chron.) newspaper cover-age less than 8%."



Source: 1984 S&MM Survey of Buying Power

Advertising Representatives: Gannett Newspaper Advertising Sales

CAL. (cont.)
S&MM ESTIMATES

POPULATION—12/31/83

RETAIL SALES BY STORE GROUP 1983

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
VALLEJO - FAIRFIELD - NAPA	**372.8**	**.1583**	**30.4**	**12.7**	**19.3**	**18.2**	**23.0**	**133.4**	**1,784,455**	**479,969**	**195,185**	**176,423**	**62,822**	**278,092**	**91,421**
Napa	106.2	.0451	34.7	11.3	16.5	18.1	31.5	40.0	497,639	146,529	60,768	40,701	17,449	71,867	19,958
• Napa	55.0	.0234	32.8	11.2	17.9	18.7	27.4	21.7	416,444	121,824	42,638	39,741	16,246	65,623	16,456
Solano	266.6	.1132	29.0	13.3	20.3	18.2	19.6	93.4	1,286,816	333,440	134,417	135,722	45,373	206,225	71,463
• Fairfield	66.4	.0282	26.5	17.0	20.0	18.6	14.4	21.6	398,828	63,109	36,499	64,985	14,333	63,052	25,253
Vacaville	50.4	.0214	28.7	13.0	22.8	19.4	16.4	17.3	245,696	73,967	37,483	6,564	7,862	23,442	14,832
• Vallejo	89.0	.0378	30.5	12.8	19.1	16.2	25.2	33.0	493,270	123,831	35,766	62,323	21,948	107,937	29,431
SUBURBAN TOTAL	162.4	.0689	31.2	11.5	19.4	18.9	23.8	57.1	475,913	171,205	80,282	9,374	10,295	41,480	20,281
VISALIA - TULARE - PORTERVILLE	**272.9**	**.1159**	**29.5**	**11.9**	**16.3**	**17.0**	**24.0**	**90.2**	**1,239,001**	**357,707**	**88,840**	**150,856**	**33,717**	**237,131**	**47,725**
Tulare	272.9	.1159	29.5	11.9	16.3	17.0	24.0	90.2	1,239,001	357,707	88,840	150,856	33,717	237,131	47,725
• Porterville	22.3	.0095	30.6	12.4	18.3	16.2	25.8	7.6	209,688	72,050	13,045	26,501	5,867	39,732	6,713
• Tulare	24.1	.0102	29.0	12.1	16.3	15.4	24.9	8.4	168,970	54,700	11,329	5,397	6,190	29,938	9,296
• Visalia	58.1	.0247	29.9	12.4	19.2	17.5	22.8	21.4	564,952	112,258	42,351	117,208	16,796	118,922	21,854
SUBURBAN TOTAL	168.4	.0715	29.2	11.6	15.2	17.1	24.0	52.8	295,391	118,699	22,115	7,750	4,864	48,539	9,862
YUBA CITY	**109.6**	**.0467**	**30.0**	**13.2**	**16.9**	**18.1**	**23.5**	**40.1**	**447,372**	**128,549**	**47,773**	**31,603**	**16,331**	**56,962**	**42,582**
Sutter	57.0	.0243	31.4	12.2	16.0	19.5	24.7	21.0	252,877	74,033	23,826	17,768	8,116	30,373	26,729
• Yuba City	20.7	.0088	30.1	15.9	18.8	15.8	25.0	8.8	199,822	62,363	16,507	7,968	5,734	23,644	25,596
Yuba	52.6	.0224	28.7	14.3	17.9	16.7	22.1	19.1	194,495	54,516	23,947	13,835	8,215	26,589	15,853
SUBURBAN TOTAL	88.9	.0379	30.0	12.6	16.5	18.7	23.1	31.3	247,550	66,186	31,266	23,635	10,597	33,318	16,986
OTHER COUNTIES															
Alpine	1.4	.0006	28.9	17.9	20.2	20.9	16.7	.4	1,953	310	884	109			
Amador	22.7	.0096	38.5	9.5	14.3	17.7	36.8	9.1	117,396	45,915	9,433	6,419	2,855	22,585	2,950
Calaveras	24.2	.0102	37.9	8.0	15.4	18.1	35.7	9.5	61,755	25,586	7,375	537	2,404	3,272	3,676
Colusa	13.3	.0057	33.0	10.2	15.4	17.0	30.0	4.8	54,927	20,156	7,136	2,053	1,386	4,766	4,071
Del Norte	19.6	.0084	32.1	11.0	16.9	16.7	28.4	7.6	[illegible]2,011	29,629	12,744	1,615	2,297	6,078	1,637
Glenn	23.1	.0098	32.6	10.5	15.3	17.4	29.0	8.4	80,892	26,959	10,054	2,409	1,517	9,115	1,355
Humboldt	111.9	.0475	30.4	15.2	20.6	16.6	23.9	43.9	569,401	180,950	64,502	31,765	14,639	57,271	47,633
Imperial	101.4	.0431	28.0	12.2	15.4	16.4	22.8	31.1	455,772	146,790	38,933	67,898	9,837	46,306	24,798
Inyo	19.0	.0080	36.6	8.6	15.2	18.2	33.9	7.8	115,029	22,971	16,161	4,935	1,275	15,754	3,213
Kings	79.0	.0335	27.7	14.1	17.1	17.1	20.4	25.4	308,368	83,055	29,142	26,202	9,801	55,811	14,538
Lake	44.0	.0187	43.6	7.0	13.4	14.8	44.3	18.4	162,672	71,937	11,786	1,138	5,141	20,604	8,882
Lassen	24.6	.0105	30.4	13.6	19.4	17.7	23.3	8.3	86,257	25,111	8,636	2,550	1,237	13,840	7,797
Madera	72.9	.0309	30.4	10.3	17.1	17.2	24.9	24.5	245,055	78,189	30,999	4,015	6,321	31,752	14,414
Mariposa	13.2	.0056	36.2	10.9	15.9	17.7	33.8	5.0	38,516	12,742	2,977	312	287	250	897
Mendocino	72.4	.0307	32.3	9.4	19.3	18.2	26.7	27.7	401,836	124,378	48,674	13,548	10,367	47,229	26,823
Merced	148.8	.0632	28.1	13.7	17.1	16.9	21.3	50.1	588,534	168,895	61,383	53,781	16,302	82,424	27,806
Modoc	9.3	.0039	34.7	7.7	16.2	17.9	31.6	3.5	34,860	6,586	3,476	863	705	7,264	1,296
Mono	10.9	.0047	28.6	17.7	28.0	17.7	14.5	4.6	64,381	20,031	13,247	964	1,042	220	1,151
Nevada	63.4	.0270	35.5	7.7	18.1	17.6	33.2	24.5	287,778	83,502	32,315	8,828	5,757	24,229	12,056
Plumas	19.6	.0084	33.5	9.2	18.3	18.1	29.2	7.8	91,252	23,052	9,112	12,905	694	11,775	3,620
San Benito	28.1	.0119	29.6	11.0	16.7	17.0	24.0	9.1	112,244	34,704	6,720	1,087	2,222	10,796	4,195
San Luis Obispo	177.3	.0753	31.4	17.8	18.6	15.0	28.2	67.5	884,221	261,668	125,722	39,458	33,188	104,853	34,840
Sierra	3.4	.0014	34.7	8.3	19.8	18.3	31.2	1.5	5,900	985	1,206	227		1,256	316
Siskiyou	42.7	.0181	33.3	9.4	17.7	17.6	29.4	16.6	159,802	59,715	16,983	2,533	2,418	13,638	7,894
Tehama	42.8	.0181	34.6	9.7	14.7	18.2	31.2	16.5	205,842	53,637	14,638	6,283	2,772	39,507	4,323
Trinity	13.6	.0058	33.5	7.6	18.6	19.0	28.2	5.3	28,274	11,505	3,182	2,482	198	428	1,282
Tuolumne	39.3	.0167	34.0	10.0	18.5	17.3	30.8	14.9	165,322	54,189	19,753	1,253	4,409	14,918	15,119
TOTAL METRO COUNTIES	**24,090.4**	**10.2284**	**31.2**	**13.1**	**18.9**	**18.5**	**24.3**	**8,932.8**	**135,086,744**	**32,366,609**	**15,587,363**	**17,419,418**	**6,055,636**	**19,127,382**	**5,148,961**
TOTAL STATE	**25,332.3**	**10.7557**	**31.2**	**13.1**	**18.7**	**18.4**	**24.4**	**9,386.6**	**140,496,994**	**34,039,756**	**16,194,536**	**17,715,587**	**6,194,707**	**19,773,323**	**5,425,543**

CAL.
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1983

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
ANAHEIM - SANTA ANA	**28,206,195**	**32,715**	**16.6**	**28.3**	**23.8**	**21.8**	**1.1396**
Orange	28,206,195	32,715	16.6	28.3	23.8	21.8	1.1396
• Anaheim	2,850,531	28,886	19.7	31.0	21.9	16.1	.1156
Buena Park	787,169	32,391	15.8	31.4	26.2	17.7	.0374
Costa Mesa	1,139,635	28,329	20.1	31.7	20.3	16.0	.0694
Cypress	581,740	38,967	10.6	25.2	29.8	28.6	.0216
Fountain Valley	709,070	41,548	9.3	22.6	32.0	32.6	.0274
Fullerton	1,515,198	31,274	17.5	28.8	21.7	21.4	.0596
Garden Grove	1,489,831	31,053	17.3	31.2	25.2	16.2	.0586
Huntington Beach	2,554,557	34,533	14.7	28.3	25.5	23.6	.1003
Irvine	1,213,880	43,393	7.8	23.2	28.9	36.7	.0412
La Habra	591,949	30,209	17.9	31.5	24.0	16.1	.0245
Newport Beach	1,489,592	38,587	13.5	22.8	18.5	36.1	.0574
Orange	1,245,329	32,058	17.5	27.9	24.3	20.0	.0585
• Santa Ana	2,086,824	26,409	21.8	33.2	21.1	10.2	.1029
Westminster	911,506	33,361	15.8	28.7	27.0	19.4	.0488
SUBURBAN TOTAL	23,268,840	34,140	15.5	27.5	24.4	23.9	.9211

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1983

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
BAKERSFIELD	**4,294,002**	**23,628**	**24.2**	**30.3**	**17.5**	**10.1**	**.1916**
Kern	4,294,002	23,628	24.2	30.3	17.5	10.1	.1916
• Bakersfield	1,357,537	26,249	21.1	30.3	20.2	12.1	.0745
SUBURBAN TOTAL	2,936,465	22,638	25.4	30.4	16.4	9.2	.1171
CHICO	**1,404,070**	**17,930**	**30.2**	**28.1**	**10.9**	**5.4**	**.0617**
Butte	1,404,070	17,930	30.2	28.1	10.9	5.4	.0617
• Chico	235,052	15,119	27.9	25.2	8.4	4.6	.0151
SUBURBAN TOTAL	1,169,018	18,487	30.6	28.9	11.4	5.6	.0466
FRESNO	**5,351,877**	**22,689**	**25.3**	**29.8**	**16.3**	**10.0**	**.2318**
Fresno	5,351,877	22,689	25.3	29.8	16.3	10.0	.2318
• Fresno	2,452,246	21,204	25.9	29.0	15.9	7.9	.1172
SUBURBAN TOTAL	2,899,631	24,145	24.5	30.8	16.8	12.0	.1146
LOS ANGELES - LONG BEACH	**84,749,032**	**25,280**	**22.0**	**28.5**	**17.9**	**14.4**	**3.5274**
Los Angeles	84,749,032	25,280	22.0	28.5	17.9	14.4	3.5274
Alhambra	715,447	23,529	24.9	32.0	17.1	9.3	.0323
Arcadia	725,480	34,862	16.2	24.2	21.2	28.6	.0334
Baldwin Park	361,573	23,775	22.8	38.2	16.1	5.6	.0157

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1983

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
Bellflower	587,269	24,376	22.8	33.4	18.4	8.0	.0263
• Burbank	1,067,092	26,205	22.0	30.7	19.7	13.6	.0456
Carson	828,816	34,037	14.6	29.3	29.2	18.6	.0422
Cerritos	649,233	42,491	6.2	22.4	38.1	30.3	.0318
Compton	509,409	19,941	26.3	29.2	14.6	6.0	.0233
Downey	1,033,988	28,557	20.5	31.7	21.2	15.3	.0478
El Monte	593,414	20,456	27.8	32.0	13.9	5.3	.0320
Gardena	510,491	26,394	20.6	33.8	20.0	11.2	.0220
Glendale	1,824,926	24,837	22.9	29.6	16.4	14.7	.0792
Hawthorne	657,271	25,088	24.1	33.0	20.1	9.3	.0302
Huntington Park	303,145	16,890	31.7	28.2	9.1	3.5	.0160
Inglewood	936,129	21,639	25.6	31.1	15.4	7.9	.0389
Lakewood	858,492	32,986	14.1	32.9	29.1	15.7	.0361
La Mirada	456,601	36,330	10.1	30.0	31.8	21.6	.0180
Lancaster	554,060	28,745	17.8	32.1	22.3	13.6	.0247
• Long Beach	4,236,426	22,392	24.1	28.5	16.1	10.6	.1692
• Los Angeles	33,630,881	22,570	24.0	26.7	15.1	13.6	1.3857
Lynwood	350,935	21,548	25.1	33.2	16.4	4.5	.0162
Montebello	527,667	25,367	21.6	31.7	17.3	13.0	.0234
Monterey Park	604,429	28,147	19.5	30.6	21.6	15.0	.0232
Norwalk	733,400	27,714	19.2	36.1	23.5	9.2	.0325
• Pasadena	1,480,693	23,510	23.6	26.9	15.0	15.4	.0656
Pico Rivera	443,054	26,527	21.3	35.6	20.5	9.7	.0190
• Pomona	840,551	22,764	24.5	32.2	17.0	7.2	.0436
Redondo Beach	854,740	31,758	16.5	31.4	24.7	18.1	.0331
Rosemead	346,685	22,900	25.6	32.1	18.0	7.1	.0155
Santa Monica	1,351,394	24,518	23.3	29.5	15.7	15.0	.0534
South Gate	569,400	20,770	27.3	32.7	14.4	4.9	.0240
Torrance	1,814,564	34,436	14.8	27.8	25.4	23.5	.0891
West Covina	1,071,725	34,009	13.8	31.1	28.9	18.9	.0514
Whittier	906,147	28,204	19.8	29.3	19.7	17.2	.0403
SUBURBAN TOTAL	43,493,389	27,960	20.0	29.9	20.6	15.6	1.8177

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1983

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
LOS ANGELES - ANAHEIM - RIVERSIDE CONSOLIDATED AREA	***136,489,881***	***26,527***	***21.3***	***28.8***	***19.2***	***15.1***	***5.6598***
MODESTO	**2,686,662**	**21,710**	**26.1**	**31.7**	**15.0**	**7.5**	**.1206**
Stanislaus	2,686,662	21,710	26.1	31.7	15.0	7.5	.1206
• Modesto	1,225,460	23,765	24.0	34.0	17.2	8.1	.0612
• Turlock	267,701	19,802	26.8	29.9	13.4	6.3	.0128
SUBURBAN TOTAL	1,193,501	20,178	27.8	29.7	13.4	7.4	.0466
OAKLAND	**23,006,627**	**29,046**	**18.3**	**27.9**	**22.0**	**16.8**	**.9031**
Alameda	13,393,080	26,752	19.8	28.7	20.7	13.6	.5490
Alameda	879,141	26,030	23.1	30.6	20.4	12.7	.0346
• Berkeley	1,229,200	19,916	24.6	24.9	12.3	12.6	.0508
Fremont	1,752,6[illegible]4	35,271	13.0	29.0	31.[illegible]	19.4	.0733
Hayward	1,099,562	28,148	19.0	33.5	23.0	11.6	.0584
• Livermore	608,710	34,765	12.6	29.7	31.3	18.1	.0237
• Oakland	3,689,370	20,179	23.8	26.5	14.3	9.6	.1482
San Leandro	835,376	27,578	20.5	32.1	21.8	12.7	.0394
Contra Costa	9,613,547	33,061	15.7	26.5	24.2	22.3	.3541
Antioch	512,714	29,832	17.7	32.2	25.3	12.0	.0214
Concord	1,384,303	32,121	16.6	29.7	27.0	17.1	.0583
Richmond	758,432	22,828	22.6	29.4	17.4	9.1	.0304
Walnut Creek	1,024,782	35,548	15.6	24.8	21.9	29.0	.0418
SUBURBAN TOTAL	17,479,347	32,076	16.3	28.4	24.9	19.3	.6804
OXNARD - VENTURA	**6,682,191**	**30,958**	**18.3**	**29.3**	**24.1**	**17.9**	**.2653**
Ventura	6,682,191	30,958	18.3	29.3	24.1	17.9	.2653
• Oxnard	1,121,844	25,735	23.6	33.7	19.1	11.0	.0516
Simi Valley	933,921	38,362	10.3	25.9	35.3	23.1	.0361
Thousand Oaks	1,241,305	38,333	12.4	25.0	28.2	28.4	.0488
• Ventura	992,717	27,481	20.7	30.1	21.1	14.5	.0446
SUBURBAN TOTAL	4,567,630	33,651	16.1	27.8	26.4	20.9	.1691

Malibu
Pacific Palisades
Santa Monica
Brentwood
Beverly Hills
Hollywood
Westwood
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Westchester
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Sources: Scarborough, 1983; ABC Publisher's Statement, 3/83 First Quarter Average

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S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1983

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
REDDING	**1,098,796**	**18,539**	**30.1**	**30.0**	**11.3**	**5.0**	**.0534**
Shasta	1,098,796	18,539	30.1	30.0	11.3	5.0	.0534
• Redding	445,879	18,590	30.4	29.1	12.0	5.2	.0275
SUBURBAN TOTAL	652,917	18,504	30.0	30.5	10.8	4.9	.0259
RIVERSIDE - SAN BERNARDINO	**16,852,463**	**23,356**	**24.7**	**31.0**	**17.5**	**9.1**	**.7275**
Riverside	7,159,542	21,877	26.9	30.2	15.6	8.7	.3175
• Palm Springs	519,646	21,685	27.7	25.1	14.4	14.0	.0277
• Riverside	1,747,523	24,386	23.5	31.4	18.6	10.0	.0819
San Bernardino	9,692,921	24,562	23.1	31.5	19.0	9.4	.4100
Chino	424,746	32,202	13.3	33.8	30.0	12.6	.0174
Ontario	957,659	26,512	20.6	35.4	21.6	8.2	.0411
Rancho Cucamonga	682,352	33,661	12.8	34.1	31.3	15.1	.0233
Redlands	565,480	27,278	18.9	29.6	19.7	15.5	.0233
• San Bernardino	1,128,421	20,181	26.1	30.0	14.3	6.2	.0634
Upland	640,496	29,925	17.1	30.3	22.0	18.1	.0245
SUBURBAN TOTAL	13,456,873	23,580	24.6	31.3	17.6	9.1	.5545

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SACRAMENTO	**13,200,951**	**24,288**	**23.5**	**30.6**	**18.5**	**10.2**	**.5616**
El Dorado	1,065,636	23,893	25.2	33.4	17.2	9.0	.0452
Placer	1,450,946	25,470	22.7	30.4	19.5	11.5	.0626
Sacramento	9,543,249	24,683	23.2	30.6	19.0	10.4	.4042
• Sacramento	3,174,592	20,977	25.0	28.0	15.5	8.7	.1374
Yolo	1,141,120	20,392	26.0	28.1	14.8	8.0	.0496
• Davis	385,543	19,811	25.5	25.0	14.9	9.7	.0168
• Woodland	318,422	23,839	23.0	34.6	16.9	7.6	.0151
SUBURBAN TOTAL	9,322,394	25,764	22.9	31.7	19.9	10.9	.3923
SALINAS - SEASIDE - MONTEREY	**3,129,105**	**24,740**	**24.1**	**32.9**	**17.5**	**10.9**	**.1355**
Monterey	3,129,105	24,740	24.1	32.9	17.5	10.9	.1355
• Monterey	358,802	24,546	23.8	33.7	18.1	9.6	.0165
• Salinas	787,904	23,800	24.6	33.7	17.3	8.2	.0420
• Seaside	290,533	20,585	31.2	34.8	11.9	5.0	.0150
SUBURBAN TOTAL	1,691,866	26,336	22.5	32.1	18.5	13.8	.0620

S&MM ESTIMATES

$$ EFFECTIVE BUYING INCOME 1983

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
SAN DIEGO	**22,696,449**	**24,996**	**23.6**	**30.2**	**18.2**	**12.7**	**.9347**
San Diego	22,696,449	24,996	23.6	30.2	18.2	12.7	.9347
Chula Vista	963,604	26,195	21.7	31.5	20.7	11.5	.0404
El Cajon	804,935	22,097	26.5	30.6	16.1	8.5	.0513
• Escondido	753,058	22,518	27.1	31.6	16.3	8.1	.0420
La Mesa	675,416	24,412	24.9	31.6	17.7	10.5	.0320
National City	404,241	17,834	32.1	29.7	10.6	3.2	.0263
Oceanside	896,785	22,272	29.7	31.2	15.9	8.9	.0373
• San Diego	10,647,742	24,055	24.2	29.6	17.2	12.3	.4333
SUBURBAN TOTAL	11,295,649	26,163	22.9	30.5	19.4	13.4	.4594
SAN FRANCISCO	**21,239,586**	**28,876**	**19.0**	**28.2**	**20.1**	**18.8**	**.8551**
Marin	3,827,022	35,221	15.1	25.4	21.8	28.6	.1424
Novato	625,408	35,051	15.6	27.1	26.6	23.5	.0235
San Rafael	717,779	31,232	18.2	25.8	20.1	24.1	.0350
San Francisco	8,771,867	23,922	22.3	28.3	16.5	13.7	.3645
• San Francisco	8,771,867	23,922	22.3	28.3	16.5	13.7	.3645

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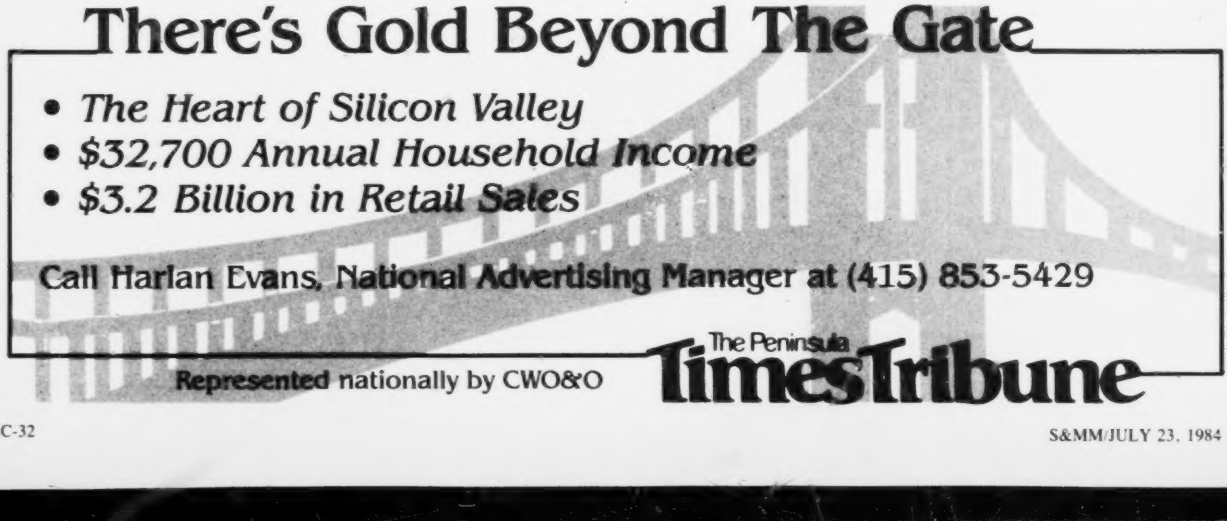
S&MM ESTIMATES

$$ EFFECTIVE BUYING INCOME 1983

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
San Mateo	8,640,697	32,702	16.6	28.8	24.0	21.4	.3482
Daly City	943,372	30,422	18.4	32.5	24.9	14.7	.0464
Redwood City	739,255	27,584	21.5	29.2	21.8	14.9	.0333
San Mateo	1,173,153	31,453	17.3	30.4	24.0	18.8	.0505
South San Francisco	605,605	31,756	15.8	32.1	26.5	15.4	.0246
SUBURBAN TOTAL	12,467,719	33,343	16.2	27.8	23.4	23.4	.4906
SAN FRANCISCO - OAKLAND - SAN JOSE CONSOLIDATED AREA	***73,002,801***	***29,590***	***18.4***	***28.3***	***21.9***	***17.9***	***2.9354***
SAN JOSE	**18,589,273**	**33,780**	**15.2**	**27.9**	**25.2**	**22.5**	**.7568**
Santa Clara	18,589,273	33,780	15.2	27.9	25.2	22.5	.7568
Mountain View	949,177	28,954	18.7	35.1	20.9	15.4	.0383
• Palo Alto	956,293	36,021	14.9	24.8	21.5	30.1	.0442
• San Jose	8,172,559	32,967	15.7	28.3	26.3	19.5	.3277
Santa Clara	1,188,712	31,861	16.7	30.0	26.7	17.4	.0552
Sunnyvale	1,645,783	33,647	15.4	30.2	25.5	21.8	.0698
SUBURBAN TOTAL	9,460,421	34,457	14.9	27.7	24.2	24.7	.3849
SANTA BARBARA - SANTA MARIA - LOMPOC	**3,746,229**	**26,566**	**22.2**	**28.9**	**19.4**	**15.2**	**.1548**
Santa Barbara	3,746,229	26,566	22.2	28.9	19.4	15.2	.1548
• Lompoc	290,882	24,756	23.3	29.8	21.0	8.4	.0121
• Santa Barbara	994,180	22,976	25.6	29.1	15.3	12.6	.0457
• Santa Maria	419,236	24,149	23.8	32.8	18.9	7.9	.0265
SUBURBAN TOTAL	2,041,931	30,271	19.6	27.6	21.7	19.8	.0705
SANTA CRUZ	**2,377,357**	**24,374**	**23.3**	**28.5**	**17.7**	**13.0**	**.0990**
Santa Cruz	2,377,357	24,374	23.3	28.5	17.7	13.0	.0990
• Santa Cruz	478,353	20,610	25.5	26.8	14.9	9.6	.0268
SUBURBAN TOTAL	1,899,004	25,467	22.7	28.9	18.5	13.9	.0722
SANTA ROSA - PETALUMA	**3,815,856**	**25,902**	**22.0**	**30.5**	**20.0**	**12.0**	**.1594**
Sonoma	3,815,856	25,902	22.0	30.5	20.0	12.0	.1594
• Petaluma	418,884	30,339	18.0	29.0	27.0	12.7	.0177
• Santa Rosa	1,131,106	25,517	22.7	31.3	19.5	11.2	.0542
SUBURBAN TOTAL	2,265,866	25,381	22.4	30.2	19.0	12.2	.0875
STOCKTON	**3,594,049**	**22,525**	**24.2**	**30.3**	**16.8**	**8.5**	**.1562**
San Joaquin	3,594,049	22,525	24.2	30.3	16.8	8.5	.1562
• Lodi	396,866	22,683	24.5	29.9	17.6	8.4	.0193
• Stockton	1,517,896	20,887	25.0	29.0	15.7	7.2	.0705
SUBURBAN TOTAL	1,679,287	24,122	23.4	31.9	17.6	9.7	.0664
VALLEJO - FAIRFIELD - NAPA	**3,974,102**	**26,952**	**21.4**	**31.6**	**21.9**	**11.0**	**.1620**
Napa	1,314,988	28,731	19.8	28.7	21.9	16.3	.0498
• Napa	680,517	28,997	19.6	29.1	23.1	14.9	.0298
Solano	2,659,114	26,297	22.1	32.9	21.8	8.8	.1122
• Fairfield	616,037	24,818	26.3	31.7	20.5	8.2	.0290
Vacaville	505,380	28,145	18.8	36.1	24.4	7.8	.0213
• Vallejo	876,331	24,271	23.0	32.7	19.9	7.1	.0388
SUBURBAN TOTAL	1,801,217	28,601	19.3	31.8	23.0	12.9	.0644
VISALIA - TULARE - PORTERVILLE	**1,966,764**	**17,962**	**31.8**	**29.0**	**10.6**	**4.9**	**.0967**
Tulare	1,966,764	17,962	31.8	29.0	10.6	4.9	.0967
• Porterville	158,758	17,330	29.8	28.9	10.5	3.7	.0106
• Tulare	174,669	17,513	31.2	29.6	9.5	4.1	.0101
• Visalia	515,462	20,908	27.6	31.9	14.4	6.0	.0303
SUBURBAN TOTAL	1,117,875	17,091	34.1	27.6	9.2	4.7	.0457
YUBA CITY	**906,333**	**18,571**	**30.9**	**27.8**	**12.7**	**5.6**	**.0401**
Sutter	501,985	20,101	28.7	28.5	14.9	6.8	.0219
• Yuba City	179,905	17,163	31.8	27.9	9.9	4.3	.0107
Yuba	404,348	17,186	33.3	27.0	10.3	4.2	.0182
SUBURBAN TOTAL	726,428	18,954	30.6	27.8	13.5	5.9	.0294
OTHER COUNTIES							
Alpine	10,294	20,833	23.0	29.5	8.0	15.0	.0004
Amador	225,188	21,775	27.1	32.5	15.4	6.5	.0098
Calaveras	208,471	19,004	30.3	31.9	11.0	4.6	.0081
Colusa	127,443	22,059	25.9	29.8	14.0	11.4	.0053
Del Norte	147,052	16,419	31.1	29.3	8.8	2.3	.0069
Glenn	208,926	21,332	27.0	31.1	14.4	8.0	.0085
Humboldt	1,036,162	20,294	26.7	30.4	14.1	6.1	.0461
Imperial	694,142	18,430	31.0	29.1	11.3	5.2	.0350
Inyo	177,464	19,849	27.2	30.4	13.6	5.5	.0084
Kings	618,338	20,250	29.5	30.7	14.1	5.8	.0278
Lake	355,615	15,109	33.4	23.5	9.4	3.4	.0154
Lassen	183,333	19,016	32.1	33.1	11.3	2.6	.0083
Madera	596,531	20,858	26.8	30.5	14.4	7.1	.0252
Mariposa	113,489	17,635	31.8	29.8	8.6	5.5	.0045
Mendocino	624,984	19,789	27.6	32.4	12.0	5.0	.0299
Merced	1,193,668	19,731	30.0	30.4	12.2	6.6	.0531
Modoc	72,898	16,951	31.2	27.1	11.1	3.9	.0031
Mono	130,327	24,402	26.5	35.1	13.9	10.9	.0054
Nevada	651,280	23,243	25.4	31.0	17.5	9.0	.0267
Plumas	169,516	19,242	31.1	32.2	11.4	4.2	.0076
San Benito	220,416	21,738	27.6	35.9	13.0	5.9	.0100
San Luis Obispo	1,816,793	22,239	26.5	29.2	16.8	9.5	.0764
Sierra	33,618	19,806	25.1	30.6	13.1	5.9	.0012
Siskiyou	348,911	18,503	29.6	32.3	9.9	3.5	.0151
Tehama	344,264	18,117	28.3	31.1	9.9	4.2	.0163
Trinity	109,746	18,298	31.4	32.2	8.7	3.9	.0043
Tuolumne	301,863	16,973	33.2	29.6	9.1	2.9	.0140
TOTAL METRO COUNTIES	**273,567,969**	**26,416**	**21.5**	**29.0**	**19.3**	**14.6**	**11.3339**
TOTAL STATE	**284,[illegible]8,701**	**26,040**	**21.8**	**29.1**	**19.0**	**14.2**	**11.8067**



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COLORADO

COLO. S&MM ESTIMATES	POPULATION—12/31/83								RETAIL SALES BY STORE GROUP 1983						
				% of Population by Age Group											
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
BOULDER - LONGMONT	**212.5**	**.0902**	**28.6**	**18.3**	**23.4**	**18.7**	**16.3**	**80.6**	**1,132,073**	**275,249**	**104,863**	**70,293**	**82,575**	**196,203**	**31,836**
Boulder	212.5	.0902	28.6	18.3	23.4	18.7	16.3	80.6	1,132,073	275,249	104,863	70,293	82,575	196,203	31,836
• Boulder	82.7	.0351	27.1	28.8	24.2	15.3	15.5	32.3	564,378	131,300	64,152	39,328	47,668	74,422	11,911
• Longmont	50.4	.0214	29.5	11.6	21.7	18.4	19.6	18.9	311,821	91,711	23,006	19,981	21,891	48,295	15,240
SUBURBAN TOTAL	79.4	.0337	29.8	11.5	23.8	22.4	15.2	29.4	255,874	52,238	17,705	10,984	13,016	73,486	4,685
COLORADO SPRINGS	**337.7**	**.1434**	**28.0**	**17.0**	**19.4**	**18.4**	**18.0**	**122.0**	**1,681,611**	**380,633**	**130,522**	**199,534**	**99,751**	**338,359**	**28,133**
El Paso	337.7	.1434	28.0	17.0	19.4	18.4	18.0	122.0	1,681,611	380,633	130,522	199,534	99,751	338,359	28,133
• Colorado Springs	235.7	.1001	29.3	15.1	19.6	18.4	20.5	92.3	1,519,364	345,800	113,715	184,097	88,020	328,558	26,183
SUBURBAN TOTAL	102.0	.0433	24.8	21.3	18.5	18.5	12.3	29.7	162,247	34,833	16,807	15,437	11,731	9,801	1,950
DENVER	**1,580.1**	**.6708**	**30.2**	**12.6**	**21.4**	**19.4**	**20.3**	**619.0**	**9,086,762**	**2,223,389**	**851,894**	**1,183,552**	**464,213**	**1,739,771**	**177,008**
Adams	270.6	.1149	27.8	14.2	20.2	18.6	16.9	96.8	1,543,739	483,248	106,717	228,527	58,070	249,284	21,284
Thornton	44.4	.0189	26.7	13.3	25.4	16.0	12.9	15.0	217,578	52,336	13,728	56,898	9,203	44,165	2,110
Westminster	55.2	.0234	27.2	13.0	27.1	17.5	11.3	18.8	114,866	52,135	9,348	14,913	3,991	6,338	1,741
Arapahoe	359.9	.1528	29.9	11.3	21.8	21.9	16.9	137.0	2,483,161	463,455	175,294	403,255	105,852	641,716	39,080
Aurora	175.9	.0747	28.8	12.7	25.5	19.3	14.8	64.6	1,053,166	298,903	82,198	182,808	45,077	153,274	14,739
Denver	493.7	.2096	31.5	14.2	22.6	15.3	26.9	219.8	2,753,353	675,670	363,963	265,553	194,334	344,381	58,402
• Denver	493.7	.2096	31.5	14.2	22.6	15.3	26.9	219.8	2,753,353	675,670	363,963	265,553	194,334	344,381	58,402
Douglas	32.1	.0136	30.8	7.2	18.4	26.8	15.4	10.1	60,105	25,155	4,422	447	1,450	11,623	2,367
Jefferson	423.8	.1799	30.2	11.1	21.0	21.9	18.0	155.3	2,246,404	575,861	201,498	285,770	104,507	492,767	55,875
Arvada	98.9	.0420	29.2	11.0	20.2	22.7	15.6	34.6	446,823	124,369	37,375	63,703	15,033	30,172	10,100
Lakewood	120.4	.0511	31.9	11.9	18.0	22.8	21.6	45.8	1,017,816	138,710	85,351	204,351	74,818	318,929	15,973
SUBURBAN TOTAL	1,086.4	.4612	29.5	11.8	21.0	21.2	17.3	399.2	6,333,409	1,547,719	487,931	917,999	269,879	1,395,390	118,606
DENVER - BOULDER CONSOLIDATED AREA	***1,792.6***	***.7610***	***30.0***	***13.3***	***21.6***	***19.3***	***19.8***	***699.6***	***10,218,835***	***2,498,638***	***956,757***	***1,253,845***	***546,788***	***1,935,974***	***208,844***
FORT COLLINS - LOVELAND	**171.8**	**.0729**	**28.3**	**19.0**	**21.4**	**16.9**	**18.8**	**63.5**	**848,248**	**195,293**	**70,031**	**86,329**	**48,961**	**169,929**	**15,967**
Larimer	171.8	.0729	28.3	19.0	21.4	16.9	18.8	63.5	848,248	195,293	70,031	86,329	48,961	169,929	15,967
• Fort Collins	73.8	.0313	25.7	28.8	22.2	13.7	15.6	27.2	501,596	125,264	43,996	76,970	32,135	95,764	4,489
• Loveland	34.1	.0145	30.9	11.3	20.2	17.8	23.9	13.1	194,332	56,182	10,451	8,609	12,487	48,607	4,270
SUBURBAN TOTAL	63.9	.0271	30.2	11.5	21.4	19.9	19.8	23.2	152,320	13,847	15,584	750	4,339	25,558	7,208
GREELEY	**137.2**	**.0582**	**28.2**	**16.3**	**18.7**	**17.2**	**20.1**	**48.7**	**468,165**	**128,025**	**38,868**	**61,957**	**24,879**	**76,667**	**8,182**
Weld	137.2	.0582	28.2	16.3	18.7	17.2	20.1	48.7	468,165	128,025	38,868	61,957	24,879	76,667	8,182
• Greeley	58.7	.0249	27.1	22.4	19.3	14.5	20.2	22.0	339,077	99,507	18,744	59,647	14,664	59,193	5,739
SUBURBAN TOTAL	78.5	.0333	29.0	11.7	18.2	19.1	20.0	26.7	129,088	28,518	20,124	2,310	10,215	17,474	2,443
PUEBLO	**126.7**	**.0538**	**31.4**	**12.0**	**16.3**	**16.8**	**27.3**	**47.2**	**564,013**	**153,197**	**50,963**	**86,335**	**29,050**	**103,589**	**10,404**
Pueblo	126.7	.0538	31.4	12.0	16.3	16.8	27.3	47.2	564,013	153,197	50,963	86,335	29,050	103,589	10,404
• Pueblo	102.3	.0434	31.5	12.4	16.5	15.9	28.3	39.0	525,340	146,181	49,186	71,390	25,672	103,241	9,847
SUBURBAN TOTAL	24.4	.0104	31.0	10.1	15.6	20.7	23.1	8.2	38,673	7,016	1,777	14,945	3,378	348	557
OTHER COUNTIES															
Alamosa	12.0	.0051	27.0	18.3	17.1	15.9	20.3	4.2	73,200	20,653	6,260	9,080	6,678	9,554	782
Archuleta	4.1	.0017	31.3	8.5	17.5	18.6	24.9	1.6	23,554	5,934	1,791	95	287	3,302	325
Baca	5.3	.0022	33.9	9.7	14.7	17.1	31.3	1.9	15,176	2,444	660	695	54	2,451	269
Bent	5.8	.0024	34.5	8.6	14.3	16.6	32.7	2.0	16,117	3,859	592	823		2,252	324
Chaffee	14.0	.0060	31.2	12.5	17.9	17.6	25.6	5.2	79,851	25,439	5,918	3,200	1,002	12,973	2,124
Cheyenne	2.1	.0009	33.5	9.2	15.6	14.3	33.4	.8	8,309	4,061	684		520	732	182
Clear Creek	7.7	.0032	29.5	10.8	28.8	18.3	16.0	3.1	30,034	9,938	5,349	675	171	994	330
Conejos	8.0	.0034	28.2	10.6	14.1	16.1	24.3	2.5	12,912	5,695	369	65		307	231
Costilla	3.2	.0014	32.6	10.1	13.6	17.2	29.5	1.0	3,614	1,665	415	186	38		76
Crowley	3.0	.0013	39.9	8.4	12.6	15.6	39.4	1.1	3,636	683	328		69	1,339	164
Custer	1.8	.0007	33.2	9.3	16.5	18.6	28.3	.6	1,369	584	136	56		63	
Delta	23.6	.0101	35.6	8.6	14.8	16.6	34.0	9.0	82,407	26,193	4,227	2,312	2,720	20,432	2,533
Dolores	1.7	.0007	31.6	10.6	14.7	18.4	26.6	.6	4,549	568	274			2,826	
Eagle	16.4	.0070	28.2	18.5	35.0	16.1	10.0	6.6	136,879	36,021	29,391	618	1,682	830	2,099
Elbert	8.3	.0035	30.9	7.5	19.8	21.3	20.5	2.8	8,895	2,313	1,010	72	108	166	74
Fremont	31.1	.0132	34.6	9.5	16.6	16.6	32.7	11.3	96,536	29,583	9,054	6,107	4,726	13,350	1,998
Garfield	26.6	.0113	29.8	12.8	22.3	18.2	20.2	9.9	175,885	44,870	12,786	2,047	5,142	41,571	7,301
Gilpin	2.9	.0012	31.2	7.6	29.4	22.1	16.7	1.2	4,941	524	2,268	58		62	45
Grand	8.7	.0037	28.9	13.7	26.3	18.2	15.7	3.4	46,603	14,469	7,072	1,003	179	4,041	909
Gunnison	11.6	.0049	24.9	31.7	23.0	14.3	12.4	4.2	58,796	25,947	7,231	254	2,121	6,065	555
Hinsdale	.4	.0002	32.1	8.9	23.8	22.9	20.1	.2	2,581		428	73		78	107
Huerfano	6.5	.0028	35.9	8.2	13.4	15.5	35.5	2.5	20,187	7,423	1,285	133	533	2,537	604
Jackson	1.9	.0008	30.5	11.4	18.9	21.3	20.1	.7	6,144	2,706	868		35	833	83
Kiowa	1.9	.0008	41.3	7.9	11.7	16.2	41.3	.7	4,478	1,006	616		292	113	189
Kit Carson	7.6	.0033	32.7	10.0	15.1	17.2	29.3	2.9	42,932	13,376	1,776	1,038	1,894	6,717	1,336
Lake	8.6	.0036	25.6	18.0	21.9	16.7	12.8	2.8	31,272	10,851	3,937	643	827	6,276	1,061
La Plata	31.0	.0132	29.0	17.2	19.7	17.2	21.0	11.2	174,558	47,509	20,188	12,019	8,750	18,601	2,483
Las Animas	14.7	.0063	33.8	11.8	13.7	14.1	34.3	5.5	48,128	15,588	2,757	3,681	862	10,188	1,065
Lincoln	4.6	.0019	37.7	10.1	12.7	18.1	35.5	1.8	36,413	5,648	5,080	491	688	9,092	1,341
Logan	20.1	.0085	30.5	14.4	15.1	16.3	26.9	7.6	96,402	20,562	6,357	8,101	5,614	18,560	1,053
Mesa	94.0	.0399	30.4	12.8	19.1	17.4	23.8	34.5	562,442	114,785	36,214	78,638	34,285	119,185	5,265
Mineral	.8	.0004	31.5	10.9	19.1	21.5	21.7	.3	2,436	1,454	160				47
Moffat	16.2	.0069	27.7	13.3	22.2	18.2	15.5	5.6	107,873	34,268	8,656	3,820	755	25,297	3,317
Montezuma	18.3	.0077	30.2	10.5	16.6	18.3	23.7	6.2	102,281	28,811	10,587	5,648	4,660	20,605	3,111
Montrose	26.9	.0115	32.0	9.6	16.3	19.5	25.6	9.7	124,356	35,067	9,859	5,146	4,179	22,190	3,663
Morgan	23.7	.0100	31.1	11.5	16.2	16.9	26.8	8.6	124,964	25,385	8,439	12,738	1,959	24,408	731
Otero	21.9	.0093	32.1	10.6	14.3	16.3	29.5	8.1	81,700	26,452	4,639	6,036	4,662	13,776	2,204
Ouray	2.1	.0009	33.5	7.1	19.7	20.5	26.6	.7	5,370	419	1,458	164	48	77	65
Park	6.7	.0029	30.3	7.3	25.0	21.0	17.2	2.5	8,971	2,408	1,246	87	127	78	253

COLO. (cont.)

S&MM ESTIMATES

POPULATION—12/31/83

RETAIL SALES BY STORE GROUP 1983

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group: 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Phillips	4.6	.0019	36.3	8.7	13.8	16.8	34.8	1.8	18,137	2,786	741	3,274	188	[illegible]	1,358
Pitkin	12.0	.0051	30.1	14.9	36.9	21.8	10.0	5.3	151,627	19,353	26,549		8,191	1,403	6,277
Prowers	13.2	.0056	30.2	11.3	15.7	16.3	26.2	4.9	91,897	28,218	6,950	7,939	4,205	11,159	2,729
Rio Blanco	7.1	.0030	27.7	15.3	18.3	18.1	18.5	2.5	23,382	8,788	2,997	63	855	540	281
Rio Grande	10.7	.0046	31.5	10.5	15.2	17.5	27.1	3.5	38,741	15,264	1,843	766	3,243	5,704	1,020
Routt	16.0	.0068	28.6	14.0	31.8	17.5	12.1	5.9	81,399	22,653	8,991	1,962	2,237	6,180	3,121
Saguache	3.9	.0016	30.8	11.0	15.5	16.0	27.5	1.4	8,465	2,043	668		37	2,690	480
San Juan	.8	.0003	27.9	12.1	26.5	16.8	14.3	.3	4,950	1,000	444				
San Miguel	3.6	.0016	29.2	10.5	35.4	17.0	12.5	1.4	14,920	3,888	2,175	290	363	2,537	787
Sedgwick	3.2	.0013	37.6	8.5	12.9	16.8	36.3	1.4	21,258	5,752	1,867	324	764	4,814	366
Summit	11.1	.0048	27.8	20.1	38.0	15.5	7.0	4.5	87,366	24,705	20,153	1,358	1,338	1,680	4,063
Teller	10.2	.0043	31.5	7.7	21.8	21.8	20.5	3.7	24,823	5,956	2,104	573	431	813	727
Washington	5.2	.0022	35.0	9.2	14.8	16.9	33.0	1.9	18,455	7,319	521	1,339	113	1,423	398
Yuma	10.1	.0043	33.4	9.1	15.0	17.4	30.2	3.9	38,751	9,765	2,013	4,942	1,809	8,657	498
TOTAL METRO COUNTIES	**2,566.0**	**1.0893**	**29.6**	**14.2**	**21.0**	**18.8**	**19.9**	**981.0**	**13,780,872**	**3,355,786**	**1,247,141**	**1,688,000**	**749,429**	**2,624,518**	**271,530**
TOTAL STATE	**3,183.5**	**1.3516**	**29.8**	**13.9**	**20.6**	**18.5**	**20.7**	**1,208.5**	**16,871,794**	**4,168,437**	**1,545,522**	**1,876,632**	**868,870**	**3,100,466**	**338,934**

COLO.

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1983

% of Hslds. by EBI Group:
(A) $10,000–$19,999
(B) $20,000–$34,999
(C) $35,000–$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
BOULDER - LONGMONT	**2,393,488**	**26,274**	**22.0**	**32.3**	**19.3**	**12.2**	**.0982**
Boulder	2,393,488	26,274	22.0	32.3	19.3	12.2	.0982
• Boulder	916,308	22,673	25.7	28.3	16.0	11.8	.0410
• Longmont	512,420	25,830	22.1	39.2	18.4	7.0	.0232
SUBURBAN TOTAL	964,760	30,206	17.9	32.2	23.4	16.0	.0340
COLORADO SPRINGS	**3,217,341**	**22,259**	**27.9**	**33.2**	**15.2**	**7.6**	**.1403**
El Paso	3,217,341	22,259	27.9	33.2	15.2	7.6	.1403
• Colorado Springs	2,356,415	21,910	27.8	32.4	15.0	7.6	.1090
SUBURBAN TOTAL	860,926	23,309	28.3	35.3	16.1	7.6	.0313
DENVER	**19,010,247**	**27,647**	**20.3**	**32.4**	**21.3**	**13.1**	**.7717**
Adams	2,726,611	26,684	21.4	38.4	[illegible]	[illegible]	.1205
Thornton	423,268	27,454	19.2	42.6	22.4	6.1	.0184
Westminster	558,141	28,883	17.6	40.7	25.6	7.3	.0196
Arapahoe	4,692,647	31,111	17.6	32.6	24.6	16.7	.1939
Aurora	1,975,162	28,784	19.3	38.2	23.4	10.5	.0840
Denver	5,739,893	21,704	25.6	30.3	14.7	9.3	.2347
• Denver	5,739,893	21,704	25.6	30.3	14.7	9.3	.2347
Douglas	421,569	38,064	10.5	26.9	28.3	28.8	.0132
Jefferson	5,429,527	32,707	15.2	32.2	27.1	17.4	.2094
Arvada	1,185,416	33,446	14.1	33.1	30.8	14.9	.0452
Lakewood	1,573,194	31,732	16.5	32.2	25.6	17.3	.0697
SUBURBAN TOTAL	13,270,354	30,719	17.4	33.7	24.9	15.1	.5370
DENVER - BOULDER CONSOLIDATED AREA	***21,403,735***	***27,485***	***20.5***	***32.5***	***21.0***	***13.0***	***.8699***
FORT COLLINS - LOVELAND	**1,684,872**	**23,194**	**25.4**	**32.5**	**17.4**	**8.1**	**.0721**
Larimer	1,684,872	23,194	25.4	32.5	17.4	8.1	.0721
• Fort Collins	701,034	21,437	26.6	29.5	16.5	7.6	.0340
• Loveland	342,218	23,447	25.4	33.8	17.6	7.0	.0152
SUBURBAN TOTAL	641,620	25,007	23.9	35.4	18.2	9.3	.0229
GREELEY	**1,129,858**	**20,441**	**27.5**	**33.5**	**12.5**	**5.1**	**.0476**
Weld	1,129,858	20,441	27.5	33.5	12.5	5.1	.0476
• Greeley	501,297	18,880	27.4	30.1	11.6	5.5	.0243
SUBURBAN TOTAL	628,561	21,563	27.4	36.3	13.3	4.8	.0233
PUEBLO	**1,104,808**	**20,384**	**26.0**	**30.6**	**14.0**	**6.3**	**.0488**
Pueblo	1,104,808	20,384	26.0	30.6	14.0	6.3	.0488
• Pueblo	897,268	19,693	26.4	29.6	13.5	6.1	.0412
SUBURBAN TOTAL	207,540	23,404	24.4	35.4	16.0	7.3	.0076
OTHER COUNTIES							
Alamosa	93,666	17,282	28.5	28.7	9.5	5.3	.0050
Archuleta	31,288	16,681	30.5	27.9	8.1	4.4	.0017
Baca	25,167	10,560	33.0	14.8	3.9	1.2	.0013
Bent	38,489	15,169	38.7	25.1	5.1	3.1	.0017
Chaffee	115,361	20,079	29.0	36.1	10.8	3.4	.0057
Cheyenne	15,660	16,346	32.9	29.0	6.9	4.1	.0006
Clear Creek	73,968	21,985	26.9	39.7	13.4	4.6	.0030
Conejos	31,674	11,098	37.6	15.6	2.0	.2	.0018
Costilla	14,044	10,283	30.9	15.5	1.6	3.3	.0006
Crowley	17,691	13,271	37.7	21.8	3.8	2.1	.0008
Custer	9,494	13,909	35.7	24.5	4.2	.8	.0003
Delta	173,065	15,539	31.7	27.4	8.0	3.4	.0079
Dolores	12,314	18,429	25.4	32.5	10.8	3.5	.0005
Eagle	208,317	28,633	18.1	35.7	22.8	12.9	.0094
Elbert	68,239	22,034	25.7	31.4	16.2	6.8	.0023
Fremont	242,866	17,308	29.5	30.5	8.6	3.6	.0104
Garfield	283,649	26,594	22.0	31.1	21.4	10.4	.0127
Gilpin	29,461	24,029	21.2	42.0	13.6	5.3	.0011
Grand	87,449	24,100	23.3	39.9	15.0	6.7	.0037
Gunnison	107,151	21,440	25.0	31.7	14.1	7.7	.0048
Hinsdale	4,764	19,600	32.0	33.0	7.0	8.0	.0002
Huerfano	44,506	13,967	31.7	23.1	8.1	3.0	.0021
Jackson	16,047	21,148	27.6	39.9	10.4	4.0	.0006
Kiowa	15,394	18,600	29.9	29.5	10.0	6.7	.0006
Kit Carson	57,548	17,614	[illegible]	30.7	8.4	3.6	.0029
Lake	74,531	26,240	[illegible]	44.2	18.1	4.7	.0031
La Plata	280,278	21,229	[illegible]	31.2	13.7	7.8	.0132
Las Animas	94,019	14,176	30.4	25.0	7.4	1.6	.0045
Lincoln	34,222	16,151	32.1	28.5	6.6	3.5	.0020
Logan	170,226	19,548	29.8	33.3	10.6	4.8	.0078
Mesa	931,093	23,787	24.2	31.9	17.7	9.2	.0422
Mineral	7,280	21,444	26.7	32.3	14.7	7.7	.0004
Moffat	157,997	27,100	19.2	40.5	21.1	7.5	.0075
Montezuma	138,841	19,281	29.1	30.1	13.2	4.8	.0071
Montrose	236,795	21,330	28.8	35.2	12.5	6.3	.0104
Morgan	190,693	19,237	30.5	30.7	12.3	4.8	.0093
Otero	152,763	15,696	32.0	26.7	8.3	2.8	.0073
Ouray	15,444	18,435	30.1	30.5	7.9	6.7	.0005
Park	60,290	22,547	25.7	35.9	15.2	5.4	.0021
Phillips	37,869	17,073	31.8	27.0	9.1	5.5	.0018
Pitkin	157,126	25,275	27.0	32.4	15.8	12.5	.0081
Prowers	92,907	15,909	29.5	28.1	8.1	3.0	.0054
Rio Blanco	76,603	29,267	18.6	33.9	26.0	9.9	.0029
Rio Grande	91,770	22,386	22.5	30.1	16.2	9.5	.0038
Routt	166,204	26,206	22.0	38.1	18.9	9.4	.0070
Saguache	27,551	15,792	33.5	23.5	9.5	4.0	.0011
San Juan	7,220	22,750	25.4	36.3	16.7	4.3	.0005
San Miguel	25,867	16,531	33.0	31.9	5.0	2.9	.0011
Sedgwick	25,750	16,133	39.2	27.3	5.7	2.4	.0014
Summit	138,109	27,828	20.7	36.7	21.0	12.1	.0061
Teller	76,452	18,607	31.4	32.2	10.8	2.6	.0032
Washington	41,629	20,021	28.0	34.5	11.1	4.5	.0018
Yuma	85,765	17,767	29.1	27.5	11.8	5.2	.0038
TOTAL METRO COUNTIES	**28,540,614**	**25,767**	**22.3**	**32.6**	**19.3**	**11.3**	**1.1787**
TOTAL STATE	**33,953,180**	**24,713**	**23.3**	**32.4**	**18.2**	**10.3**	**1.4258**

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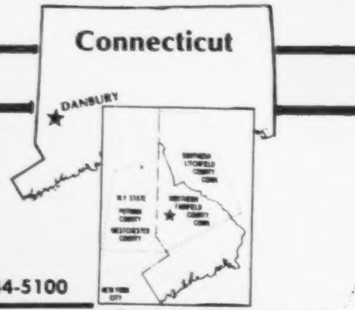

CONNECTICUT

CONN.
ESTIMATES

METRO AREA County City	POPULATION—12/31/83								RETAIL SALES BY STORE GROUP 1983						
	Total Population (Thousands)	% Of U.S	Median Age of Pop	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
BRIDGEPORT - STAMFORD - NORWALK - DANBURY	**811.4**	**.3445**	**34.5**	**10.4**	**15.3**	**20.4**	**28.8**	**286.6**	**5,578,364**	**1,158,476**	**544,275**	**593,170**	**290,098**	**689,681**	**145,662**
Fairfield	811.4	.3445	34.5	10.4	15.3	20.4	28.8	286.6	5,578,364	1,158,476	544,275	593,170	290,098	689,681	145,662
• Bridgeport	140.0	0594	31.4	13.2	16.4	14.7	29.4	52.0	677,360	156,562	65,077	66,014	42,567	93,342	27,217
• Danbury	63.0	0267	31.6	12.2	18.5	19.1	24.7	22.3	661,770	108,222	61,651	97,275	37,069	72,374	5,860
Fairfield	54.9	0233	36.9	12.7	13.0	19.5	33.0	18.5	419,130	114,641	45,768	28,843	26,989	57,026	10,756
Greenwich	59.6	0253	39.3	8.3	13.1	21.9	34.6	21.9	460,435	98,881	52,343	25,081	16,774	89,047	9,483
• Norwalk	78.4	0333	33.5	11.0	17.9	19.9	27.5	29.0	758,856	150,388	63,397	85,408	37,871	98,298	6,010
• Stamford	101.8	0432	35.1	10.0	17.1	19.6	30.5	38.7	753,090	139,017	63,949	121,981	47,598	78,962	20,281
Stratford	51.4	0218	38.9	9.5	14.5	17.3	37.5	19.1	218,273	45,584	33,608	13,815	9,229	31,786	11,261
SUBURBAN TOTAL	428.2	.1819	36.2	9.1	13.6	22.8	29.1	144.6	2,727,288	604,287	290,201	222,492	124,993	346,705	86,294
HARTFORD - NEW BRITAIN - MIDDLETOWN - BRISTOL	**1,054.8**	**.4478**	**32.8**	**12.5**	**17.0**	**18.6**	**27.6**	**382.7**	**6,351,073**	**1,401,924**	**756,420**	**777,933**	**257,126**	**849,826**	**217,708**
Hartford	802.3	.3407	33.3	11.9	16.7	18.4	28.8	295.6	5,025,361	1,077,448	617,516	601,224	219,739	660,227	175,847
• Bristol	58.5	.0248	32.1	12.5	17.3	17.9	27.0	21.5	408,708	105,444	33,649	41,063	13,799	93,108	10,663
East Hartford	51.8	.0220	33.4	13.3	17.4	17.6	29.7	20.1	300,277	83,334	34,736	13,723	7,859	53,487	13,565
Enfield	42.2	.0179	31.0	12.2	16.0	21.5	22.2	13.5	380,651	63,998	30,427	89,937	19,428	49,897	7,892
• Hartford	132.5	.0563	29.0	15.8	17.3	15.0	24.6	50.9	597,599	82,753	126,514	77,470	25,992	76,610	27,476
Manchester	50.0	.0212	33.7	11.0	18.2	17.3	30.4	19.0	439,068	118,884	53,530	61,893	14,293	56,675	10,992
• New Britain	72.3	0307	33.3	15.9	16.9	13.4	33.8	28.8	257,496	57,848	32,721	17,552	8,723	46,273	14,821
West Hartford	60.2	.0256	42.3	8.7	13.3	17.5	41.1	23.6	584,107	107,500	43,128	145,636	45,815	63,089	18,141

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S&MM ESTIMATES

POPULATION—12/31/83

RETAIL SALES BY STORE GROUP 1983

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Middlesex	133.7	.0567	33.0	11.2	18.0	19.2	27.3	49.0	770,049	162,012	86,467	111,039	28,544	112,857	23,604
• Middletown	39.0	.0166	31.3	16.0	18.4	16.4	26.8	14.5	245,850	56,408	26,690	52,963	9,392	32,959	9,025
Tolland	118.8	.0504	29.1	17.9	18.8	19.2	19.6	38.1	555,663	162,464	52,437	65,670	8,843	76,742	18,257
SUBURBAN TOTAL	752.5	.3194	33.5	11.3	17.1	19.9	27.6	267.0	4,841,430	1,099,471	536,846	588,885	199,220	600,876	155,723
NEW HAVEN - WATERBURY - MERIDEN	**765.7**	**.3252**	**33.2**	**12.0**	**16.9**	**17.5**	**29.5**	**278.6**	**4,290,275**	**1,003,220**	**494,043**	**573,632**	**180,461**	**528,386**	**127,305**
New Haven	765.7	.3252	33.2	12.0	16.9	17.5	29.5	278.6	4,290,275	1,003,220	494,043	573,632	180,461	528,386	127,305
Hamden	51.9	.0220	37.4	12.9	15.0	16.2	36.4	19.4	358,743	83,295	52,395	59,200	7,832	43,711	10,116
• Meriden	58.2	.0247	32.7	11.6	17.7	16.6	29.3	21.9	309,971	53,449	21,058	50,839	16,825	43,689	8,048
• Milford	51.2	.0217	32.9	11.0	18.0	18.8	27.4	18.0	435,863	69,070	54,411	45,415	30,121	80,774	7,805
• New Haven	124.3	.0528	29.6	17.6	18.7	13.7	26.2	47.1	532,252	103,678	76,029	78,162	33,021	40,268	19,740
• Waterbury	103.0	.0437	34.0	11.9	15.4	15.3	33.2	38.7	732,812	146,396	61,262	131,616	21,034	95,910	21,979
West Haven	53.7	.0228	33.5	12.7	18.6	16.4	30.9	20.8	196,829	37,898	26,618	10,005	4,134	25,577	9,027
SUBURBAN TOTAL	429.0	.1823	34.3	10.6	16.5	19.0	29.8	152.9	2,279,377	630,627	281,283	267,600	79,460	267,745	69,733
NEW LONDON - NORWICH	**244.3**	**.1037**	**30.6**	**14.7**	**17.5**	**17.6**	**24.7**	**86.7**	**1,423,715**	**302,631**	**154,910**	**155,841**	**69,613**	**238,085**	**36,769**
New London	244.3	.1037	30.6	14.7	17.5	17.6	24.7	86.7	1,423,715	302,631	154,910	155,841	69,613	238,085	36,769
Groton (town)	41.5	.0176	26.6	20.5	20.6	14.4	18.3	13.5	247,230	51,303	36,239	28,188	8,597	29,929	2,963
• New London	28.9	.0123	27.8	25.4	16.1	12.0	26.3	10.9	277,115	28,272	27,423	64,588	16,334	67,411	6,873
• Norwich	38.3	.0163	32.4	13.4	16.3	15.5	30.2	14.9	336,794	82,686	26,232	43,556	20,372	71,240	7,747
SUBURBAN TOTAL	177.1	.0751	30.7	13.2	17.9	19.0	23.3	60.9	809,806	191,673	101,255	47,697	32,907	99,434	22,149
OTHER COUNTIES															
Litchfield	161.8	.0687	34.0	9.5	16.9	19.2	29.2	58.8	805,511	206,119	72,541	80,386	34,723	123,624	26,648
Windham	95.1	.0404	31.3	12.4	16.8	17.3	26.4	33.7	476,050	117,523	48,554	29,919	18,414	67,519	14,718
TOTAL METRO COUNTIES	**2,876.2**	**1.2212**	**33.1**	**11.9**	**16.5**	**18.7**	**28.3**	**1,034.6**	**17,643,427**	**3,866,251**	**1,949,648**	**2,100,576**	**797,298**	**2,305,978**	**527,444**
TOTAL STATE	**3,133.1**	**1.3303**	**33.1**	**11.8**	**16.6**	**18.7**	**28.2**	**1,127.1**	**18,924,988**	**4,189,893**	**2,070,743**	**2,210,881**	**850,435**	**2,497,121**	**568,810**

New England's 2nd ADI

HARTFORD/NEW HAVEN ADI MEDIA FACTS

THE HARTFORD-
NEW HAVEN ADI
NEW
HAVEN
PMA

FACT 1 You can't cover the Hartford/New Haven ADI without buying the New Haven Primary Market Area (PMA).

FACT 2 The New Haven PMA covers 31 cities and towns with 496,000 adults 18 +.

FACT 3 The Register and/or Journal-Courier reaches 50% of all adults in the PMA every day...and the Sunday Register reaches 68% of all adults.

New Haven Register Journal-Courier

Represented nationally by Sawyer-Ferguson-Walker Company

Source: New Haven CMS conducted by Belden Associates, 1983

"We get you the business!"

with the largest daily and Sunday newspaper circulation in affluent Fairfield County... a top-50 market; 4th in the United States in Median Household Effective Buying Income.

BRIDGEPORT CONNECTICUT POST TELEGRAM

TURN TO
LANDON
FOR RESULTS
(SEE PAGE B-26)

Call Paul Ward, (Bridgeport Post) 203-333-0161
or Roger Power, (Landon-NYC) 212-867-1112

CONN.
S&MM ESTIMATES

$$ EFFECTIVE BUYING INCOME 1983

% of Hslds. by EBI Group:
(A) $10,000–$19,999
(B) $20,000–$34,999
(C) $35,000–$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group A	B	C	D	Buying Power Index
BRIDGEPORT - STAMFORD - NORWALK - DANBURY	**11,776,723**	**34,561**	**15.1**	**24.6**	**21.0**	**28.3**	**.4628**
Fairfield	11,776,723	34,561	15.1	24.6	21.0	28.3	.4628
• Bridgeport	1,290,549	21,362	24.3	29.7	15.8	7.5	.0567
• Danbury	740,762	30,321	18.3	29.0	23.7	17.1	.0380
Fairfield	825,656	38,769	13.0	23.4	23.2	33.2	.0330
Greenwich	1,248,410	44,023	11.5	19.9	18.4	43.1	.0435
• Norwalk	1,068,000	33,044	16.0	26.7	23.3	23.2	.0488
• Stamford	1,533,543	33,810	16.2	24.5	20.7	27.4	.0606
Stratford	659,828	32,266	15.3	29.7	24.8	19.3	.0240
SUBURBAN TOTAL	7,143,869	41,941	10.8	21.9	22.0	38.7	.2587

S&MM ESTIMATES

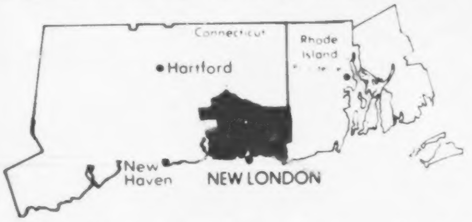
$$ EFFECTIVE BUYING INCOME 1983

% of Hslds. by EBI Group:
(A) $10,000–$19,999
(B) $20,000–$34,999
(C) $35,000–$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group A	B	C	D	Buying Power Index
HARTFORD - NEW BRITAIN - MIDDLETOWN - BRISTOL	**12,805,491**	**30,421**	**17.5**	**30.4**	**23.4**	**17.1**	**.5249**
Hartford	9,946,092	30,423	17.6	29.6	23.0	17.8	.4086
• Bristol	680,081	29,111	18.3	34.1	23.8	13.4	.0299
East Hartford	619,717	29,207	18.8	34.1	22.8	13.1	.0253
Enfield	472,485	34,601	13.3	30.3	32.0	16.8	.0234
• Hartford	1,132,790	17,986	28.7	27.2	11.9	5.6	.0507
Manchester	635,818	30,647	17.2	34.9	22.8	16.3	.0290
• New Britain	788,348	24,081	23.3	32.7	18.1	9.0	.0296
West Hartford	1,013,548	36,775	14.7	23.8	22.6	30.1	.0416
Middlesex	1,598,549	30,324	17.2	32.0	24.6	15.1	.0651

The Day

covers the third most affluent metro area in New England



The New London NECMA has a median household EBI of $26,616 ranking it 3rd in New England and 32nd nationally.

The Day reaches the majority of adults in the New London NECMA

	Daily Readers	% Coverage
Adults	87,900	50.0
Aged 18-49	57,400	50.3
Employed	55,400	51.2
Graduated College	16,300	55.1
H/H Income $35,000 +	26,500	55.9

CALL
Barbara Lathrop
(203) 442-2200 for
further details.

Sources: 1983, Scarborough National Newspaper Audience Ratings Study
S&MM's, 1983 Survey of Buying Power

represented nationally by
Branham Newspaper Sales

NEW CENTRAL CONNECTICUT GROUP

REACHING THE AFFLUENT PART OF THE HARTFORD/NEW HAVEN ADI

Bristol Press•Manchester Herald•Meriden Record Jrl.•Middletown Press
New Britain Herald•Torrington Register•
Manchester Jrl. Inquirer•Waterbury Republican American

NCCG: dominates the Hartford - New Haven ADI
NCCG: reaches 220,415 households
NCCG: covers 150 supermarkets
NCCG: 1 Order - 1 Buy - Discount Rate

TURN TO LANDON FOR RESULTS
(SEE PAGE B-26)

CONN. (cont.)
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1983

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
● Middletown	419,956	25,935	21.9	31.6	20.8	11.1	.0185
Tolland	1,260,850	30,523	16.6	34.0	25.0	14.3	.0512
SUBURBAN TOTAL	9,784,316	33,651	14.4	30.3	26.2	20.8	.3962
NEW HAVEN - WATERBURY - MERIDEN	**8,808,330**	**28,475**	**18.6**	**29.7**	**22.2**	**15.0**	**.3627**
New Haven	8,808,330	28,475	18.6	29.7	22.2	15.0	.3627
Hamden	660,244	30,740	17.8	29.1	24.2	17.2	.0277
● Meriden	661,346	27,673	20.1	33.2	22.5	11.7	.0270
● Milford	644,806	34,347	12.7	30.7	28.8	19.6	.0292
● New Haven	1,118,674	18,672	25.8	27.1	12.8	7.0	.0480
● Waterbury	1,016,516	23,069	22.8	30.0	17.6	8.8	.0491
West Haven	594,919	26,489	20.6	32.6	21.6	10.1	.0223
SUBURBAN TOTAL	5,366,988	32,248	15.9	29.8	25.4	19.0	.2094

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1983

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
NEW LONDON - NORWICH	**2,895,402**	**29,487**	**17.9**	**31.6**	**22.7**	**15.9**	**.1188**
New London	2,895,402	29,487	17.9	31.6	22.7	15.9	.1188
Groton (town)	479,703	28,169	19.9	35.7	20.6	14.7	.0201
● New London	308,619	22,341	23.7	30.2	16.0	9.2	.0161
● Norwich	415,510	25,113	21.5	32.1	18.6	10.3	.0207
SUBURBAN TOTAL	2,171,273	31,806	15.8	31.7	25.0	18.5	.0820
OTHER COUNTIES							
Litchfield	1,941,767	29,588	18.8	31.9	23.2	15.0	.0759
Windham	953,206	25,643	22.3	33.2	20.3	9.4	.0406
TOTAL METRO COUNTIES	**36,285,946**	**30,768**	**17.2**	**28.8**	**22.3**	**19.5**	**1.4692**
TOTAL STATE	**39,180,919**	**30,529**	**17.4**	**29.1**	**22.3**	**19.0**	**1.5857**

DELAWARE

DEL.
S&MM ESTIMATES

POPULATION—12/31/83 | RETAIL SALES BY STORE GROUP 1983

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
WILMINGTON	**529.6**	**.2248**	**31.3**	**13.0**	**16.9**	**18.5**	**25.2**	**186.4**	**2,612,065**	**569,493**	**209,859**	**370,651**	**120,894**	**444,765**	**91,319**
New Castle	400.0	.1698	31.1	13.8	17.0	18.5	24.9	141.9	2,060,519	443,424	159,000	350,884	101,786	327,449	79,987
● Wilmington	68.3	.0290	32.7	11.0	16.1	14.9	31.3	26.6	393,912	38,126	42,546	42,402	10,397	98,910	9,260
Cecil, Md.	*62.8*	*.0266*	*30.8*	*10.8*	*16.7*	*19.2*	*23.8*	*20.9*	*319,930*	*66,631*	*28,360*	*9,055*	*8,303*	*60,465*	*7,444*
Salem, N. J.	*66.8*	*.0284*	*32.5*	*10.4*	*15.8*	*18.0*	*28.1*	*23.6*	*231,616*	*59,438*	*22,499*	*10,712*	*10,805*	*56,851*	*3,888*
SUBURBAN TOTAL	461.3	.1958	31.1	13.3	17.0	19.0	24.3	159.8	2,218,153	531,367	167,313	328,249	110.497	345,855	82,059
OTHER COUNTIES															
Kent	104.0	.0442	28.9	14.5	17.2	18.7	20.7	35.3	568,837	125,081	45,734	85,136	15,972	130,137	13,871
Sussex	104.3	.0443	33.8	10.6	15.4	17.2	30.9	38.0	451,641	148,565	46,731	31,650	14,878	59,101	14,226
TOTAL METRO COUNTIES	**400.0**	**.1698**	**31.1**	**13.8**	**17.0**	**18.5**	**24.9**	**141.9**	**2,060,519**	**443,424**	**159,000**	**350,884**	**101,786**	**327,449**	**79,987**
TOTAL STATE	**608.3**	**.2583**	**31.2**	**13.4**	**16.8**	**18.3**	**25.2**	**215.2**	**3,080,997**	**717,070**	**251,465**	**467,670**	**132,636**	**516,687**	**108,084**

DEL.
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1983

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
WILMINGTON	**5,880,275**	**28,774**	**18.8**	**30.1**	**22.3**	**15.2**	**.2372**
New Castle	4,554,703	29,163	18.4	29.8	22.1	16.2	.1839
● Wilmington	613,209	18,072	27.0	25.4	12.8	7.3	.0289
Cecil, Md.	*577,484*	*25,483*	*22.1*	*35.7*	*20.1*	*7.7*	*.0257*
Salem, N. J.	*748,088*	*30,312*	*18.4*	*26.9*	*25.3*	*15.7*	*.0276*
SUBURBAN TOTAL	5,267,066	30,413	17.5	30.9	23.8	16.5	.2083

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1983

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
OTHER COUNTIES							
Kent	919,756	22,676	26.4	32.1	17.5	6.9	.0429
Sussex	888,170	20,442	28.8	32.3	13.6	5.4	.0393
TOTAL METRO COUNTIES	**4,554,703**	**29,163**	**18.4**	**29.8**	**22.1**	**16.2**	**.1839**
TOTAL STATE	**6,362,629**	**26,174**	**21.5**	**30.6**	**19.9**	**12.8**	**.2661**

DISTRICT OF COLUMBIA

D.C.
S&MM ESTIMATES

POPULATION—12/31/83

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group: 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)
WASHINGTON	**3,363.0**	**1.4277**	**31.0**	**12.4**	**20.3**	**21.1**	**20.8**	**1,236.6**
District of Columbia	618.4	.2625	32.3	14.3	20.1	17.9	26.7	248.1
• Washington	618.4	2625	32.3	14.3	20.1	17.9	26.7	248.1
Calvert, Md.	40.3	.0171	30.1	9.6	18.3	19.5	21.4	12.8
Charles, Md.	82.7	.0351	28.1	10.9	18.0	21.8	15.7	24.8
Frederick, Md.	126.2	.0536	30.5	11.6	18.8	19.7	21.8	41.5
• Frederick	31.2	0132	31.5	14.2	20.0	14.8	28.1	11.9
Montgomery, Md.	599.5	2545	33.1	10.5	18.3	21.9	24.6	220.1
Rockville	44.7	0190	31.0	11.4	18.7	22.4	20.1	15.1
Prince George's, Md.	663.0	.2815	28.9	14.7	20.3	20.4	17.2	229.1
Alexandria city, Va.	105.2	.0446	32.3	12.7	27.9	18.9	23.5	52.1
Alexandria	105.2	0446	32.3	12.7	27.9	18.9	23.5	52.1
Arlington, Va.	150.5	.0639	33.1	14.4	25.6	18.5	26.6	71.7
• Arlington	150.5	0639	33.1	14.4	25.6	18.5	26.6	71.7
Fairfax, Va.	646.5	.2745	31.2	10.5	19.8	24.8	17.7	232.3
Fairfax city, Va.	19.3	.0082	30.9	14.5	19.7	21.1	20.8	7.1
Fairfax	19.3	0082	30.9	14.5	19.7	21.1	20.8	7.1
Falls Church city, Va.	9.1	.0039	36.4	9.5	20.8	20.3	31.8	4.3
Falls Church	9.1	0039	36.4	9.5	20.8	20.3	31.8	4.3
Loudoun, Va.	65.1	.0277	30.3	9.1	19.7	23.5	17.2	21.7
Manassas city, Va.	17.0	.0072	28.2	11.7	23.7	19.0	14.8	5.7
Manassas	17.0	0072	28.2	11.7	23.7	19.0	14.8	5.7
Manassas Park city, Va.	6.7	0028	25.0	13.8	20.8	18.2	10.9	2.0
Manassas Park	6.7	0028	25.0	13.8	20.8	18.2	10.9	2.0
Prince William, Va.	166.0	.0705	27.0	11.9	21.7	23.4	9.3	49.0
Stafford, Va.	47.5	.0201	28.9	11.8	18.9	22.0	16.4	14.3
SUBURBAN TOTAL	2,562.9	1.0881	30.5	11.8	20.0	22.2	18.9	904.9
TOTAL METRO COUNTIES	**618.4**	**.2625**	**32.3**	**14.3**	**20.1**	**17.9**	**26.7**	**248.1**
TOTAL STATE	**618.4**	**.2625**	**32.3**	**14.3**	**20.1**	**17.9**	**26.7**	**248.1**

RETAIL SALES BY STORE GROUP 1983

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
WASHINGTON	**20,884,027**	**4,210,852**	**2,091,373**	**2,783,726**	**937,661**	**4,048,727**	**839,518**
District of Columbia	3,059,000	549,853	609,555	233,407	144,960	276,475	135,780
• Washington	3,059,000	549,853	609,555	233,407	144,960	276,475	135,780
Calvert, Md.	82,693	28,012	9,265	1,551	3,341	14,706	3,603
Charles, Md.	311,581	74,950	27,012	13,513	10,987	75,215	24,794
Frederick, Md.	618,835	126,477	43,087	76,588	18,579	116,879	17,847
• Frederick	485,208	98,439	29,914	75,997	13,080	92,814	15,502
Montgomery, Md.	4,424,712	955,503	351,818	709,782	249,806	798,780	160,245
Rockville	467,339	79,011	47,726	25,154	28,978	102,249	14,119
Prince George's, Md.	4,307,777	917,406	340,638	626,788	151,521	914,016	163,359
Alexandria city, Va.	939,004	216,857	104,395	121,865	37,617	230,108	25,606
Alexandria	939,004	216,857	104,395	121,865	37,617	230,108	25,606
Arlington, Va.	1,087,090	225,080	127,111	88,626	45,811	356,586	54,018
• Arlington	1,087,090	225,080	127,111	88,626	45,811	356,586	54,018
Fairfax, Va.	3,944,941	708,456	301,472	731,108	191,362	731,160	177,356
Fairfax city, Va.	500,664	74,489	44,983	49,881	24,197	163,157	9,824
Fairfax	500,664	74,489	44,983	49,881	24,197	163,157	9,824
Falls Church city, Va.	229,978	22,911	16,325	19,903	15,568	85,057	7,128
Falls Church	229,978	22,911	16,325	19,903	15,568	85,057	7,128
Loudoun, Va.	266,233	70,336	22,597	4,565	6,228	42,272	13,856
Manassas city, Va.	148,598	32,789	6,539	10,359	6,197	28,505	4,739
Manassas	148,598	32,789	6,539	10,359	6,197	28,505	4,739
Manassas Park city, Va.	26,293	15,677	1,224			3,417	390
Manassas Park	26,293	15,677	1,224			3,417	390
Prince William, Va.	891,432	182,154	77,441	95,090	31,194	204,082	40,973
Stafford, Va.	45,196	9,902	7,911	700	293	8,312	
SUBURBAN TOTAL	16,252,729	3,337,480	1,324,793	2,385,696	733,810	3,322,852	634,218
TOTAL METRO COUNTIES	**3,059,000**	**549,853**	**609,555**	**233,407**	**144,960**	**276,475**	**135,780**
TOTAL STATE	**3,059,000**	**549,853**	**609,555**	**233,407**	**144,960**	**276,475**	**135,780**

D.C.
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1983

% of Hslds. by EBI Group
(A) $10,000–$19,999
(B) $20,000–$34,999
(C) $35,000–$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
WASHINGTON	**45,599,426**	**33,236**	**15.5**	**28.4**	**23.3**	**23.5**	**1.7926**
District of Columbia	8,025,222	25,692	20.4	27.5	16.6	17.8	.3021
• Washington	8,025,222	25,692	20.4	27.5	16.6	17.8	.3021
Calvert, Md.	364,761	27,665	19.1	34.2	23.1	9.8	.0132
Charles, Md.	751,826	30,019	16.3	34.6	27.8	9.8	.0311
Frederick, Md.	1,204,557	27,237	20.9	34.7	22.4	9.5	.0523
• Frederick	305,859	23,302	24.6	34.2	17.5	6.7	.0215
Montgomery, Md.	9,438,485	39,441	12.0	24.5	23.5	33.8	.3654
Rockville	608,663	38,460	11.5	24.6	26.2	29.8	.0287
Prince George's, Md.	7,893,618	32,059	16.5	31.6	25.4	18.6	.3346

The best-selling newspaper in Va. and Md. comes from Washington, D.C.

The Washington Metro Area (MSA) includes 32% of Virginia's buying power and 42% of Maryland's. And The Washington Post is so popular in the suburbs that it sells more copies in Maryland than any morning, evening *or* Sunday paper published there, and more in Virginia than any Virginia paper. ☐ For more information, call Nick Cannistraro, Vice President, Marketing and Advertising, 202/334-4171.

Source: S&MM Survey of Buying Power, July 1984

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D.C. (cont.)

S&MM ESTIMATES

$$ EFFECTIVE BUYING INCOME 1983

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds by EBI Group (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
Alexandria city, Va.	*1,812,830*	*30,345*	*17.3*	*32.6*	*20.8*	*20.0*	*.0716*
Alexandria	*1,812,830*	*30,345*	*17.3*	*32.6*	*20.8*	*20.0*	*.0716*
Arlington, Va.	*2,690,527*	*32,626*	*16.4*	*29.2*	*21.2*	*24.9*	*.0981*
• *Arlington*	*2,690,527*	*32,626*	*16.4*	*29.2*	*21.2*	*24.9*	*.0981*
Fairfax, Va.	*9,832,010*	*40,354*	*10.7*	*24.7*	*26.7*	*33.1*	*.3657*
Fairfax city, Va.	*286,537*	*37,627*	*12.7*	*27.2*	*24.9*	*29.7*	*.0205*
Fairfax	*286,537*	*37,627*	*12.7*	*27.2*	*24.9*	*29.7*	*.0205*
Falls Church city, Va.	*172,868*	*36,394*	*13.5*	*28.9*	*22.3*	*29.9*	*.0103*
Falls Church	*172,868*	*36,394*	*13.5*	*28.9*	*22.3*	*29.9*	*.0103*
Loudoun, Va.	*721,480*	*31,257*	*15.5*	*32.4*	*26.6*	*15.3*	*.0279*
Manassas city, Va.	*185,772*	*32,101*	*16.1*	*34.0*	*32.3*	*10.0*	*.0092*
Manassas	*185,772*	*32,101*	*16.1*	*34.0*	*32.3*	*10.0*	*.0092*
Manassas Park city, Va.	*52,058*	*25,927*	*17.8*	*52.8*	*16.7*	*2.7*	*.0024*
Manassas Park	*52,058*	*25,927*	*17.8*	*52.8*	*16.7*	*2.7*	*.0024*
Prince William, Va.	*1,722,905*	*34,205*	*13.6*	*32.7*	*31.9*	*16.0*	*.0736*
Stafford, Va.	*443,970*	*28,982*	*19.1*	*36.6*	*24.2*	*10.3*	*.0146*
SUBURBAN TOTAL	34,577,818	35,275	13.9	28.6	25.4	25.2	1.3709
TOTAL METRO COUNTIES	**8,025,222**	**25,692**	**20.4**	**27.5**	**16.6**	**17.8**	**.3021**
TOTAL STATE	**8,025,222**	**25,692**	**20.4**	**27.5**	**16.6**	**17.8**	**.3021**

FLORIDA

FLA.

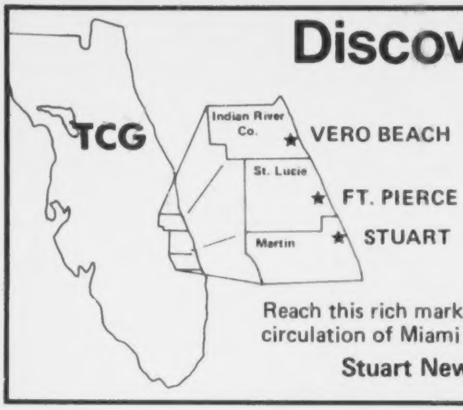
S&MM ESTIMATES

POPULATION—12/31/83 | RETAIL SALES BY STORE GROUP 1983

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
BRADENTON	**169.6**	**.0720**	**44.8**	**8.5**	**12.5**	**13.9**	**45.8**	**70.3**	**870,174**	**178,964**	**105,277**	**139,889**	**40,042**	**182,930**	**38,447**
Manatee	169.6	.0720	44.8	8.5	12.5	13.9	45.8	70.3	870,174	178,964	105,277	139,889	40,042	182,930	38,447
• Bradenton	34.4	.0146	42.6	9.3	13.3	12.9	44.2	14.0	341,108	34,044	38,505	64,286	15,577	76,309	24,596
SUBURBAN TOTAL	135.2	.0574	45.4	8.3	12.3	14.1	46.2	56.3	529,066	144,920	66,772	75,603	24,465	106,621	13,851
DAYTONA BEACH	**291.4**	**.1238**	**41.0**	**10.9**	**13.1**	**14.7**	**41.6**	**120.4**	**1,555,438**	**306,177**	**179,372**	**190,126**	**59,158**	**258,276**	**79,798**
Volusia	291.4	.1238	41.0	10.9	13.1	14.7	41.6	120.4	1,555,438	306,177	179,372	190,126	59,158	258,276	79,798
• Daytona Beach	57.8	.0245	35.4	16.4	13.6	12.5	37.8	24.8	708,873	58,148	85,219	166,268	36,177	149,879	24,506
SUBURBAN TOTAL	233.6	.0993	42.2	9.6	13.0	15.3	42.4	95.6	846,565	248,029	94,153	23,858	22,981	108,397	55,292
FORT LAUDERDALE - HOLLYWOOD - POMPANO BEACH	**1,121.0**	**.4760**	**40.0**	**9.4**	**15.2**	**16.5**	**39.5**	**463.4**	**7,310,323**	**1,200,252**	**817,572**	**832,419**	**396,577**	**1,877,737**	**264,349**
Broward	1,121.0	.4760	40.0	9.4	15.2	16.5	39.5	463.4	7,310,323	1,200,252	817,572	832,419	396,577	1,877,737	264,349

Coming In September Don't miss Sales & Marketing Management's Special Section on Sales Incentives in the Sept. 10 issue. **Ads close Aug. 20.**

For information call: 212/986-4800



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- ● $1.2-billion Retail Sales

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FLA. (cont.)
S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/83 Total Population (Thousands)	% Of U.S.	Median Age of Pop	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	RETAIL SALES BY STORE GROUP 1983 Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
• Fort Lauderdale	154.5	.0656	37.5	11.5	17.6	16.4	36.6	68.9	1,683,900	141,172	238,233	160,523	48,903	631,225	34,344
• Hollywood	122.5	.0520	43.6	8.9	13.0	16.4	43.4	51.8	1,222,818	227,270	75,684	221,106	51,147	238,022	56,506
Plantation	55.8	.0237	36.9	8.6	13.6	23.7	29.5	19.5	392,527	99,110	38,006	14,682	29,392	113,132	12,990
• Pompano Beach	66.9	.0284	51.3	9.1	11.9	13.8	51.3	31.2	949,200	104,378	62,697	210,497	44,072	261,909	21,616
SUBURBAN TOTAL	777.1	.3300	39.2	9.1	15.4	16.6	38.5	311.5	3,454,405	727,432	440,958	240,293	252,455	746,581	151,883
FORT MYERS - CAPE CORAL	**244.1**	**.1036**	**42.3**	**8.8**	**13.1**	**14.9**	**42.8**	**100.1**	**1,455,592**	**310,636**	**137,854**	**178,488**	**93,755**	**275,094**	**36,122**
Lee	244.1	.1036	42.3	8.8	13.1	14.9	42.8	100.1	1,455,592	310,636	137,854	178,488	93,755	275,094	36,122
• Cape Coral	41.6	.0177	50.2	6.5	11.1	14.8	50.3	17.2	195,337	75,145	17,430	2,642	8,972	8,859	7,645
• Fort Myers	39.5	.0168	32.3	12.8	15.5	15.1	30.8	15.9	798,664	134,105	45,074	161,131	42,866	256,232	12,102
SUBURBAN TOTAL	163.0	.0691	43.3	8.4	12.9	15.0	43.9	67.0	461,591	101,386	75,350	14,715	41,917	10,003	16,375
FORT PIERCE	**181.8**	**.0772**	**38.7**	**9.8**	**13.8**	**15.1**	**38.9**	**71.4**	**887,714**	**202,563**	**78,764**	**73,041**	**42,758**	**186,571**	**30,978**
Martin	77.7	.0330	43.6	9.3	12.5	14.8	44.3	32.0	408,503	108,066	39,649	22,273	23,453	65,151	14,810
St. Lucie	104.1	.0442	35.2	10.3	14.8	15.3	34.8	39.4	479,211	94,497	39,115	50,768	19,305	121,420	16,168
• Fort Pierce	37.8	.0160	32.9	12.1	14.0	14.9	32.2	14.4	403,929	80,814	34,724	48,704	15,795	94,085	14,383
SUBURBAN TOTAL	144.0	.0612	40.3	9.2	13.8	15.2	40.7	57.0	483,785	121,749	44,040	24,337	26,963	92,486	16,595

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Palatka Daily News
Ocala Star-Banner
Leesburg Commercial
NYT
NEW YORK TIMES REGIONAL NEWSPAPER GROUP

Central Florida Golden Markets Group I

1983 Total
Households
234,000

Total Retail Sales
$2,532,814,000

Consumer Food Sales
$554,835,000

Automotive Sales
$466,727,000

Drug Sales
$112,731,000

Source: Sales & Marketing Management's Survey of Buying Power, 12-31-84.

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FLA. (cont.)
S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/83 Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	RETAIL SALES BY STORE GROUP 1983 Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/Furnish./Appliance ($000)	Automotive ($000)	Drug ($000)
FORT WALTON BEACH	**117.2**	**.0498**	**28.6**	**15.4**	**17.5**	**20.9**	**18.1**	**41.4**	**634,172**	**113,902**	**75,299**	**102,677**	**33,198**	**113,562**	**12,412**
Okaloosa	117.2	.0498	28.6	15.4	17.5	20.9	18.1	41.4	634,172	113,902	75,299	102,677	33,198	113,562	12,412
• Fort Walton Beach	21.4	.0091	31.7	12.8	14.4	23.2	22.0	7.6	279,761	30,891	42,809	23,603	17,419	77,209	3,145
SUBURBAN TOTAL	95.8	.0407	28.1	16.0	18.2	20.3	17.2	33.8	354,411	83,011	32,490	79,074	15,779	36,353	9,267
GAINESVILLE	**188.0**	**.0799**	**26.8**	**23.6**	**20.7**	**15.1**	**18.0**	**68.4**	**963,882**	**199,991**	**104,668**	**118,692**	**51,171**	**178,345**	**44,972**
Alachua	165.8	.0704	26.2	25.3	21.0	14.6	17.0	61.4	890,191	175,103	98,200	113,549	48,835	166,194	41,292
• Gainesville	85.6	.0363	25.2	29.4	20.8	13.1	16.5	30.6	760,229	134,644	65,840	112,125	46,640	161,625	36,982
Bradford	22.2	.0095	31.8	11.0	18.1	19.0	25.3	7.0	73,6[illegible]1	24,888	6,468	5,143	2,336	12,151	3,680
SUBURBAN TOTAL	102.4	.0436	28.2	18.7	20.6	16.8	19.3	37.8	203,653	[illegible]5,347	38,828	6,567	4,531	16,720	7,990
JACKSONVILLE	**759.9**	**.3226**	**30.6**	**12.5**	**17.8**	**18.1**	**24.2**	**280.6**	**4,132,068**	**758,953**	**358,299**	**476,658**	**160,932**	**947,205**	**144,358**
Clay	82.0	.0348	30.2	9.5	17.2	22.8	18.9	25.2	450,671	80,971	46,954	106,560	9,739	44,752	18,899
Duval	580.8	.2466	30.4	13.2	18.2	17.4	24.3	220.5	3,277,301	586,699	275,274	350,432	145,990	816,493	116,954
• Jacksonville	550.2	.2336	30.3	13.2	18.2	17.3	24.2	208.0	3,133,672	554,039	249,982	343,542	143,312	788,485	112,719

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Source: Beldem CMS, '82

Florida Publishing Company, One Riverside Ave., Jacksonville, Fla. 32202 904/359-4350 Represented, Nationally by Branham Newspaper Sales

FLA. (cont.)
S&MM ESTIMATES

POPULATION—12/31/83

RETAIL SALES BY STORE GROUP 1983

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group: 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Nassau	37.9	.0160	29.9	10.8	16.8	20.2	21.2	12.8	125,645	37,080	12,540	6,726	776	17,365	4,356
St. Johns	59.2	.0252	34.6	10.8	15.1	17.1	32.3	22.1	278,451	54,203	23,531	12,940	4,427	68,595	4,149
SUBURBAN TOTAL	209.7	.0890	31.5	10.6	16.7	20.0	24.2	72.6	998,396	204,914	108,317	133,116	17,620	158,720	31,639
LAKELAND - WINTER HAVEN	**351.1**	**.1491**	**33.5**	**11.5**	**15.3**	**17.6**	**30.1**	**126.8**	**1,674,323**	**360,743**	**150,835**	**184,693**	**62,245**	**344,829**	**58,462**
Polk	351.1	.1491	33.5	11.5	15.3	17.6	30.1	126.8	1,674,323	360,743	150,835	184,693	62,245	344,829	58,462
• Lakeland	54.5	.0231	34.6	14.3	15.0	14.5	34.8	22.4	707,543	134,496	58,974	83,784	33,074	150,338	25,261
• Winter Haven	22.7	.0096	38.1	11.0	14.2	15.3	37.9	9.6	357,332	64,887	36,678	57,886	7,117	46,369	17,379
SUBURBAN TOTAL	273.9	.1164	33.0	11.0	15.6	18.4	28.5	94.8	609,448	161,360	55,183	43,023	22,054	148,122	15,822
MELBOURNE - TITUSVILLE - PALM BAY	**300.7**	**.1276**	**35.5**	**12.1**	**14.0**	**19.3**	**31.4**	**119.5**	**1,503,966**	**312,796**	**161,610**	**210,128**	**57,879**	**283,445**	**61,995**
Brevard	300.7	.1276	35.5	12.1	14.0	19.3	31.4	119.5	1,503,966	312,796	161,610	210,128	57,879	283,445	61,995
• Melbourne	50.2	.0213	34.2	14.4	14.2	17.1	31.9	20.1	581,655	130,884	39,723	72,665	20,784	135,094	16,364
• Palm Bay	25.4	.0108	33.4	11.9	17.6	16.4	30.7	9.8	35,013	3,455	6,013		5,269	851	4,546
• Titusville	33.6	.0143	36.7	11.1	12.4	20.2	32.0	13.1	173,134	32,698	22,919	29,352	2,993	38,988	8,477
SUBURBAN TOTAL	191.5	.0812	35.9	11.6	13.8	20.1	31.3	76.5	714,164	145,759	92,955	108,111	28,833	108,512	32,608
MIAMI - HIALEAH	**1,764.5**	**.7491**	**35.9**	**10.9**	**15.5**	**18.9**	**32.3**	**645.9**	**9,803,281**	**1,913,963**	**935,409**	**1,281,946**	**701,405**	**1,804,127**	**385,210**
Dade	1,764.5	.7491	35.9	10.9	15.5	18.9	32.3	645.9	9,803,281	1,913,963	935,409	1,281,946	701,405	1,804,127	385,210
Coral Gables	44.4	.0189	37.4	17.0	14.3	16.9	35.9	16.4	502,035	107,941	54,398	8,475	19,633	184,301	10,982
• Hialeah	175.2	.0744	37.2	11.9	12.3	22.4	30.8	57.0	1,190,656	181,185	84,027	240,642	113,352	127,750	32,161
• Miami	402.0	.1707	38.8	10.7	14.4	19.2	35.8	152.1	2,313,544	323,107	252,061	225,931	208,098	443,729	112,580
• Miami Beach	97.8	.0415	65.7	4.9	7.6	10.5	69.1	55.4	361,118	93,564	56,273	13,813	7,977	49,318	29,131
North Miami	43.6	.0185	41.0	10.8	17.2	16.2	40.8	19.5	356,522	101,777	38,884	4,579	26,235	49,043	17,541
SUBURBAN TOTAL	1,089.5	.4625	33.2	11.3	17.2	19.1	27.9	381.4	5,937,963	1,316,107	543,048	801,560	371,978	1,183,330	211,538
MIAMI - FORT LAUDERDALE CONSOLIDATED AREA	***2,885.5***	***1.2251***	***37.4***	***10.3***	***15.4***	***18.0***	***35.1***	***1,109.3***	***17,113,604***	***3,114,215***	***1,752,981***	***2,114,365***	***1,097,982***	***3,681,864***	***649,559***
NAPLES	**106.1**	**.0450**	**39.3**	**9.5**	**14.0**	**15.9**	**39.0**	**43.1**	**780,516**	**152,348**	**74,124**	**74,829**	**59,761**	**156,832**	**16,373**
Collier	106.1	.0450	39.3	9.5	14.0	15.9	39.0	43.1	780,516	152,348	74,124	74,829	59,761	156,832	16,373
• Naples	21.7	.0092	57.5	6.0	8.1	13.2	59.7	10.5	583,606	115,405	51,702	66,165	44,758	118,987	13,750
SUBURBAN TOTAL	84.4	.0358	35.3	10.4	15.5	16.7	33.6	32.6	196,910	36,943	22,422	8,664	15,003	37,845	2,623
OCALA	**145.3**	**.0617**	**37.3**	**9.2**	**13.7**	**16.4**	**36.2**	**55.1**	**675,883**	**153,382**	**68,848**	**70,296**	**21,568**	**100,320**	**21,171**
Marion	145.3	.0617	37.3	9.2	13.7	16.4	36.2	55.1	675,883	153,382	68,848	70,296	21,568	100,320	21,171
• Ocala	43.5	.0185	33.5	10.6	13.9	16.5	31.4	16.1	517,644	109,828	57,794	67,230	18,555	79,472	17,375
SUBURBAN TOTAL	101.8	.0432	39.0	8.6	13.6	16.5	38.2	39.0	158,239	43,554	11,054	3,066	3,013	20,848	3,796
ORLANDO	**804.5**	**.3415**	**31.7**	**13.2**	**16.9**	**18.3**	**26.1**	**294.0**	**4,642,994**	**925,940**	**518,034**	**566,997**	**188,204**	**1,004,770**	**114,628**
Orange	523.3	.2221	31.0	14.8	17.1	17.5	25.6	193.1	3,186,823	619,285	370,589	335,936	137,613	695,238	74,413
• Orlando	141.1	.0599	30.2	18.7	17.3	14.6	27.1	53.4	1,392,518	179,968	168,021	190,615	105,201	320,434	41,742

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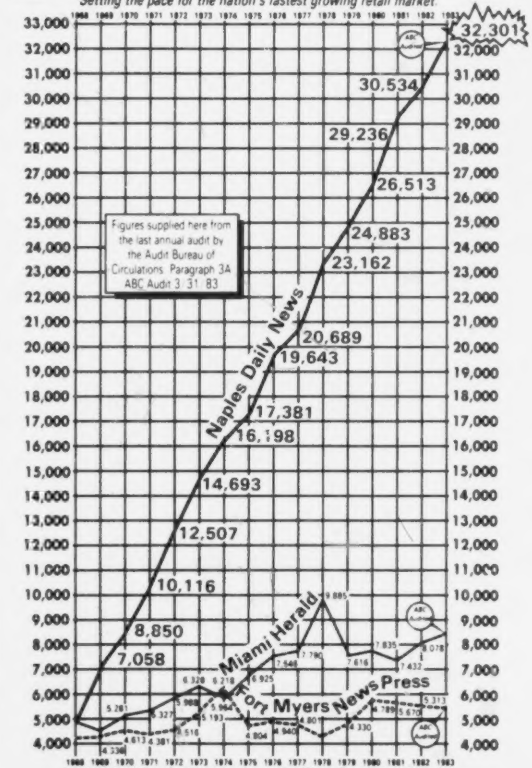

1983 Audited Circulation, Collier County, Florida

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Total Retail Sales	Food	Furniture Appliance	Auto
Naples $16,514	Naples $3,331	Sarasota $1,219	Naples $3,129
Orlando $14,462	Ft.Myers $3191	Naples $1,105	Pensacola $2,873
Ft.Lauderdale $14,430	Orlando $3,140	Miami $971	Jacksonville $2,860
Sarasota $13,853	Tampa S.P. $3,121	Ft. Myers $824	Orlando $2,672
Ft.Myers $13,792	W.Palm Beach $2,838	Ft.Lauderdale $715	Lakeland $2,403

Sources: University of Florida
1983 Survey of Buying Power, Sales & Marketing Management

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FLA. (cont.)
S&MM ESTIMATES

POPULATION—12/31/83

RETAIL SALES BY STORE GROUP 1983

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
Osceola	64.0	.0272	36.2	10.5	14.0	17.1	34.3	24.1	279,284	73,800	36,629	18,172	7,952	64,798	10,047
Seminole	217.2	.0922	32.3	10.1	17.4	20.6	24.7	76.8	1,176,887	232,855	110,816	212,889	42,639	244,734	30,168
SUBURBAN TOTAL	663.4	.2816	32.0	12.0	16.8	19.1	25.9	240.6	3,250,476	745,972	350,013	376,382	83,003	684,336	72,886
PANAMA CITY	**104.9**	**.0445**	**30.8**	**13.0**	**16.6**	**18.8**	**24.3**	**38.6**	**656,251**	**91,494**	**83,474**	**97,346**	**42,123**	**162,429**	**14,817**
Bay	104.9	.0445	30.8	13.0	16.6	18.8	24.3	38.6	656,251	91,494	83,474	97,346	42,123	162,429	14,817
• Panama City	34.5	.0146	32.5	12.3	15.8	15.9	30.2	13.8	522,615	61,322	66,566	86,154	39,219	140,398	13,527
SUBURBAN TOTAL	70.4	.0299	30.1	13.3	16.9	20.3	21.4	24.8	133,636	30,172	16,908	11,192	2,904	22,031	1,290
PENSACOLA	**306.5**	**.1301**	**29.9**	**14.2**	**16.9**	**18.5**	**22.8**	**108.5**	**1,560,331**	**305,448**	**147,287**	**252,289**	**58,734**	**373,235**	**43,309**
Escambia	243.9	.1036	30.0	14.5	17.0	18.1	23.4	86.9	1,350,087	230,446	132,329	238,924	50,691	329,309	36,693
• Pensacola	58.6	.0249	33.3	11.8	15.8	17.0	30.3	22.6	505,975	99,968	32,732	16,303	17,077	217,421	16,060
Santa Rosa	62.6	.0265	29.5	12.9	17.0	20.3	20.4	21.6	210,244	75,002	14,958	13,365	8,043	43,926	6,616
SUBURBAN TOTAL	247.9	.1052	29.1	14.7	17.4	18.9	21.0	85.9	1,054,356	205,480	114,555	235,986	41,657	155,814	27,249
SARASOTA	**233.5**	**.0992**	**50.9**	**7.7**	**11.6**	**13.7**	**50.9**	**103.8**	**1,538,153**	**318,453**	**170,344**	**149,176**	**146,974**	**267,182**	**51,755**
Sarasota	233.5	.0992	50.9	7.7	11.6	13.7	50.9	103.8	1,538,153	318,453	170,344	149,176	146,974	267,182	51,755
• Sarasota	52.9	.0225	42.6	11.3	14.0	13.4	43.8	23.6	601,924	93,198	67,230	84,042	28,778	47,947	25,053
SUBURBAN TOTAL	180.6	.0767	53.1	6.7	10.9	13.8	52.9	80.2	936,229	225,255	103,114	65,134	118,196	219,235	26,702
TALLAHASSEE	**204.6**	**.0869**	**27.6**	**19.5**	**19.8**	**16.2**	**19.0**	**73.3**	**1,034,842**	**220,986**	**99,331**	**135,257**	**43,097**	**191,127**	**24,091**
Gadsden	42.3	.0180	29.6	11.3	15.4	15.6	26.1	12.7	107,429	27,606	5,058	7,803	3,484	24,868	3,308
Leon	162.3	.0689	27.2	21.6	21.0	16.3	17.2	60.6	927,413	193,380	94,273	127,454	39,613	166,259	20,783
• Tallahassee	113.5	.0482	25.8	28.4	20.2	13.3	18.2	43.3	717,493	166,327	72,462	114,181	35,994	79,902	17,825
SUBURBAN TOTAL	91.1	.0387	29.8	8.4	19.3	19.8	20.2	30.0	317,349	54,659	26,869	21,076	7,103	111,225	6,266
TAMPA - ST. PETERSBURG - CLEARWATER	**1,787.8**	**.7592**	**39.8**	**9.9**	**14.1**	**15.5**	**39.8**	**732.9**	**9,627,381**	**2,225,718**	**960,416**	**1,307,602**	**390,598**	**1,848,516**	**290,759**
Hernando	57.4	.0244	48.5	7.2	10.2	14.1	48.8	23.4	212,104	66,030	14,798	15,104	6,570	28,464	8,222
Hillsborough	703.8	.2989	31.8	12.8	17.3	18.2	26.3	263.6	4,363,806	921,190	423,355	585,924	156,997	939,266	110,474
• Tampa	283.0	.1202	33.5	12.8	16.1	16.1	31.5	112.4	2,638,410	338,046	311,024	341,059	126,676	681,570	81,429
Pasco	233.3	.0991	54.0	6.8	9.9	12.5	53.7	97.2	714,376	185,469	56,841	89,414	40,865	94,908	35,201
Pinellas	793.3	.3368	46.5	8.5	12.7	14.2	47.1	348.7	4,337,095	1,053,029	465,422	617,160	186,165	785,878	136,862
• Clearwater	96.3	.0409	44.6	9.2	13.4	14.9	45.2	42.1	1,209,883	205,268	151,509	131,808	62,648	340,087	21,798
Largo	61.6	.0262	48.5	9.0	13.0	13.5	48.9	28.2	259,316	86,032	17,874	28,668	21,790	7,125	17,414
• St. Petersburg	248.7	.1056	43.0	9.6	13.6	14.1	43.8	108.8	1,224,376	348,716	100,349	206,704	35,611	202,597	33,082
SUBURBAN TOTAL	1,159.8	.4925	40.5	9.4	13.8	15.7	40.5	469.6	4,554,712	1,333,688	397,534	628,031	165,663	624,262	154,450
WEST PALM BEACH - BOCA RATON - DELRAY BEACH	**664.5**	**.2821**	**41.0**	**9.3**	**14.2**	**15.4**	**41.3**	**276.1**	**4,061,633**	**758,112**	**413,743**	**572,824**	**240,188**	**853,053**	**136,251**
Palm Beach	664.5	.2821	41.0	9.3	14.2	15.4	41.3	276.1	4,061,633	758,112	413,743	572,824	240,188	853,053	136,251
• Boca Raton	56.9	.0242	42.8	10.3	12.5	17.9	42.2	23.8	544,221	120,783	76,282	135,204	44,311	6,554	9,375
• Delray Beach	42.8	.0182	49.4	8.3	12.1	12.7	[illegible]	18.8	354,676	65,105	24,455	23,995	25,443	110,155	11,629
• West Palm Beach	66.1	.0281	37.3	11.6	15.9	15.2	37.3	28.4	784,491	94,262	56,844	180,629	36,923	193,522	19,630
SUBURBAN TOTAL	498.7	.2116	40.7	9.0	14.4	15.4	41.0	205.1	2,378,245	477,962	256,162	232,996	133,511	542,822	95,617

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S&MM ESTIMATES

POPULATION—12/31/83

RETAIL SALES BY STORE GROUP 1983

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
OTHER COUNTIES															
Baker	17.8	.0076	28.8	12.7	16.6	19.0	20.7	4.9	51,740	16,876	1,255	2,519	366	13,476	859
Calhoun	9.8	.0041	33.7	9.6	13.3	17.3	31.0	3.4	29,857	9,637	829	1,349	79	5,973	968
Charlotte	70.7	.0301	57.3	5.9	8.7	11.6	59.3	31.0	324,960	42,184	17,443	24,900	11,443	73,904	23,505
Citrus	69.0	.0293	53.2	6.3	9.6	13.3	53.1	29.1	225,634	57,567	17,156	10,673	9,588	29,352	8,983
Columbia	38.7	.0165	30.6	11.7	15.5	18.4	24.7	13.5	172,449	31,476	15,959	16,007	4,018	31,902	5,857
De Soto	21.0	.0090	34.1	11.9	14.1	16.6	32.1	7.1	70,384	23,629	4,209	5,449	1,015	14,215	2,743
Dixie	8.6	.0036	33.3	10.0	15.2	18.7	28.8	3.0	26,195	9,963	1,039	363	617	3,762	802
Flagler	13.6	.0057	42.9	8.3	12.4	14.1	43.9	5.7	40,612	9,644	3,245	227	549	13,355	393
Franklin	7.7	.0033	33.7	9.9	13.0	17.8	30.6	2.8	28,278	11,563	2,615	547	1,114	2,227	806
Gilchrist	6.9	.0029	32.4	12.1	12.5	19.6	27.1	2.4	8,501	4,823	981	121	59		118
Glades	6.7	.0028	36.6	8.9	12.5	16.6	35.2	2.5	4,839	2,766	665	250	31	72	
Gulf	10.7	.0046	32.7	10.6	13.4	18.6	28.3	3.6	30,402	13,990	2,230	1,740	1,406	3,789	1,200
Hamilton	8.9	.0038	29.3	10.6	15.1	15.2	26.3	3.1	42,223	9,685	3,735	2,429	1,115	4,662	705
Hardee	20.8	.0088	30.0	10.6	15.2	16.2	26.3	6.8	59,506	21,418	1,884	1,696	1,355	6,843	2,880
Hendry	21.3	.0090	29.1	10.6	15.6	18.3	22.5	7.0	103,029	40,249	5,219	5,332	2,329	21,673	2,807
Highlands	53.8	.0228	45.2	8.6	11.1	13.8	46.0	21.6	227,457	65,335	15,896	18,471	7,441	38,303	9,395
Holmes	16.0	.0068	34.5	9.6	13.3	18.5	30.8	5.8	39,320	13,780	1,936	871	910	9,781	1,724
Indian River	69.1	.0293	40.5	9.7	13.0	15.5	40.5	27.5	313,153	70,561	30,349	13,834	28,150	70,827	14,796
Jackson	40.8	.0173	32.0	12.3	14.1	16.7	29.1	13.9	149,459	42,605	12,438	13,357	6,239	33,067	5,315
Jefferson	11.3	.0048	30.5	10.4	15.2	15.2	28.0	3.7	30,922	8,532	818	758	1,648	4,503	2,638
Lafayette	4.6	.0020	31.2	9.8	15.5	17.7	26.4	1.6	7,618	3,099	235	245	197	98	48
Lake	118.9	.0505	43.8	8.0	11.6	15.0	44.3	47.9	563,122	136,925	42,142	46,986	20,360	119,433	26,413
Levy	22.7	.0096	35.8	9.3	13.7	16.7	34.2	8.3	65,510	23,676	4,108	3,344	2,982	9,929	1,037
Liberty	4.6	.0020	32.1	11.4	14.4	17.6	28.3	1.5	5,363	459	454	1,022	441	209	
Madison	15.0	.0064	31.5	10.5	13.3	15.5	29.8	4.8	49,157	11,687	1,472	555	655	8,372	5,330
Monroe	66.4	.0282	36.6	11.5	18.1	17.7	34.3	28.9	363,770	71,972	55,344	37,800	12,488	34,009	16,002
Okeechobee	23.9	.0102	31.7	10.3	14.1	17.4	27.9	8.5	86,434	35,189	8,160	5,263	3,806	7,225	1,287
Putnam	56.1	.0238	35.3	9.7	13.3	16.3	34.2	20.7	231,169	57,949	10,961	10,078	7,149	48,878	17,998
Sumter	27.6	.0117	36.0	11.8	12.2	16.0	35.1	9.9	89,462	30,034	6,440	1,572	1,822	3,587	2,638
Suwannee	24.5	.0104	32.9	9.5	14.2	17.3	29.8	8.7	84,504	24,973	3,361	7,116	2,649	19,542	3,863
Taylor	17.3	.0074	31.6	10.9	15.3	16.9	27.9	6.2	68,653	14,737	6,927	4,146	4,375	13,250	1,762
Union	11.7	.0049	30.2	16.0	30.0	20.0	15.5	2.3	12,060	4,641	98		185	2,184	431
Wakulla	12.9	.0054	30.8	9.6	17.3	17.7	25.0	4.4	15,574	6,369	2,859	1,160	571	2,709	605
Walton	23.5	.0100	37.0	9.6	13.0	17.4	34.9	9.1	64,322	21,147	2,806	2,373	1,574	9,469	2,072
Washington	15.6	.0065	35.4	9.0	12.7	17.8	32.7	5.9	38,194	19,573	1,970	2,529	796	2,511	1,849
TOTAL METRO COUNTIES	**9,847.0**	**4.1809**	**35.9**	**11.2**	**15.3**	**16.8**	**34.2**	**3,833.6**	**55,368,917**	**11,010,821**	**5,640,560**	**7,015,373**	**2,890,367**	**11,409,585**	**1,870,257**
TOTAL STATE	**10,815.5**	**4.5921**	**36.1**	**11.0**	**15.1**	**16.9**	**34.5**	**4,200.7**	**59,092,749**	**11,979,534**	**5,927,798**	**7,260,455**	**3,029,889**	**12,072,676**	**2,038,086**

FLA.

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1983

% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over

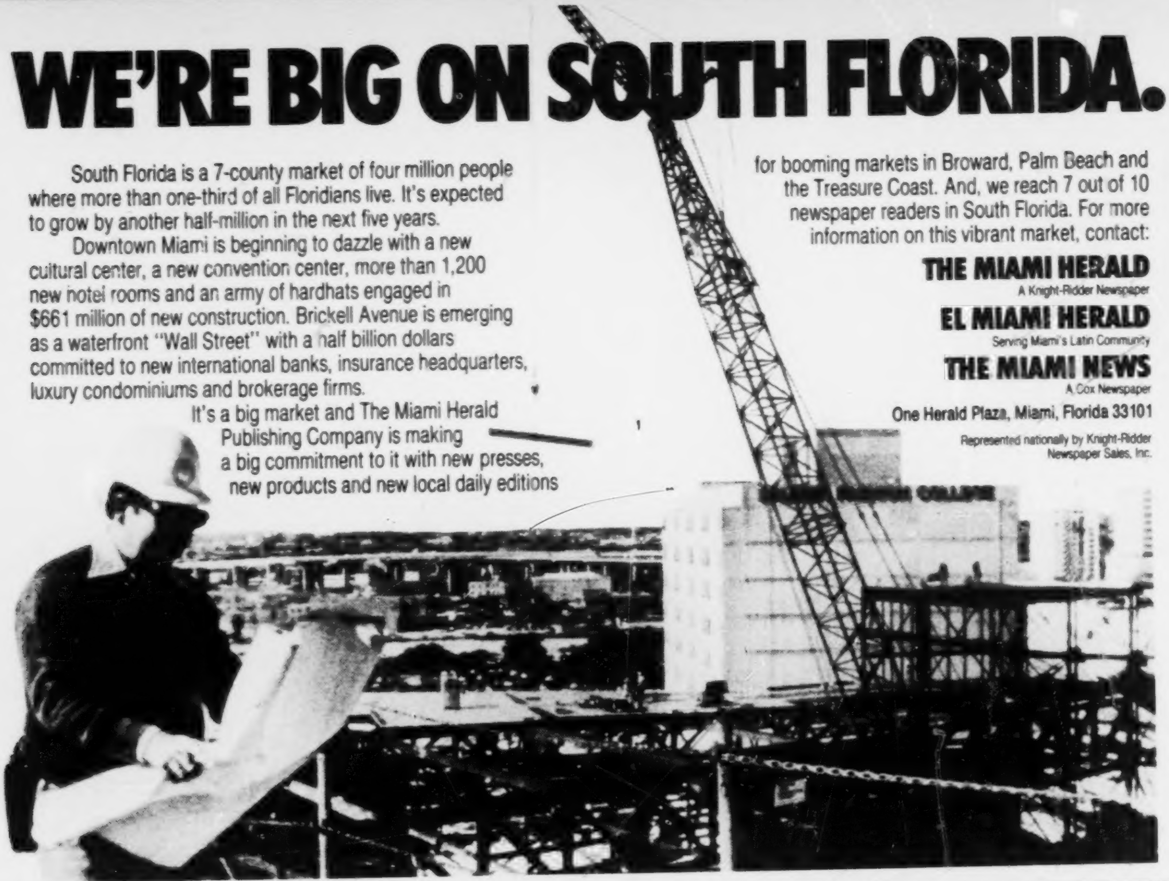
METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
BRADENTON	**1,650,212**	**19,361**	**31.2**	**30.4**	**11.2**	**6.5**	**.0718**
Manatee	1,650,212	19,361	31.2	30.4	11.2	6.5	.0718
• Bradenton	314,927	18,484	29.5	29.2	11.2	5.4	.0183
SUBURBAN TOTAL	1,335,285	19,568	31.6	30.8	11.2	6.8	.0535
DAYTONA BEACH	**2,685,120**	**18,066**	**31.8**	**28.0**	**10.8**	**5.8**	**.1217**
Volusia	2,685,120	18,066	31.8	28.0	10.8	5.8	.1217
• Daytona Beach	480,910	15,046	31.0	24.0	8.0	4.4	.0332
SUBURBAN TOTAL	2,204,210	18,845	31.9	29.0	11.5	6.2	.0885
FORT LAUDERDALE - HOLLYWOOD - POMPANO BEACH	**13,188,329**	**23,815**	**25.2**	**30.6**	**16.8**	**11.6**	**.5632**
Broward	13,188,329	23,815	25.2	30.6	16.8	11.6	.5632
• Fort Lauderdale	1,991,712	21,931	26.2	28.7	13.1	12.9	.0985
• Hollywood	1,438,978	22,444	25.7	28.7	15.2	11.6	.0722
Plantation	768,121	35,039	15.7	26.8	24.2	25.8	.0312
• Pompano Beach	922,427	24,213	24.3	30.4	16.2	13.6	.0495
SUBURBAN TOTAL	8,835,212	24,402	24.9	31.5	18.0	11.0	.3430
FORT MYERS - CAPE CORAL	**2,512,559**	**20,597**	**30.6**	**31.1**	**12.7**	**7.8**	**.1114**
Lee	2,512,559	20,597	30.6	31.1	12.7	7.8	.1114
• Cape Coral	470,444	23,873	27.9	34.0	17.7	8.4	.0186
• Fort Myers	344,752	16,803	31.3	27.2	8.6	5.5	.0310
SUBURBAN TOTAL	1,697,363	20,688	31.0	31.5	12.4	8.1	.0618
FORT PIERCE	**1,725,282**	**20,073**	**28.4**	**30.4**	**12.7**	**7.1**	**.0750**
Martin	776,993	19,957	29.1	30.3	12.2	7.4	.0336
St. Lucie	948,289	20,168	27.8	30.6	13.0	6.9	.0414
• Fort Pierce	293,334	15,722	28.6	24.8	9.2	5.0	.0197
SUBURBAN TOTAL	1,431,948	21,118	28.4	31.7	13.5	7.7	.0553
FORT WALTON BEACH	**1,128,800**	**22,738**	**27.9**	**31.1**	**16.7**	**9.2**	**.0502**

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1983

% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
Okaloosa	1,128,800	22,738	27.9	31.1	16.7	9.2	.0502
• Fort Walton Beach	224,546	25,658	24.1	30.9	19.3	12.3	.0137
SUBURBAN TOTAL	904,254	22,179	28.8	31.0	16.1	8.5	.0365
GAINESVILLE	**1,645,101**	**18,797**	**26.0**	**26.1**	**13.0**	**8.2**	**.0758**
Alachua	1,499,091	19,055	25.7	25.9	13.3	8.7	.0688
• Gainesville	778,523	19,294	25.9	25.9	12.9	9.7	.0432
Bradford	146,010	16,827	28.1	28.0	10.1	3.7	.0070
SUBURBAN TOTAL	866,578	18,419	26.1	26.2	13.1	6.9	.0326
JACKSONVILLE	**7,353,148**	**22,153**	**24.7**	**30.0**	**16.2**	**8.8**	**.3268**
Clay	745,359	27,159	20.9	30.7	22.4	11.8	.0343
Duval	5,721,987	21,747	24.8	29.9	15.7	8.6	.2551
• Jacksonville	5,384,059	21,723	24.8	29.8	15.8	8.4	.2415
Nassau	323,722	23,295	22.5	33.4	16.7	7.1	.0133
St. Johns	562,080	20,599	28.2	28.7	13.4	9.4	.0241
SUBURBAN TOTAL	1,969,089	23,436	24.3	30.7	17.2	10.0	.0853
LAKELAND - WINTER HAVEN	**2,957,052**	**19,225**	**29.3**	**30.9**	**11.4**	**5.5**	**.1355**
Polk	2,957,052	19,225	29.3	30.9	11.4	5.5	.1355
• Lakeland	503,901	18,103	29.4	28.5	10.8	5.5	.0333
• Winter Haven	213,180	17,560	29.9	26.8	10.6	6.5	.0156
SUBURBAN TOTAL	2,239,971	19,638	29.2	31.9	11.7	5.4	.0866
MELBOURNE - TITUSVILLE - PALM BAY	**2,870,045**	**21,036**	**28.6**	**32.0**	**15.2**	**5.5**	**.1251**
Brevard	2,870,045	21,036	28.6	32.0	15.2	5.5	.1251
• Melbourne	421,205	18,288	31.5	32.4	10.1	2.9	.0280
• Palm Bay	225,023	21,162	30.7	37.8	13.1	3.3	.0079
• Titusville	305,322	20,645	26.7	30.4	16.0	5.2	.0138
SUBURBAN TOTAL	1,918,495	21,894	27.9	31.5	16.7	6.5	.0754



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Downtown Miami is beginning to dazzle with a new cultural center, a new convention center, more than 1,200 new hotel rooms and an army of hardhats engaged in $661 million of new construction. Brickell Avenue is emerging as a waterfront "Wall Street" with a half billion dollars committed to new international banks, insurance headquarters, luxury condominiums and brokerage firms.

It's a big market and The Miami Herald Publishing Company is making a big commitment to it with new presses, new products and new local daily editions for booming markets in Broward, Palm Beach and the Treasure Coast. And, we reach 7 out of 10 newspaper readers in South Florida. For more information on this vibrant market, contact:

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Serving Miami's Latin Community

THE MIAMI NEWS
A Cox Newspaper

One Herald Plaza, Miami, Florida 33101

Represented nationally by Knight-Ridder Newspaper Sales, Inc.

FLA. (cont.)

S&MM ESTIMATES

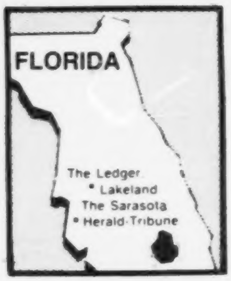
$$ EFFECTIVE BUYING INCOME 1983

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
MIAMI - HIALEAH	**17,380,516**	**21,756**	**24.0**	**28.0**	**14.7**	**11.2**	**.7708**
Dade	17,330,516	21,756	24.0	28.0	14.7	11.2	.7708
Coral Gables	682,800	30,291	18.7	23.3	15.2	28.5	.0311
• Hialeah	1,384,697	22,009	25.3	33.6	15.2	6.5	.0747
• Miami	3,195,989	15,915	27.8	24.1	9.4	6.0	.1613
• Miami Beach	1,137,588	12,586	27.8	16.4	6.6	8.3	.0419
North Miami	510,599	21,896	27.0	31.6	13.8	9.4	.0237
SUBURBAN TOTAL	11,662,242	25,815	21.7	30.6	17.8	14.3	.4929
MIAMI - FORT LAUDERDALE CONSOLIDATED AREA	***30,568,845***	***22,652***	***24.5***	***29.1***	***15.6***	***11.3***	***1.3340***
NAPLES	**1,152,365**	**20,561**	**27.6**	**29.3**	**11.7**	**10.5**	**.0535**
Collier	1,152,365	20,561	27.6	29.3	11.7	10.5	.0535
• Naples	401,402	27,897	22.0	26.2	16.0	23.0	.0252
SUBURBAN TOTAL	750,963	18,906	29.5	30.2	10.3	6.5	.0283

Don't Miss a $3-Billion Florida Market!

The Ledger, Lakeland and the **Sarasota Herald-Tribune** metro areas provide the coverage that the St. Pete and Tampa newspapers don't. Contributing nearly a quarter of the ADI's total retail sales, these two New York Times Regional Newspapers are needed to cover a market which added more than $3-billon to retailers' coffers in 1982.

Source: Sales & Marketing Management's Survey of Buying Power, 1983.



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NEW YORK TIMES
REGIONAL NEWSPAPER GROUP

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- **3rd in the Southeast**
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FLA. (cont.)

S&MM ESTIMATES

SS EFFECTIVE BUYING INCOME 1983

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
OCALA	**1,107,773**	**16,171**	**34.1**	**26.4**	**7.4**	**4.4**	**.0533**
Marion	1,107,773	16,171	34.1	26.4	7.4	4.4	.0533
• Ocala	342,695	16,372	31.0	25.3	8.8	5.9	0241
SUBURBAN TOTAL	765,078	16,099	35.4	26.9	6.8	3.7	.0292
ORLANDO	**7,775,469**	**22,292**	**26.5**	**31.5**	**15.5**	**8.7**	**.3526**
Orange	5,089,955	21,902	26.8	31.3	14.9	8.6	.2342
• Orlando	1,334,098	19,048	28.3	28.5	12.2	6.9	.0758
Osceola	521,152	18,171	32.4	29.9	10.2	4.6	.0238
Seminole	2,164,362	24,983	23.5	32.2	18.9	10.3	.0946
SUBURBAN TOTAL	6,441,371	23,020	26.0	32.1	16.3	9.1	.2768
PANAMA CITY	**754,867**	**16,212**	**33.3**	**27.1**	**8.2**	**3.3**	**.0417**
Bay	754,867	16,212	33.3	27.1	8.2	3.3	.0417
• Panama City	247,257	14,353	31.4	24.0	6.9	3.2	.0215
SUBURBAN TOTAL	507,610	17,127	34.2	28.9	8.9	3.4	.0202
PENSACOLA	**2,879,577**	**22,468**	**24.2**	**30.3**	**16.4**	**9.1**	**.1272**
Escambia	2,291,693	22,226	24.5	30.3	16.2	8.8	.1040
• Pensacola	601,672	21,973	22.9	27.6	15.7	11.0	.0307
Santa Rosa	587,884	23,463	22.9	30.2	17.5	10.1	.0232
SUBURBAN TOTAL	2,277,905	22,586	24.5	31.0	16.6	8.6	.0965
SARASOTA	**2,582,376**	**20,504**	**30.1**	**30.9**	**12.4**	**8.0**	**.1142**
Sarasota	2,582,376	20,504	30.1	30.9	12.4	8.0	.1142
• Sarasota	548,320	17,883	31.0	27.5	9.7	7.0	.0315
SUBURBAN TOTAL	2,034,056	21,245	29.8	31.9	13.2	8.3	.0827
TALLAHASSEE	**1,820,586**	**19,771**	**25.8**	**26.2**	**14.6**	**8.6**	**.0828**
Gadsden	219,213	14,054	30.0	23.3	7.3	2.3	.0111
Leon	1,601,373	21,286	24.9	26.7	16.2	9.9	.0717
• Tallahassee	1,070,098	18,613	26.2	24.1	13.1	9.6	.0508
SUBURBAN TOTAL	750,488	21,281	25.2	29.1	16.8	7.2	.0320
TAMPA - ST. PETERSBURG - CLEARWATER	**17,836,970**	**19,903**	**29.7**	**29.3**	**12.9**	**7.5**	**.7782**
Hernando	452,100	16,504	37.9	28.4	6.9	2.8	.0199
Hillsborough	6,770,941	21,737	25.2	30.1	15.6	8.4	.3155
• Tampa	2,594,622	18,269	27.5	27.2	12.1	6.5	.1465
Pasco	1,937,325	16,667	38.0	27.4	7.6	3.5	.0794
Pinellas	8,676,604	20,140	30.2	29.3	12.8	8.2	.3634
• Clearwater	1,131,508	21,748	29.4	29.5	14.6	10.3	.0631
Largo	680,109	20,600	32.5	32.4	13.3	6.2	.0264
• St. Petersburg	2,479,141	17,795	30.9	26.4	10.7	7.0	.1053
SUBURBAN TOTAL	11,631,699	20,584	29.9	30.5	13.5	7.6	.4633
WEST PALM BEACH - BOCA RATON - DELRAY BEACH	**8,295,532**	**24,514**	**23.7**	**29.7**	**16.8**	**13.5**	**.3372**
Palm Beach	8,295,532	24,514	23.7	29.7	16.8	13.5	.3372
• Boca Raton	940,894	31,993	17.7	28.5	20.1	24.3	.0388
• Delray Beach	560,300	24,130	24.6	30.3	15.8	13.7	.0246
• West Palm Beach	710,724	19,730	26.6	27.8	12.9	8.7	.0407
SUBURBAN TOTAL	6,083,614	24,454	24.0	30.2	17.0	12.9	.2331
OTHER COUNTIES							
Baker	105,071	18,673	31.0	34.3	8.8	2.9	.0050
Calhoun	56,127	13,274	30.4	22.6	6.6	1.8	.0028
Charlotte	680,469	17,933	34.8	28.2	10.3	5.1	.0288
Citrus	581,454	16,179	36.2	26.1	8.2	3.9	.0241
Columbia	288,159	18,053	27.7	30.1	11.1	3.7	.0138
De Soto	134,227	15,054	34.3	25.1	5.8	3.9	.0065
Dixie	56,379	14,019	33.4	21.0	6.1	4.7	.0026
Flagler	124,817	19,080	30.5	31.6	10.4	5.2	.0048
Franklin	49,881	13,700	30.4	23.5	7.5	2.8	.0025
Gilchrist	43,232	14,620	31.3	26.0	7.8	2.1	.0017
Glades	45,743	15,348	35.0	25.4	7.5	3.0	.0016
Gulf	72,472	17,800	24.0	30.9	12.1	2.7	.0032
Hamilton	52,291	14,069	29.9	23.4	6.7	2.2	.0030
Hardee	113,464	13,268	33.0	22.7	4.8	2.8	.0057
Hendry	159,475	19,411	26.3	31.6	11.0	5.9	.0078
Highlands	429,010	15,667	33.8	25.0	7.5	4.7	.0196
Holmes	96,119	13,201	30.8	23.3	5.0	2.2	.0044
Indian River	702,663	19,924	29.6	29.7	11.7	8.3	.0288
Jackson	249,035	14,125	30.7	24.0	6.4	2.8	.0127
Jefferson	70,678	14,082	28.6	22.4	9.4	3.9	.0032
Lafayette	27,976	14,356	31.3	24.8	5.4	2.9	.0012
Lake	990,807	16,682	35.6	26.0	8.8	4.7	.0456
Levy	152,108	14,821	34.2	23.9	6.4	2.9	.0067
Liberty	30,497	15,891	31.5	24.8	9.3	4.3	.0013
Madison	83,977	14,610	29.7	22.6	7.6	3.3	.0043
Monroe	725,498	19,687	30.3	27.8	12.5	8.8	.0304
Okeechobee	160,378	15,197	34.8	24.7	7.3	3.1	.0077
Putnam	476,042	18,500	27.5	27.3	12.5	6.6	.0209
Sumter	189,451	15,196	32.2	25.6	7.7	2.8	.0087
Suwannee	179,407	16,869	29.8	26.0	10.8	4.9	.0080
Taylor	125,373	16,214	24.1	26.5	11.5	4.4	.0060
Union	61,646	18,583	25.8	35.6	8.3	2.4	.0026
Wakulla	86,531	16,854	30.6	28.7	9.7	3.0	.0033
Walton	173,634	15,433	29.2	25.9	8.8	3.5	.0073
Washington	109,780	15,327	29.4	26.3	7.7	3.3	.0047
TOTAL METRO COUNTIES	**99,301,679**	**21,233**	**26.9**	**29.6**	**14.3**	**9.1**	**4.3680**
TOTAL STATE	**106,985,550**	**20,794**	**27.4**	**29.4**	**13.9**	**8.7**	**4.7093**

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When you advertise to prospects in the lucrative Tampa Bay Market, your sales plans may run aground if you neglect The Tampa Tribune in your Media Buys. Consider carefully these facts reported in the latest 1983 Scarborough Newspaper Audience Study of the Tampa-St. Petersburg ADI:

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- The Tampa Tribune reaches 19% more adults in the households with $35,000 or more income than the other major daily newspaper combination.
- The Tampa Tribune reaches 38% more adults in top level occupations than the other major daily newspaper combination.
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S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/83								RETAIL SALES BY STORE GROUP 1983						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
ALBANY	**117.1**	**.0497**	**27.5**	**13.4**	**18.3**	**17.1**	**19.2**	**38.7**	**542,934**	**95,715**	**39,797**	**72,312**	**31,900**	**128,558**	**19,808**
Dougherty	103.2	.0438	27.4	13.6	18.0	16.9	19.4	34.3	536,055	92,806	39,634	72,302	31,761	128,509	19,743
• Albany	85.7	.0364	27.5	13.5	17.9	15.6	21.0	28.9	496,750	87,325	36,180	55,985	28,312	127,183	18,282
Lee	13.9	.0059	28.0	11.7	19.8	18.3	17.8	4.4	6,879	2,909	163	10	139	49	65
SUBURBAN TOTAL	31.4	.0133	27.3	13.2	18.8	21.2	14.3	9.8	46,184	8,390	3,617	16,327	3,588	1,375	1,526
ATHENS	**137.2**	**.0583**	**28.0**	**20.0**	**18.3**	**16.5**	**20.7**	**49.3**	**642,566**	**122,777**	**57,621**	**74,857**	**29,977**	**150,445**	**23,902**
Clarke	76.5	.0325	26.0	27.0	19.2	14.2	18.5	28.5	521,121	91,156	44,897	68,552	25,660	129,036	20,189
• Athens	43.3	.0184	24.8	34.1	17.1	10.5	21.6	16.0	377,312	71,522	43,543	58,830	23,856	31,923	18,897
Jackson	26.9	.0114	31.6	11.1	16.2	19.0	25.5	9.2	94,579	19,973	11,060	5,073	4,112	17,967	2,806
Madison	19.5	.0083	30.8	10.6	17.7	19.2	23.4	6.7	14,709	6,641	1,050	244	60	3,075	540
Oconee	14.3	.0061	29.8	11.6	20.1	20.0	19.5	4.9	12,157	5,007	614	988	145	367	367
SUBURBAN TOTAL	93.9	.0399	29.5	13.4	19.0	19.2	20.3	33.3	265,254	51,255	14,078	16,027	6,121	118,522	5,005
ATLANTA	**2,320.0**	**.9850**	**30.1**	**12.1**	**20.2**	**20.2**	**19.8**	**839.7**	**12,386,385**	**2,513,282**	**1,264,488**	**1,887,719**	**378,134**	**2,567,607**	**376,294**
Barrow	23.3	.0099	31.2	10.9	16.0	18.2	25.7	8.1	87,368	26,780	5,285	2,418	1,461	22,390	3,806
Butts	14.9	.0063	29.8	13.7	17.0	17.2	24.0	4.4	37,097	11,566	2,844	664	916	4,429	1,569
Cherokee	60.7	.0258	29.4	10.5	20.6	19.5	18.9	20.0	142,508	48,196	4,992	4,318	6,676	29,790	5,181
Clayton	166.5	.0707	28.1	12.7	21.0	21.1	14.5	57.3	1,060,504	211,436	79,582	202,695	22,362	198,862	34,143
Cobb	340.7	.1447	30.1	11.8	21.8	22.3	16.9	126.6	2,238,374	435,073	194,452	422,439	71,010	515,361	63,058
• Marietta	35.3	.0150	30.2	16.6	23.1	16.0	23.0	15.2	482,930	80,370	55,530	50,383	18,107	159,495	19,108
Coweta	41.7	.0177	31.3	10.3	16.2	19.0	25.0	14.3	162,633	42,968	12,042	17,486	8,269	27,764	6,089
De Kalb	503.5	.2138	30.3	13.3	20.5	20.3	19.9	186.1	3,259,477	612,654	312,368	655,566	103,727	600,350	91,159
Douglas	65.1	.0276	28.8	10.1	19.9	20.8	16.8	20.6	207,972	69,611	15,089	10,865	4,033	37,540	11,577
Fayette	37.8	.0161	31.1	7.8	18.3	25.4	17.4	12.5	66,322	27,540	4,919	2,035	2,548	7,856	2,535
Forsyth	32.3	.0138	30.4	10.8	17.9	20.3	21.4	11.2	82,131	22,477	6,287	1,917	2,240	16,139	2,669
Fulton	583.3	.2476	30.7	13.4	19.9	17.9	23.6	227.7	3,546,209	574,522	516,485	462,457	115,542	723,611	97,042
• Atlanta	420.5	.1785	30.3	14.5	19.6	16.5	24.3	164.3	2,573,811	367,691	356,128	411,513	77,188	537,747	61,699
Gwinnett	213.5	.0907	29.3	10.1	22.8	22.3	14.6	72.9	743,618	220,230	52,560	50,464	18,969	203,964	25,811
Henry	41.6	.0176	30.8	10.5	17.7	19.9	22.6	13.7	96,189	23,958	11,198	2,680	1,085	24,251	1,520
Newton	37.6	.0160	30.1	11.6	15.6	18.7	23.6	12.2	126,583	36,954	10,246	15,317	2,793	22,321	7,324
Paulding	29.4	.0124	29.7	10.8	18.2	19.4	21.0	10.1	49,384	20,548	2,044	1,816	535	10,007	3,227
Rockdale	43.6	.0185	30.3	9.7	17.7	22.5	19.1	14.0	164,477	40,291	14,090	6,231	2,977	53,170	4,997
Spalding	50.7	.0215	31.1	10.7	16.1	18.6	25.0	17.1	223,075	57,682	17,198	24,033	10,037	48,379	10,572
Walton	33.8	.0143	30.5	10.4	15.5	18.8	24.3	10.9	92,464	30,796	2,807	4,318	2,954	21,423	4,015
SUBURBAN TOTAL	1,864.2	.7915	30.0	11.5	20.2	21.1	18.8	660.2	9,329,644	2,[illegible]55,221	852,830	1,425,823	282,839	1,870,365	295,487
AUGUSTA	**365.5**	**.1551**	**29.3**	**13.9**	**17.9**	**17.9**	**21.9**	**126.3**	**1,662,368**	**363,131**	**150,616**	**215,753**	**68,615**	**348,436**	**51,655**
Columbia	48.3	.0205	28.5	11.2	20.1	21.1	15.9	16.2	112,176	29,485	6,128	9,895	3,809	9,694	3,365
McDuffie	19.5	.0082	30.3	11.3	16.1	18.0	24.5	6.8	85,963	29,987	5,114	6,053	3,373	10,647	3,905
Richmond	187.4	.0796	28.6	16.2	18.4	16.7	21.4	63.0	1,042,467	188,539	111,415	155,502	49,530	251,128	26,531
• Augusta	45.9	.0195	34.5	12.8	15.1	13.3	35.9	19.1	440,808	42,447	39,343	68,386	34,512	105,651	13,200
Aiken, S. C.	*110.3*	*.0468*	*31.0*	*11.4*	*16.3*	*18.5*	*24.9*	*40.3*	*421,762*	*115,120*	*27,959*	*44,303*	*11,903*	*76,967*	*17,854*
SUBURBAN TOTAL	319.6	.1356	28.7	14.0	18.3	18.6	19.9	107.2	1,221,560	320,494	111,273	147,367	34,103	242,785	38,455
COLUMBUS	**237.0**	**.1006**	**28.2**	**16.5**	**17.5**	**16.4**	**21.7**	**79.0**	**1,067,936**	**206,416**	**92,920**	**154,100**	**48,057**	**255,236**	**33,350**
Chattahoochee	21.7	.0092	22.4	39.8	23.4	9.8	2.2	3.1	7,056	400	1,933	417		82	
Muscogee	168.5	.0715	29.2	14.8	17.3	16.9	23.1	59.2	926,147	166,559	78,307	136,303	46,087	237,531	27,558
• Columbus	167.8	.0712	29.2	14.8	17.4	16.9	23.0	58.9	920,635	166,516	77,691	134,740	45,472	237,468	26,738
Russell, Ala.	*46.8*	*.0199*	*30.7*	*11.9*	*15.7*	*17.4*	*25.8*	*16.7*	*134,733*	*39,457*	*12,680*	*17,380*	*1,970*	*17,623*	*5,792*
SUBURBAN TOTAL	69.2	.0294	25.9	20.6	18.0	15.0	18.6	20.1	147,301	39,900	15,229	19,360	2,585	17,768	6,612
MACON - WARNER ROBINS	**273.0**	**.1160**	**29.9**	**12.9**	**17.2**	**18.4**	**22.8**	**95.0**	**1,361,329**	**279,220**	**119,261**	**172,465**	**47,602**	**300,903**	**37,638**
Bibb	151.7	.0644	30.9	12.4	17.0	17.1	25.9	54.0	919,610	177,452	78,889	132,860	33,955	196,247	26,319
• Macon	117.1	.0497	31.0	13.0	16.6	15.8	27.6	42.9	878,565	165,019	76,503	127,964	31,402	194,082	25,883
Houston	82.8	.0352	28.4	13.6	17.7	20.8	17.6	28.0	354,368	74,092	36,381	38,232	11,388	90,670	6,839
• Warner Robins	42.6	.0181	28.6	13.7	17.6	20.9	17.9	15.1	271,535	57,456	25,981	35,382	9,437	79,941	4,583
Jones	18.5	.0079	30.1	10.8	17.8	19.6	21.7	6.1	19,482	8,002	856		171	2,259	2,371
Peach	20.0	.0085	28.2	14.9	15.8	17.8	21.5	6.9	67,869	19,674	3,135	1,373	2,088	11,727	2,109
SUBURBAN TOTAL	113.3	.0482	29.3	12.4	17.6	20.3	19.6	37.0	211,229	56,745	16,777	9,119	6,763	26,880	7,172
SAVANNAH	**226.7**	**.0962**	**29.9**	**13.3**	**17.2**	**16.8**	**24.5**	**80.2**	**1,189,691**	**231,243**	**120,981**	**127,493**	**80,122**	**219,769**	**35,847**
Chatham	206.3	.0876	30.0	13.5	17.5	16.5	24.8	73.4	1,155,697	221,104	119,835	127,037	77,479	205,938	34,707
• Savannah	144.6	.0614	30.0	13.8	16.9	15.6	26.0	52.3	612,408	128,114	72,929	42,513	30,212	71,018	20,117
Effingham	20.4	.0086	29.3	10.8	16.4	19.4	21.3	6.8	33,994	10,139	1,146	456	2,643	13,831	1,140
SUBURBAN TOTAL	82.1	.0348	29.8	12.2	18.3	18.8	21.7	27.9	577,283	103,129	48,052	84,980	49,910	148,751	15,730
OTHER COUNTIES															
Appling	16.5	.0070	29.1	11.1	15.7	17.2	23.5	5.4	47,826	14,623	3,700	3,974	1,469	10,813	1,310
Atkinson	6.2	.0027	29.6	10.9	14.5	17.5	24.6	2.0	19,234	7,906	1,077	243	129	1,427	355
Bacon	9.7	.0041	30.0	10.1	15.6	16.9	25.4	3.3	32,160	7,545	1,941	884	1,224	11,310	2,687
Baker	3.8	.0016	29.6	11.7	14.0	15.6	26.8	1.2	6,318	2,945	36	251			324
Baldwin	35.2	.0149	29.9	15.8	16.4	17.1	24.5	10.7	137,515	41,259	9,984	16,940	3,740	26,212	3,384
Banks	9.4	.0040	31.8	10.8	16.5	18.9	25.9	3.3	1,807	720	189	161	88	20	
Bartow	43.7	.0186	30.8	10.6	16.4	19.2	24.0	14.9	176,261	39,933	11,790	7,054	8,755	36,459	5,273
Ben Hill	17.0	.0072	31.9	10.2	15.8	15.9	29.1	6.0	58,085	20,317	3,163	3,773	2,965	12,275	2,796
Berrien	14.1	.0060	31.5	10.9	15.5	18.3	26.3	4.9	52,263	17,169	1,358	1,403	1,178	16,496	2,555
Bleckley	10.7	.0045	30.6	15.7	13.6	18.0	26.0	3.6	33,464	12,235	1,809	1,616	346	7,496	1,358
Brantley	9.7	.0042	29.0	10.4	17.1	18.6	21.2	3.3	9,104	3,235	92	201	1,194	450	
Brooks	15.6	.0066	30.9	10.3	13.2	15.1	29.5	5.2	27,092	8,629	934	1,709	1,890	6,534	1,201
Bryan	12.0	.0051	28.2	11.0	17.7	17.9	20.1	3.8	25,066	7,750	1,127	25	81	5,916	324
Bulloch	36.4	.0154	26.7	21.1	15.5	15.5	21.6	11.7	151,634	40,039	11,052	12,657	6,346	38,811	6,036
Burke	20.1	.0086	28.4	11.6	14.9	14.7	25.5	6.4	63,414	23,325	2,211	2,922	6,980	9,247	2,966
Calhoun	5.4	.0023	30.8	11.3	13.1	14.4	30.0	1.5	14,135	6,512	209	1,051	208	3,613	155
Camden	16.4	.0069	26.6	18.6	16.1	17.2	19.2	4.9	37,962	11,326	2,003	4,018	725	5,206	1,330
Candler	7.7	.0033	33.6	9.4	14.7	15.7	32.2	2.7	26,085	7,763	1,398	1,156		7,673	1,226

GA. (cont.)
S&MM ESTIMATES

POPULATION—12/31/83

RETAIL SALES BY STORE GROUP 1983

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
Carroll	60.0	.0255	29.7	14.2	16.4	18.0	23.2	20.4	257,891	90,279	19,375	14,596	8,581	47,355	10,580
☐ Catoosa	39.5	.0168	30.9	10.6	17.8	21.0	21.6	13.6	154,479	46,828	8,851	30,075	2,483	15,219	7,234
Charlton	7.9	.0033	28.2	11.3	14.0	18.0	22.5	2.5	16,947	3,536	1,239	995	48	6,139	596
Chattooga	21.9	.0093	33.2	10.1	15.0	18.1	29.3	7.7	65,039	23,710	2,215	4,278	2,551	12,659	1,789
Clay	3.5	.0015	32.9	9.9	13.5	13.6	33.5	1.2	3,391	1,545	417	221		78	386
Clinch	6.7	.0028	28.8	11.1	15.6	17.0	23.3	2.2	12,386	3,071	275	1,020	445	2,142	549
Coffee	28.5	.0121	29.1	12.6	16.1	16.5	23.9	9.4	105,130	33,404	7,085	8,174	4,198	18,335	2,564
Colquitt	36.0	.0152	31.4	10.3	15.0	17.0	27.6	12.6	140,544	44,907	6,641	6,062	5,269	20,394	6,225
Cook	13.7	.0059	30.7	10.0	14.9	16.9	26.7	4.6	30,433	8,745	2,047	1,279	911	3,746	2,262
Crawford	8.4	.0035	29.5	11.4	15.8	19.1	22.2	2.4	6,110	2,215	242	153		428	125
Crisp	19.8	.0084	30.1	11.1	15.4	15.3	27.1	6.9	121,917	35,814	8,975	8,332	1,811	17,702	1,159
☐ Dade	12.8	.0055	29.6	13.0	16.9	19.1	21.7	4.1	42,147	13,999	1,950	961	1,995	4,680	877
Dawson	5.5	.0023	31.5	10.2	17.7	18.5	25.3	1.9	10,111	4,730	273	293	49	496	193
Decatur	26.2	.0111	29.7	11.4	15.0	15.5	26.5	8.7	81,823	26,748	5,650	7,702	1,857	13,827	2,403
Dodge	17.2	.0073	32.1	9.7	14.9	16.9	28.8	6.0	93,069	28,306	8,995	5,855	3,066	11,324	3,759
Dooly	10.7	.0046	30.2	10.3	14.3	15.0	28.2	3.6	28,501	4,555	839	296	1,782	6,107	1,403
Early	13.1	.0056	30.2	10.1	13.5	16.2	27.4	4.5	40,032	15,207	1,062	1,930	944	10,371	2,134
Echols	2.3	.0010	29.0	11.4	15.8	18.5	22.0	.8	262	161					
Elbert	19.1	.0081	32.5	10.8	15.1	17.4	28.9	6.9	81,097	24,359	3,145	4,658	2,314	29,211	3,111
Emanuel	21.4	.0091	30.9	10.5	14.9	16.4	27.5	7.1	74,902	20,502	1,992	5,517	3,316	21,342	1,820
Evans	8.8	.0038	30.2	11.5	14.4	16.4	26.7	3.1	33,417	8,131	1,714	141	533	6,531	1,247
Fannin	15.2	.0064	36.3	8.5	14.9	18.3	33.4	5.7	48,847	15,337	2,162	5,346	1,814	5,677	2,203
Floyd	81.0	.0343	32.6	11.9	15.8	18.7	27.4	29.2	397,248	106,050	36,932	37,247	21,118	92,350	13,421
Franklin	16.0	.0068	33.6	11.1	14.6	18.6	29.5	5.7	79,678	22,673	3,508	1,454	1,972	14,043	2,674
Gilmer	11.8	.0050	33.5	10.4	15.2	19.4	28.4	4.1	46,406	12,284	1,415	3,500	1,405	14,149	1,193
Glascock	2.4	.0010	35.9	10.6	13.0	16.9	34.3	.8	1,418	595	64				21
Glynn	56.1	.0239	31.6	11.3	16.6	18.3	26.1	20.8	376,128	83,453	45,893	19,976	18,507	101,470	14,576
Gordon	32.2	.0136	31.0	10.5	16.6	19.6	23.8	11.0	117,002	36,469	14,034	5,011	7,665	18,077	5,139
Grady	20.3	.0087	31.0	10.4	14.8	16.5	27.6	6.7	59,804	22,468	2,617	1,518	1,612	13,547	1,948
Greene	11.9	.0050	31.2	10.7	14.0	15.5	29.2	3.8	35,888	13,031	1,028	824	638	6,223	2,547
Habersham	26.2	.0111	30.8	15.6	15.4	18.0	25.5	9.1	108,638	27,528	7,723	5,872	3,259	18,624	4,483
Hall	81.7	.0347	31.4	11.4	17.0	19.7	24.1	28.6	380,453	83,463	30,672	47,709	11,748	67,685	20,252
Hancock	9.5	.0040	28.7	11.0	14.6	14.6	26.3	2.8	13,916	6,006	464	122	679	2,231	481
Haralson	19.1	.0081	33.1	9.8	15.3	19.3	27.7	6.8	59,727	16,865	3,276	1,533	1,343	12,281	4,431
Harris	16.9	.0072	33.5	9.8	15.3	18.0	29.6	5.9	24,973	7,575	7,505	1,177	141	3,439	827
Hart	19.2	.0081	32.4	10.1	15.2	17.4	28.7	6.5	41,242	16,177	2,583	3,770	2,423	6,656	2,527
Heard	6.9	.0030	32.1	10.5	14.5	17.8	28.0	2.2	4,663	1,839	386	279	71	382	278
Irwin	9.4	.0040	32.6	9.3	13.7	16.9	29.8	3.3	17,879	4,114	674	723	941	4,349	745
Jasper	8.2	.0035	31.6	10.3	16.2	17.0	27.5	2.8	12,530	3,880	622	470	65	3,958	504
Jeff Davis	11.9	.0050	29.8	11.1	16.3	17.6	23.8	4.1	38,859	11,526	1,598	2,705	1,184	8,552	1,522
Jefferson	18.8	.0080	30.2	10.6	15.1	14.5	28.2	6.3	49,357	16,154	1,979	3,245	2,176	9,993	2,008
Jenkins	8.9	.0038	30.4	11.9	14.8	15.7	27.4	2.9	18,571	5,973	502	158	599	3,417	666
Johnson	8.8	.0037	32.0	10.6	14.0	16.0	29.8	3.1	15,158	5,625	250	493	737	3,681	102
Lamar	12.6	.0053	31.6	11.0	15.5	17.2	27.6	4.3	29,936	6,548	2,177	2,544	1,006	10,321	1,535
Lanier	5.8	.0025	29.2	11.4	14.4	17.0	24.7	2.0	7,109	1,577	132	[illegible]	387	2,611	111
Laurens	38.3	.0163	31.7	10.5	15.3	17.4	27.5	13.1	166,625	42,316	7,184	15,714	5,598	43,394	7,423
Liberty	45.8	.0194	23.0	29.7	19.3	12.5	9.6	12.1	90,575	20,944	15,371	7,810	2,058	13,665	3,776
Lincoln	6.9	.0029	31.8	10.8	14.8	17.1	28.2	2.1	7,696	2,211	441	329	65	442	898
Long	5.0	.0022	26.6	15.5	16.6	15.3	20.7	1.7	5,487	1,426	322	176		802	95
Lowndes	72.3	.0307	27.7	15.9	17.3	16.8	20.6	24.4	389,652	71,614	32,102	30,906	11,912	90,426	28,871
Lumpkin	11.3	.0048	28.7	18.8	15.2	17.9	22.5	3.7	25,556	8,850	4,156	264		2,861	1,674
McIntosh	9.0	.0039	30.4	12.0	14.9	16.3	26.7	2.9	33,365	7,344	4,069	588		11,084	125
Macon	14.2	.0060	29.4	11.7	15.0	15.0	26.5	4.7	37,039	13,760	1,236	834	1,765	7,206	1,252
Marion	5.4	.0023	30.4	10.6	14.2	17.4	26.1	1.7	13,137	2,960	202	156		5,055	999
Meriwether	21.8	.0092	30.5	10.9	15.0	16.4	26.9	7.0	96,276	19,368	4,451	1,889	2,449	47,697	1,678
Miller	7.2	.0031	31.7	10.4	14.0	16.6	28.8	2.6	17,729	6,574	160	464	687	4,910	503
Mitchell	21.7	.0092	28.6	11.1	14.7	15.8	24.7	6.7	54,508	17,927	1,504	4,175	2,163	11,823	1,894
Monroe	15.8	.0067	31.5	12.0	16.3	18.2	26.1	5.1	57,342	10,266	4,042	408	378	16,651	2,587
Montgomery	7.2	.0030	28.9	16.3	15.1	15.9	24.8	2.3	27,403	5,759	3,113	3,826	1,725	9,616	381
Morgan	12.2	.0052	30.2	10.8	15.3	17.1	25.7	3.8	41,449	11,287	955	1,776	1,366	9,725	1,678
Murray	22.3	.0095	28.9	11.6	17.7	20.1	19.1	7.5	61,674	27,959	3,238	2,060	5,694	9,263	1,704
Oglethorpe	9.4	.0040	31.4	10.3	15.4	19.0	25.5	3.2	12,769	3,559	207	105	58	5,224	480
Pickens	12.4	.0053	33.2	10.5	15.6	19.2	27.9	4.5	50,367	11,438	1,956	1,511	617	22,562	2,060
Pierce	12.6	.0054	30.3	10.2	16.1	17.8	24.6	4.2	27,648	6,181	1,681	535	66	8,416	1,342
Pike	9.5	.0040	32.2	9.7	15.2	19.3	26.4	3.0	6,928	2,831	617	599	123	164	143
Polk	33.0	.0140	33.1	10.8	14.4	18.2	29.0	11.6	115,966	42,121	5,977	3,898	5,083	23,349	8,804
Pulaski	9.1	.0039	32.4	10.4	14.0	17.7	28.7	3.2	31,934	11,114	1,503	821	1,014	8,287	1,668
Putnam	11.1	.0047	31.6	11.0	16.0	17.2	27.4	3.7	29,049	11,496	1,961	998	459	6,940	880
Quitman	2.4	.0010	32.3	10.4	12.9	13.7	32.9	.8	1,258	1,064	35	20			
Rabun	10.9	.0046	35.4	9.6	15.3	18.5	32.1	4.1	35,655	12,925	1,927	2,184	1,782	5,367	1,334
Randolph	9.8	.0042	31.4	12.2	13.3	13.8	31.4	3.3	18,353	5,765	1,146	945	907	3,709	1,195
Schley	3.6	.0015	29.9	9.7	14.9	17.2	25.2	1.1	9,546	2,193	91	939	448	3,362	
Screven	14.6	.0062	31.0	11.3	15.4	15.4	28.5	5.1	44,767	12,241	1,048	1,850	780	8,799	2,758
Seminole	9.5	.0040	31.7	10.8	13.8	16.1	29.3	3.2	36,742	14,696	1,420	1,076	803	7,023	1,741
Stephens	22.1	.0094	32.6	11.5	15.7	17.4	28.9	7.9	131,249	30,338	8,941	11,056	4,568	50,279	6,330
Stewart	5.9	.0025	31.2	10.7	13.2	14.9	30.1	1.9	14,380	4,956	605	435	100	3,939	771
Sumter	29.8	.0127	29.1	14.0	15.9	15.1	25.5	9.7	132,516	27,176	8,409	3,566	4,198	19,371	6,604
Talbot	6.3	.0027	30.9	11.2	15.6	16.4	27.2	2.0	9,418	2,750	71	1,374	116	258	118
Taliaferro	2.0	.0008	37.2	8.6	12.8	13.7	38.4	.8	1,223	449	348	159	39		27
Tattnall	18.5	.0079	31.5	11.1	18.4	17.6	26.0	5.8	51,756	16,973	1,032	2,172	4,583	12,064	3,010
Taylor	7.7	.0032	31.8	11.3	13.9	17.6	27.9	2.6	21,841	5,660	365	550	612	7,749	1,266
Telfair	11.3	.0048	32.5	10.3	14.3	15.5	30.9	4.0	35,877	10,586	1,311	1,906	1,483	7,980	3,064
Terrell	12.1	.0052	29.7	11.2	14.6	15.0	27.2	4.0	29,008	8,569	1,292	1,688	1,239	6,180	1,016

The Georgia Group

- Albany Herald
- Athens Banner-Herald/Daily News
- Augusta Chronicle-Herald
- Columbus Ledger-Enquirer
- Macon Telegraph & News
- Savannah News-Press

One convenient group buy gives you:

- 1,347,400 Population
- 468,100 Households
- $10,419,348,000 Effective Buying Income
- $6,053,182,000 Retail Sales
- $1,274,841,000 Food Sales

Represented Nationally By:
Branham Newspaper Sales
Knight Ridder Newspaper Sales

Source: S&MM's Survey of Buying Power 1982

Athens
Augusta
Macon
Columbus
Savannah
Albany

GA. (cont.)
S&MM ESTIMATES

POPULATION—12/31/83 | RETAIL SALES BY STORE GROUP 1983

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
Thomas	39.0	.0165	31.0	11.1	15.0	17.1	27.0	13.2	177,446	54,100	9,965	18,176	5,644	28,154	5,353
Tift	34.3	.0146	28.6	14.4	16.0	16.7	23.0	11.4	164,827	28,370	15,508	17,064	4,622	34,357	5,819
Toombs	23.6	.0100	30.5	10.9	15.1	18.0	25.3	8.3	94,606	25,377	5,679	4,784	2,571	15,179	2,708
Towns	6.0	.0026	36.9	14.8	12.3	16.1	36.0	2.3	13,832	3,725	1,800	154	75	2,487	313
Treutlen	6.1	.0026	31.1	10.2	14.6	15.7	28.7	2.1	10,626	2,667	1,041	633	254	2,069	1,210
Troup	51.5	.0218	31.6	11.6	16.1	16.0	28.5	18.2	250,587	50,208	15,235	15,233	17,234	46,851	11,694
Turner	9.8	.0042	29.8	10.6	14.4	16.1	26.3	3.1	26,287	8,193	880	1,545	566	7,712	1,125
Twiggs	9.6	.0041	28.7	12.6	14.1	16.5	24.5	3.1	12,439	7,785	294	392	352	186	342
Union	10.4	.0044	34.4	10.0	14.7	17.9	31.3	3.8	21,980	5,982	1,482	596	782	3,246	563
Upson	26.5	.0112	34.1	10.2	14.6	17.5	31.2	9.4	91,350	23,405	6,341	6,838	3,312	19,963	4,149
☐ Walker	57.1	.0243	32.3	10.6	15.9	19.2	26.5	20.0	145,524	60,670	6,642	2,937	2,795	25,141	2,992
Ware	37.5	.0159	31.2	10.7	15.7	16.9	27.2	12.9	215,356	41,340	12,291	40,315	8,450	46,356	5,255
Warren	6.4	.0028	31.7	10.0	14.6	15.1	30.0	2.0	10,458	2,793	354	141	455	2,412	135
Washington	19.3	.0082	30.2	11.5	15.3	15.7	26.9	6.3	61,854	13,194	2,373	1,732	1,483	17,848	2,480
Wayne	21.6	.0091	30.5	11.1	16.1	17.7	25.1	7.0	88,534	15,664	5,451	3,353	4,385	26,294	7,431
Webster	2.3	.0010	30.5	11.0	15.0	15.4	27.8	.8	6,284	1,130		3,581		651	
Wheeler	5.3	.0023	31.8	8.8	14.7	15.3	30.0	1.8	4,762	1,716	185		99	515	94
White	11.0	.0046	33.2	11.8	15.2	19.3	28.1	3.9	37,134	4,568	4,337	849	364	12,380	1,327
Whitfield	68.4	.0291	30.2	11.7	17.6	20.1	21.4	23.6	345,081	100,113	29,127	21,878	44,674	53,757	9,746
Wilcox	7.8	.0033	33.2	9.8	14.2	15.7	31.8	2.6	12,402	3,161	722	783	218	2,017	517
Wilkes	11.1	.0047	33.5	10.3	14.8	17.1	30.7	3.8	38,504	11,602	1,763	1,208	911	11,360	1,528
Wilkinson	10.9	.0046	29.3	12.3	15.0	17.1	24.3	3.4	24,754	6,516	1,220	332	501	7,066	574
Worth	19.1	.0081	29.9	11.0	15.9	17.3	24.6	6.1	35,595	10,922	1,495	2,507	225	12,027	1,931
TOTAL METRO COUNTIES	**3,628.8**	**1.5408**	**29.7**	**13.0**	**19.3**	**19.2**	**20.6**	**1,288.9**	**18,638,864**	**3,778,704**	**1,822,488**	**2,676,989**	**677,807**	**3,921,404**	**565,951**
TOTAL STATE	**5,777.4**	**2.4530**	**30.0**	**12.7**	**18.0**	**18.5**	**22.5**	**2,014.9**	**26,465,182**	**5,897,277**	**2,358,970**	**3,206,142**	**996,405**	**5,621,794**	**890,173**

GA.
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1983

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
ALBANY	**944,440**	**21,604**	**23.5**	**31.8**	**16.1**	**5.7**	**.0437**
Dougherty	819,785	21,016	24.2	31.6	15.2	5.5	.0398
• Albany	649,551	19,487	24.7	29.4	14.1	5.4	.0338
Lee	124,655	27,138	18.9	32.9	22.9	7.6	.0039
SUBURBAN TOTAL	294,889	27,161	20.5	38.6	22.0	6.7	.0099

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1983

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
ATHENS	**1,120,042**	**18,324**	**29.0**	**27.8**	**11.8**	**6.0**	**.0518**
Clarke	674,676	18,068	27.8	25.0	12.9	7.3	.0341
• Athens	350,073	14,828	30.4	20.7	9.6	6.1	.0207
Jackson	197,056	19,097	29.2	33.4	10.4	3.7	.0089
Madison	120,215	15,896	37.6	28.2	5.4	1.7	.0046

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1983

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
Oconee	128,095	24,000	23.6	33.4	16.5	8.6	.0042
SUBURBAN TOTAL	769,969	20,011	28.3	31.2	12.8	6.0	.0311
ATLANTA	**24,384,036**	**25,804**	**21.1**	**31.1**	**19.5**	**12.1**	**1.0341**
Barrow	164,245	18,041	29.0	31.9	8.9	3.4	.0077
Butts	108,346	19,104	28.5	30.3	13.8	3.5	.0047
Cherokee	501,858	23,561	23.3	37.6	17.1	5.1	.0196
Clayton	1,675,172	27,766	19.8	37.3	23.8	8.5	.0768
Cobb	4,296,633	31,632	16.9	31.2	25.0	17.7	.1777
• Marietta	421,781	22,903	25.3	31.5	15.8	10.2	.0243
Coweta	339,122	20,608	24.2	31.4	13.3	6.7	.0150
De Kalb	5,604,005	26,863	21.4	31.8	20.0	13.7	.2455
Douglas	574,785	27,292	19.1	38.9	22.7	6.9	.0232
Fayette	450,494	34,987	13.1	27.6	32.0	18.0	.0145
Forsyth	285,980	22,792	24.9	33.8	16.0	7.5	.0110
Fulton	6,115,416	20,693	23.8	25.1	14.1	12.3	.2704
• Atlanta	3,824,404	17,009	26.4	23.9	10.4	8.7	.1829
Gwinnett	2,340,237	30,961	16.1	35.2	27.5	12.4	.0873
Henry	360,804	24,654	21.8	36.7	18.5	6.5	.0138
Newton	290,236	21,430	26.6	33.9	14.9	5.2	.0127
Paulding	220,235	20,573	24.7	36.3	11.8	3.5	.0085
Rockdale	420,147	28,980	18.3	34.7	23.8	11.2	.0168
Spalding	391,071	19,459	28.2	30.3	12.9	5.3	.0184
Walton	245,250	19,553	27.6	31.5	12.6	4.8	.0105
SUBURBAN TOTAL	20,137,851	27,914	19.8	32.7	21.9	13.0	.8269
AUGUSTA	**3,157,172**	**21,308**	**25.3**	**31.3**	**15.0**	**7.0**	**.1410**
Columbia	438,170	25,013	22.5	34.9	19.0	8.2	.0164
McDuffie	125,079	15,876	30.5	28.4	7.1	2.8	.0066
Richmond	1,593,162	20,279	26.3	29.5	13.7	7.4	.0765
• Augusta	347,438	13,093	28.0	20.0	7.4	4.8	.0225
Aiken, S. C.	*1,000,761*	*22,447*	*24.0*	*32.9*	*16.7*	*6.6*	*.0415*
SUBURBAN TOTAL	2,809,734	22,765	24.8	33.3	16.3	7.4	.1185
COLUMBUS	**1,814,549**	**18,006**	**28.9**	**29.4**	**10.4**	**4.7**	**.0860**
Chattahoochee	188,899	23,185	30.5	42.2	12.6	6.7	.0060
Muscogee	1,318,025	18,294	29.0	29.4	10.9	5.1	.0660
• Columbus	1,312,475	18,309	29.0	29.4	10.9	5.1	.0657
Russell, Ala.	*307,625*	*15,643*	*28.1*	*27.3*	*8.4*	*2.9*	*.0140*
SUBURBAN TOTAL	502,074	17,121	28.4	29.6	9.1	3.5	.0203
MACON - WARNER ROBINS	**2,490,627**	**23,102**	**22.8**	**29.8**	**18.1**	**8.9**	**.1110**
Bibb	1,296,656	20,756	24.0	29.3	15.5	6.8	.0640
• Macon	969,933	18,916	25.3	28.3	13.2	6.0	.0530
Houston	866,431	28,983	20.1	30.5	23.7	13.7	.0346
• Warner Robins	460,240	29,284	19.7	31.7	24.1	13.0	.0204
Jones	161,895	23,737	23.2	34.5	17.7	7.0	.0054
Peach	165,645	19,669	24.2	26.4	15.7	7.2	.0070
SUBURBAN TOTAL	1,060,454	25,907	21.3	30.7	21.3	10.5	.0376
SAVANNAH	**1,993,548**	**21,007**	**24.7**	**29.1**	**15.0**	**8.1**	**.0921**
Chatham	1,839,897	20,967	24.7	28.5	15.2	8.5	.0862
• Savannah	1,204,504	18,710	26.0	26.9	13.0	7.0	.0536
Effingham	153,651	21,390	24.0	36.5	13.1	3.8	.0059
SUBURBAN TOTAL	789,044	25,623	22.2	33.4	18.6	10.3	.0385
OTHER COUNTIES							
Appling	92,705	14,111	32.1	24.4	5.8	2.4	.0046
Atkinson	29,366	11,933	32.6	18.7	4.0	2.2	.0017
Bacon	67,315	16,906	26.4	27.7	9.9	5.0	.0031
Baker	19,061	13,455	31.2	23.1	4.6	2.1	.0009
Baldwin	304,866	22,783	26.2	30.9	15.5	10.3	.0129
Banks	59,914	16,017	36.8	29.5	4.0	2.3	.0022
Bartow	308,056	18,690	30.8	33.6	9.9	2.3	.0147
Ben Hill	104,031	13,937	29.9	24.6	7.1	2.0	.0052
Berrien	88,580	15,777	32.9	26.4	7.7	2.0	.0044
Bleckley	74,092	17,056	28.7	29.5	10.5	2.6	.0033
Brantley	67,909	18,689	29.5	31.3	11.4	3.1	.0027
Brooks	85,335	12,757	29.1	22.4	4.7	3.6	.0037
Bryan	67,162	16,387	33.1	31.7	4.8	1.8	.0031
Bulloch	250,362	17,271	30.1	28.1	9.7	4.5	.0123
Burke	136,204	17,061	27.1	25.4	11.9	5.5	.0062
Calhoun	24,789	13,682	28.6	22.7	6.3	3.1	.0012
Camden	107,280	18,772	26.2	28.4	14.5	4.0	.0047
Candler	47,722	13,592	32.4	22.1	6.1	3.7	.0023
Carroll	446,570	19,405	27.5	32.5	11.9	3.9	.0213
☐ Catoosa	284,395	19,844	27.9	35.6	11.9	1.9	.0133
Charlton	50,080	17,614	31.1	30.0	9.5	3.1	.0022
Chattooga	151,097	17,784	30.7	32.2	9.0	2.3	.0068
Clay	20,648	12,023	27.7	18.2	7.2	4.3	.0009
Clinch	43,352	16,140	31.3	28.1	8.6	2.9	.0019
Coffee	187,690	16,356	29.5	27.7	8.2	4.4	.0091
Colquitt	268,549	17,574	30.3	27.9	10.6	4.8	.0124
Cook	84,059	15,467	36.3	24.6	6.8	3.1	.0037
Crawford	55,580	20,719	23.8	34.8	12.2	4.7	.0020
Crisp	122,879	14 63	29.1	25.8	6.2	2.9	.0074
☐ Dade	73,376	16,192	31.3	29.8	6.5	1.3	.0038

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1983

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
Dawson	37,244	17,491	28.7	31.2	9.7	2.2	.0014
Decatur	176,619	17,094	30.1	27.4	9.6	4.3	.0081
Dodge	102,397	14,105	28.7	23.1	7.1	2.7	.0061
Dooly	51,612	11,919	33.5	18.2	2.9	2.3	.0027
Early	76,530	12,698	27.0	22.5	7.1	3.1	.0038
Echols	15,594	17,600	27.5	29.6	11.0	2.4	.0005
Elbert	130,287	16,523	30.9	29.7	7.6	2.4	.0064
Emanuel	118,990	13,224	32.4	22.8	4.0	3.2	.0063
Evans	54,229	14,600	33.2	24.7	3.6	3.1	.0028
Fannin	90,200	13,150	33.3	23.1	4.8	1.5	.0045
Floyd	685,443	20,550	27.0	31.6	14.4	5.4	.0316
Franklin	106,445	16,298	30.0	28.6	7.9	2.2	.0057
Gilmer	72,786	15,016	32.3	27.9	5.7	1.8	.0038
Glascock	14,155	14,000	30.0	22.4	7.0	3.8	.0005
Glynn	497,948	20,411	26.0	31.0	13.3	6.6	.0250
Gordon	222.171	18,118	32.9	31.6	9.2	2.8	.0105
Grady	110,767	13,814	31.9	24.6	5.5	2.0	.0055
Greene	64,986	14,744	32.7	25.7	6.2	1.3	.0033
Habersham	191,549	17,933	31.0	31.7	9.0	3.3	.0090
Hall	736,972	22,744	24.8	33.2	16.0	7.7	.0324
Hancock	44,287	12,704	33.5	21.0	3.9	2.2	.0021
Haralson	132,105	17,167	31.3	31.0	7.6	2.8	.0060
Harris	133,634	19,925	23.4	32.1	11.9	5.9	.0050
Hart	128,012	17,311	32.4	29.7	8.6	3.3	.0053
Heard	46,874	18,420	31.0	29.2	12.8	3.2	.0017
Irwin	55,879	13,278	35.1	19.0	7.0	3.0	.0025
Jasper	61,972	18,402	29.0	28.0	12.3	4.6	.0023
Jeff Davis	75,208	16,357	32.7	28.7	6.8	2.6	.0036
Jefferson	117,643	14,579	27.1	24.3	9.0	3.6	.0054
Jenkins	46,761	12,402	29.5	21.5	5.1	2.6	.0022
Johnson	51,695	13,538	28.3	26.4	5.6	1.6	.0023
Lamar	84,981	17,397	30.8	28.8	10.2	3.0	.0037
Lanier	34,878	14,295	33.0	22.7	8.5	1.8	.0014
Laurens	286,082	17,881	28.4	27.7	11.9	5.0	.0137
Liberty	298,639	15,742	39.1	26.9	6.2	2.3	.0127
Lincoln	39,801	16,633	30.6	31.5	6.5	2.0	.0016
Long	31,741	15,500	29.8	27.9	9.2	2.6	.0012
Lowndes	524,411	17,579	30.4	28.1	9.8	5.0	.0272
Lumpkin	83,856	18,071	30.6	30.4	10.4	3.4	.0034
McIntosh	51,527	14,926	28.5	26.0	8.1	1.9	.0027
Macon	90,692	15,145	29.1	23.3	8.2	4.8	.0041
Marion	30,378	15,379	28.6	22.4	6.9	4.9	.0015
Meriwether	153,824	18,789	24.9	29.2	12.5	5.5	.0075
Miller	36,812	11,702	34.2	17.8	3.9	1.3	.0018
Mitchell	129,167	15,610	26.9	26.2	8.4	4.5	.0061
Monroe	103,701	17,723	30.6	31.0	9.2	3.3	.0050
Montgomery	44,430	14,835	33.5	22.4	7.7	4.9	.0023
Morgan	74,267	16,514	31.6	28.9	8.8	2.9	.0037
Murray	147,877	18,008	32.0	33.3	6.8	2.8	.0066
Oglethorpe	63,717	17,273	29.3	31.2	8.7	3.0	.0025
Pickens	85,473	15,823	32.8	27.1	6.7	3.4	.0041
Pierce	78,814	16,464	28.1	29.3	8.1	3.4	.0035
Pike	70,017	20,870	26.2	32.3	14.1	5.6	.0024
Polk	241,428	18,534	26.3	32.0	10.5	3.7	.0110
Pulaski	65,194	17,014	25.2	27.4	12.0	3.8	.0030
Putnam	75,930	18,259	25.1	30.7	11.0	4.4	.0032
Quitman	10,813	10,526	29.8	18.3	2.8	1.6	.0004
Rabun	81,250	16,425	30.8	27.2	8.7	4.1	.0036
Randolph	55,549	11,925	27.0	22.4	3.6	3.2	.0026
Schley	20,446	16,657	25.1	27.1	9.4	3.4	.0010
Screven	86,579	12,922	29.0	22.4	5.8	2.9	.0042
Seminole	61,230	15,488	26.9	24.5	10.4	3.9	.0030
Stephens	163,352	17,837	31.6	32.7	8.2	2.8	.0087
Stewart	26,658	11,030	29.0	19.7	3.4	1.4	.0014
Sumter	212,272	17,974	27.6	27.6	10.5	6.5	.0105
Talbot	38,425	16,377	30.7	27.7	8.3	3.5	.0016
Taliaferro	9,597	9,943	33.5	14.1	1.6	.5	.0005
Tattnall	104,224	13,570	32.2	22.2	6.8	2.6	.0050
Taylor	58,154	17,161	25.6	24.6	10.5	8.2	.0024
Telfair	67,375	13,351	30.9	22.6	6.2	2.6	.0033
Terrell	72,736	14,482	27.0	22.7	9.3	3.8	.0035
Thomas	280,645	17,788	29.4	29.1	9.5	5.2	.0138
Tift	248,609	17,557	29.2	27.4	10.6	5.3	.0123
Toombs	148,297	14,655	29.4	24.8	7.1	2.8	.0076
Towns	42,603	13,712	30.7	24.4	4.1	4.1	.0018
Treutlen	37,523	13,953	27.5	23.6	6.4	4.6	.0015
Troup	419,967	19,734	24.6	30.0	13.5	5.9	.0198
Turner	49,596	12,687	32.4	19.6	5.1	2.9	.0025
Twiggs	70,939	20,800	24.4	31.4	15.5	4.9	.0027
Union	65,553	13,704	34.9	20.4	5.2	3.6	.0028
Upson	198,432	18,253	30.0	31.9	9.1	4.2	.0089
☐ Walker	429,209	19,196	29.2	33.8	10.0	3.9	.0177

GA. (cont.)
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1983

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
Ware	279,965	17,865	27.8	28.3	11.2	5.3	.0147
Warren	38,898	16,235	27.0	28.3	8.0	4.4	.0015
Washington	129,285	16,571	27.9	25.7	10.4	4.9	.0061
Wayne	145,189	16,775	29.4	27.1	11.0	3.9	.0071
Webster	15,899	14,786	28.9	22.0	9.6	5.6	.0007
Wheeler	27,282	12,000	29.5	21.4	6.3	.9	.0012
White	70,275	15,130	29.8	28.7	4.3	2.8	.0034
Whitfield	537,052	20,239	29.2	35.3	10.6	4.8	.0261
Wilcox	38,215	11,926	30.6	21.9	3.3	1.3	.0018
Wilkes	70,598	15,491	27.2	27.4	7.3	3.5	.0034
Wilkinson	73,369	19,602	26.3	34.4	10.2	4.3	.0031
Worth	125,976	18,000	27.3	29.9	10.6	4.0	.0052
TOTAL METRO COUNTIES	**35,383,008**	**23,852**	**22.8**	**30.8**	**17.7**	**10.2**	**1.5390**
TOTAL STATE	**50,309,719**	**21,144**	**25.2**	**29.9**	**14.8**	**8.0**	**2.2398**

HAWAII

HAWAII
S&MM ESTIMATES

POPULATION—12/31/83

RETAIL SALES BY STORE GROUP 1983

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group: 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
HONOLULU	**805.8**	**.3421**	**29.4**	**14.6**	**19.9**	**18.2**	**20.7**	**252.8**	**4,194,488**	**821,025**	**677,427**	**836,053**	**86,885**	**438,760**	**252,126**
Honolulu	805.8	.3421	29.4	14.6	19.9	18.2	20.7	252.8	4,194,488	821,025	677,427	836,053	86,885	438,760	252,126
• Honolulu	382.9	.1626	32.6	12.8	20.2	18.0	27.2	138.8	2,889,289	571,955	467,354	572,316	64,452	271,919	189,878
SUBURBAN TOTAL	422.9	.1795	26.4	16.3	19.3	18.3	15.0	114.0	1,305,199	249,070	210,073	263,737	22,433	166,841	62,248
OTHER COUNTIES															
Hawaii	103.5	.0440	30.7	10.6	18.5	16.9	25.1	33.6	442,035	136,350	46,615	39,331	13,542	48,056	36,358
Kauai	43.0	.0183	31.1	10.0	18.2	16.8	26.2	13.5	202,645	70,769	28,185	22,184	3,761	12,094	2,459
Maui	81.1	.0344	31.0	10.6	19.5	17.1	25.1	26.3	522,828	132,824	75,215	66,711	14,096	41,123	30,886
TOTAL METRO COUNTIES	**805.8**	**.3421**	**29.4**	**14.6**	**19.9**	**18.2**	**20.7**	**252.8**	**4,194,488**	**821,025**	**677,427**	**836,053**	**86,885**	**438,760**	**252,126**
TOTAL STATE	**1,033.4**	**.4388**	**29.7**	**13.7**	**19.7**	**17.9**	**21.7**	**326.2**	**5,361,996**	**1,160,968**	**827,442**	**964,279**	**118,284**	**540,033**	**321,829**

HAWAII
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1983

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
HONOLULU	**8,545,152**	**29,234**	**20.9**	**28.3**	**21.7**	**17.9**	**.3579**
Honolulu	8,545,152	29,234	20.9	28.3	21.7	17.9	.3579
• Honolulu	4,527,401	27,642	21.6	28.1	18.8	18.3	.2028
SUBURBAN TOTAL	4,017,751	31,103	20.0	28.8	25.2	17.3	.1551
OTHER COUNTIES							
Hawaii	880,909	22,885	24.9	31.1	16.3	9.3	.0389
Kauai	393,120	26,288	22.6	33.7	21.3	10.2	.0173
Maui	727,330	24,631	22.4	33.3	17.7	10.1	.0357
TOTAL METRO COUNTIES	**8,545,152**	**29,234**	**20.9**	**28.3**	**21.7**	**17.9**	**.3579**
TOTAL STATE	**10,546,511**	**27,917**	**21.5**	**29.4**	**20.8**	**16.0**	**.4498**

Hawaii at your doorstep...

Hawaii ranks 4th nationwide in per household retail sales, and 4th in median household effective buying income (EBI).*

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* 1983 S&MM Survey of Buying Power

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IDAHO

IDAHO
S&MM ESTIMATES

POPULATION—12/31/83

RETAIL SALES BY STORE GROUP 1983

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
BOISE	**190.6**	**.0809**	**29.3**	**13.0**	**19.9**	**18.2**	**20.4**	**71.3**	**1,247,462**	**290,269**	**125,589**	**122,352**	**83,353**	**238,196**	**20,451**
Ada	190.6	.0809	29.3	13.0	19.9	18.2	20.4	71.3	1,247,462	290,269	125,589	122,352	83,353	238,196	20,451
• Boise	112.0	.0476	30.1	14.6	20.0	17.1	23.1	45.2	840,525	216,828	86,432	86,667	66,288	133,835	19,396
SUBURBAN TOTAL	78.6	.0333	28.1	10.6	20.0	19.7	16.5	26.1	406,937	73,441	39,157	35,685	17,065	104,361	1,055
OTHER COUNTIES															
Adams	3.5	.0015	32.5	9.1	15.3	19.5	26.7	1.2	7,297	2,029	306	1,993			558
Bannock	69.5	.0295	27.0	15.1	19.0	15.8	18.9	24.0	457,008	92,197	32,515	56,324	28,268	80,875	14,556
Pocatello	48.0	.0204	27.3	17.2	19.3	15.1	20.1	17.6	427,521	83,876	30,983	56,081	26,489	78,712	13,859
Bear Lake	7.3	.0031	28.1	9.7	14.3	14.6	25.6	2.5	27,483	9,232	1,459	767	1,200	6,746	1,171
Benewah	8.9	.0038	30.7	9.7	17.3	18.5	24.1	3.1	32,125	9,194	2,432	2,034	441	9,512	1,693
Bingham	38.4	.0163	26.0	10.2	15.6	16.1	19.8	11.5	136,888	36,861	6,021	5,881	3,438	46,026	3,505
Blaine	11.3	.0048	29.8	12.9	27.8	19.2	16.3	4.7	80,140	17,901	8,234	1,104	4,274	10,598	3,091
Boise	3.3	.0014	30.7	9.9	19.0	18.3	23.5	1.4	4,165	2,528	848	350	45		
Bonner	27.1	.0115	31.9	8.7	18.8	17.9	26.2	9.7	114,734	31,124	11,549	5,043	4,639	25,749	3,725
Bonneville	69.0	.0293	26.9	11.9	17.1	17.3	18.7	22.5	462,096	87,638	24,762	72,019	35,375	79,951	8,641
Boundary	7.8	.0033	30.5	8.6	17.5	17.4	24.7	2.6	34,062	13,845	1,879	2,268	274	6,836	981
Butte	3.5	.0015	29.3	8.9	15.5	16.7	24.4	1.1	10,649	2,437	1,455		256	890	303
Camas	.8	.0003	31.1	10.1	15.2	20.4	23.8	.3	868	418	121	57			
Canyon	88.1	.0374	29.8	11.8	16.0	16.4	25.3	29.9	460,322	116,972	29,579	58,634	22,583	106,589	9,678
Caribou	9.3	.0040	25.8	11.4	16.6	16.2	18.5	3.1	29,873	8,628	1,049	317	875	7,833	1,110
Cassia	19.9	.0084	26.9	10.5	15.0	15.4	22.4	6.2	138,379	34,645	6,777	16,987	6,191	25,279	3,836
Clark	.8	.0004	29.6	10.5	13.9	20.3	22.2	.3	2,806		287	81		1,595	
Clearwater	9.8	.0041	31.0	10.0	16.4	20.1	23.3	3.5	40,202	15,548	2,501	459	783	9,417	798
Custer	3.8	.0016	33.2	7.7	16.3	19.5	27.5	1.6	13,441	5,593	1,649	1,082		1,960	453
Elmore	22.3	.0095	24.9	19.4	19.1	16.7	14.0	7.1	67,521	18,272	4,742	3,141	2,829	19,333	842
Franklin	9.5	.0041	26.6	9.5	12.8	14.1	25.2	2.8	35,824	7,622	1,804	1,581	5,406	6,962	519
Fremont	11.3	.0047	26.6	9.8	14.3	15.8	22.1	3.7	40,900	11,732	1,850	892	1,088	7,689	707
Gem	12.5	.0054	32.6	9.4	14.3	17.1	29.5	4.4	31,668	10,509	1,433	1,382	2,438	6,930	573
Gooding	12.9	.0054	33.3	9.3	14.0	16.4	31.1	4.6	39,031	11,729	1,977	4,280	1,376	6,045	682
Idaho	14.8	.0063	31.8	9.6	15.8	17.8	27.2	5.3	43,602	14,651	3,156	1,364	2,440	5,864	1,670
Jefferson	16.5	.0070	25.4	10.8	15.1	15.3	20.1	4.9	40,621	15,130	1,549	993	2,309	7,260	1,127
Jerome	16.1	.0069	30.0	10.4	15.9	16.4	25.6	5.5	36,916	12,649	3,095	2,150	2,370	2,498	2,377
Kootenai	67.3	.0285	31.2	10.1	17.8	18.7	24.6	24.1	304,136	85,119	22,774	15,160	11,632	58,793	10,336
Latah	29.0	.0123	26.7	24.9	19.2	14.6	19.5	10.5	138,072	39,073	10,236	8,722	10,245	23,848	5,804
Lemhi	8.0	.0034	32.2	8.7	16.2	18.3	27.1	3.0	27,890	7,813	2,727	1,242	1,304	3,936	355
Lewis	4.0	.0017	33.2	9.5	14.5	17.8	29.7	1.4	15,293	6,618	1,262	364	136	998	569
Lincoln	3.5	.0015	31.3	8.9	16.4	16.0	27.9	1.2	3,462	917	597	409	120	341	227
Madison	21.3	.0091	21.8	31.8	12.3	10.8	12.5	5.4	108,468	28,026	3,507	4,685	10,912	16,491	3,102
Minidoka	20.6	.0087	27.5	11.1	14.9	15.5	23.4	6.6	62,704	18,398	4,212	1,300	2,327	19,391	995
Nez Perce	33.0	.0140	32.2	11.3	16.6	17.6	27.8	12.5	243,585	53,065	20,988	43,595	16,840	45,532	7,076
Oneida	3.3	.0014	32.3	7.8	12.3	14.5	32.2	1.1	10,246	1,143	800	1,599	499	2,952	365
Owyhee	8.6	.0037	29.0	10.6	14.3	15.7	25.7	2.8	16,391	2,289	1,453	2,219	358	1,565	329
Payette	16.5	.0070	32.8	9.3	13.8	17.3	29.6	5.9	49,869	16,071	2,464	397	3,779	11,429	888
Power	7.4	.0031	28.1	9.5	18.4	16.9	20.5	2.5	15,282	9,057	1,085		116	1,236	458
Shoshone	18.1	.0077	30.2	10.6	17.1	16.9	24.9	6.4	70,307	22,640	5,937	592	2,477	11,983	3,479
Teton	3.2	.0014	27.7	10.5	17.0	14.9	22.7	.9	10,273	2,649	733	910	730	2,133	94
Twin Falls	55.8	.0237	31.2	11.1	15.7	16.8	27.2	19.6	288,864	60,869	20,706	26,174	19,188	63,190	11,758
Valley	6.4	.0027	31.0	9.2	22.2	19.0	22.1	2.2	37,080	5,714	2,705	3,663	426	4,726	1,623
Washington	8.9	.0038	34.4	8.0	13.5	15.8	33.5	3.2	25,291	8,475	1,968	2,257	312	6,137	856
TOTAL METRO COUNTIES	**190.6**	**.0809**	**29.3**	**13.0**	**19.9**	**18.2**	**20.4**	**71.3**	**1,247,462**	**290,269**	**125,589**	**122,352**	**83,353**	**238,196**	**20,451**
TOTAL STATE	**1,003.5**	**.4261**	**29.0**	**12.4**	**17.4**	**16.9**	**22.6**	**348.1**	**5,068,296**	**1,247,289**	**382,772**	**476,823**	**293,652**	**995,314**	**131,361**

IDAHO
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1983

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
BOISE	**1,898,322**	**23,502**	**26.0**	**33.7**	**17.0**	**8.0**	**.0884**
Ada	1,898,322	23,502	26.0	33.7	17.0	8.0	.0884
• Boise	1,185,785	22,638	27.2	32.2	16.0	8.2	.0563
SUBURBAN TOTAL	709,537	24,849	24.4	36.3	18.5	7.7	.0321
OTHER COUNTIES							
Adams	22,117	17,317	32.7	32.4	6.5	1.8	.0010
Bannock	580,206	22,428	25.2	36.5	15.5	4.8	.0300
Pocatello	420,291	21,846	25.6	35.3	15.2	4.8	.0239
Bear Lake	52,173	19,754	27.9	36.7	10.0	2.6	.0024
Benewah	67,704	21,323	21.8	39.3	10.7	4.0	.0030
Bingham	278,628	22,077	26.1	34.4	15.7	5.5	.0126
Blaine	107,457	18,439	34.2	28.7	10.2	6.4	.0054
Boise	31,938	21,292	27.2	38.2	12.4	3.5	.0011
Bonner	162,588	14,451	32.6	25.9	5.7	1.8	.0087
Bonneville	573,093	23,622	25.3	36.5	17.2	6.0	.0298

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1983

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
Boundary	48,909	16,787	30.4	30.9	8.3	1.9	.0025
Butte	24,026	18,281	30.1	30.3	11.9	2.9	.0012
Camas	7,258	21,154	31.0	36.3	12.0	5.7	.0001
Canyon	656,406	18,902	31.2	31.8	10.9	4.1	.0333
Caribou	76,268	24,090	21.6	43.9	14.4	3.6	.0031
Cassia	127,509	18,000	32.6	30.6	10.2	3.1	.0080
Clark	5,455	16,000	41.1	25.6	7.0	2.0	.0003
Clearwater	83,243	22,511	25.2	37.6	15.2	3.6	.0036
Custer	37,001	19,791	29.9	31.3	12.3	5.9	.0016
Elmore	144,400	16,294	42.5	28.5	6.2	1.9	.0067
Franklin	56,407	18,831	35.6	35.6	7.5	2.2	.0029
Fremont	93,052	22,735	24.0	35.2	15.9	6.5	.0040
Gem	79,292	15,407	29.3	28.3	7.8	1.7	.0036
Gooding	93,177	16,892	34.4	27.7	8.5	3.6	.0040
Idaho	89,165	14,977	37.7	26.3	5.2	.9	.0043
Jefferson	98,693	18,506	30.3	33.3	9.7	2.2	.0045

IDAHO (cont.)
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1983

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
Jerome	115,642	18,409	33.5	31.1	9.6	3.9	.0049
Kootenai	572,661	21,081	27.3	31.9	14.8	5.9	.0257
Latah	259,881	20,339	28.2	29.7	14.9	6.1	.0114
Lemhi	53,898	15,917	37.0	26.4	7.6	1.7	.0026
Lewis	35,797	23,314	24.5	33.6	18.0	6.4	.0015
Lincoln	21,076	15,574	36.0	27.8	5.4	1.8	.0009
Madison	123,726	19,500	32.5	31.8	12.3	4.3	.0072
Minidoka	160,015	21,642	28.7	37.9	11.7	5.5	.0067
Nez Perce	295,790	21,443	23.6	32.7	15.5	5.0	.0153
Oneida	19,709	16,200	33.5	31.3	4.6	1.6	.0010
Owyhee	43,300	12,504	36.6	18.3	3.7	1.8	.0020

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1983

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
Payette	114,801	16,775	33.6	28.4	8.2	3.0	.0051
Power	63,284	22,883	23.8	36.6	14.5	6.8	.0025
Shoshone	178,536	26,683	19.7	34.3	21.1	8.7	.0071
Teton	18,096	17,774	33.9	31.2	9.4	2.4	.0010
Twin Falls	471,596	20,544	29.3	33.2	12.3	6.1	.0221
Valley	48,072	19,753	33.9	35.0	11.5	2.6	.0025
Washington	60,999	15,278	32.6	25.0	8.4	3.5	.0028
TOTAL METRO COUNTIES	**1,898,322**	**23,502**	**26.0**	**33.7**	**17.0**	**8.0**	**.0884**
TOTAL STATE	**8,151,366**	**20,510**	**28.5**	**32.5**	**13.3**	**5.3**	**.3884**

ILLINOIS

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S&MM ESTIMATES

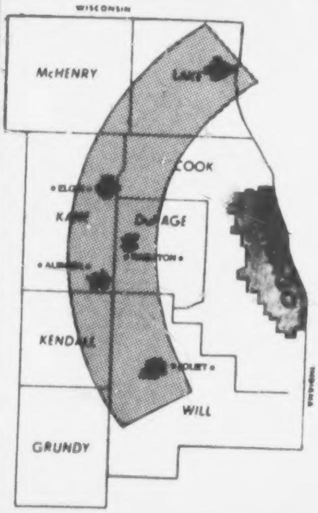
POPULATION—12/31/83

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)
ALTON - GRANITE CITY	**267.3**	**.1135**	**32.3**	**12.0**	**15.5**	**18.0**	**27.9**	**99.7**
Jersey	21.4	.0091	31.1	13.9	14.7	17.7	26.6	7.3
Madison	245.9	.1044	32.4	11.8	15.6	18.0	28.0	92.4
• Alton	33.6	.0143	33.4	11.9	14.5	14.7	33.1	13.3
• Granite City	35.9	.0152	32.4	12.3	15.4	17.2	28.8	13.8
SUBURBAN TOTAL	197.8	.0840	32.1	12.0	15.8	18.7	26.8	72.6
AURORA - ELGIN	**329.6**	**.1400**	**29.3**	**11.8**	**18.5**	**18.5**	**21.4**	**115.4**
Kane	289.1	.1228	29.6	11.9	18.5	18.1	21.9	101.4
• Aurora	84.0	.0357	28.5	13.1	18.9	15.6	22.1	29.8
• Elgin	66.8	.0284	30.4	12.8	19.9	15.8	25.1	25.6
Kendall	40.5	.0172	29.2	10.7	18.7	20.8	18.3	14.0
SUBURBAN TOTAL	178.8	.0759	29.7	10.8	17.8	20.8	19.7	60.0

RETAIL SALES BY STORE GROUP 1983

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
ALTON - GRANITE CITY	**1,290,072**	**341,315**	**131,100**	**122,826**	**43,888**	**265,183**	**40,853**
Jersey	61,963	17,678	8,272	3,132	2,539	12,640	2,171
Madison	1,228,109	323,637	122,828	119,694	41,349	252,543	38,682
• Alton	252,375	60,722	25,356	36,412	10,547	47,556	8,361
• Granite City	197,245	90,893	25,006	16,844	5,926	13,807	6,581
SUBURBAN TOTAL	840,452	189,700	80,738	69,570	27,415	203,820	25,911
AURORA - ELGIN	**1,833,070**	**364,424**	**176,588**	**321,091**	**83,898**	**267,462**	**44,326**
Kane	1,749,007	339,699	165,975	314,346	78,891	258,841	41,718
• Aurora	753,584	100,774	57,523	219,441	40,774	138,127	15,526
• Elgin	461,725	123,715	34,247	44,120	17,560	65,285	11,561
Kendall	84,063	24,725	10,613	6,745	5,007	8,621	2,608
SUBURBAN TOTAL	617,761	139,935	84,818	57,530	25,564	64,050	17,239

gcn Greater Chicago Newspapers



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In the Chicago market, Greater Chicago Newspapers have always been a "market apart," reaching households NOT reached by the Chicago Tribune and the Chicago Sun-Times. With the recent addition of The News-Sun in Lake County, IL, to its Northern Illinois group, Copley Newspapers now reach over 167,000 households in affluent Lake, Kane, Will, Kendall and Grundy counties. These same counties have an average EBI of $31,000 and represent some of the strongest buying power in the nation.

For example, in recent data ranking household buying power in 314 metropolitan areas, Lake County, IL was ranked 2nd, Will and Grundy counties were ranked 10th and Kane and Kendall counties, 17th!

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* Source: Sales & Marketing Management's 1983 Survey of Buying Power.

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That's because McLean County, the Bloomington/Normal metro market, accounts for nearly a quarter of the total retail sales in the Peoria ADI (22.5%, or over $625 million in 1982). The Pantagraph's daily penetration of the metro market (72.3%) ranks number 2 in the nation among morning newspapers and number 1 among Illinois papers. On the other hand, the Peoria newspaper gives you less than 1% penetration of this affluent, educated, young and upscale area. With The Pantagraph, you're in for some easy riding.

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Tom Jefferson, national/co-op advertising manager
Represented nationally by Sawyer, Ferguson, Walker Co., Inc.

SOURCES: Belden CMS 1983; S&MM 1983 Survey of Buying Power; Circulation '83-'84

ILL. (cont.)
S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/83								RETAIL SALES BY STORE GROUP 1983							
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group: 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
BLOOMINGTON - NORMAL	**123.9**	**.0526**	**27.6**	**22.3**	**17.2**	**15.4**	**21.9**	**45.2**	**671,645**	**137,900**	**70,937**	**80,772**	**24,745**	**106,763**	**22,801**
McLean	123.9	.0526	27.6	22.3	17.2	15.4	21.9	45.2	671,645	137,900	70,937	80,772	24,745	106,763	22,801
• Bloomington	45.5	.0193	30.0	17.6	19.8	14.3	25.9	19.6	443,044	85,617	46,532	69,503	17,589	84,039	20,171
• Normal	37.1	.0158	23.3	42.3	13.9	13.0	12.9	10.6	113,136	33,463	15,408	1,679	4,427	1,551	508
SUBURBAN TOTAL	41.3	.0175	31.7	9.3	17.4	18.9	25.4	15.0	115,465	18,820	8,997	9,590	2,729	21,173	2,122
CHAMPAIGN - URBANA - RANTOUL	**168.8**	**.0716**	**25.5**	**27.8**	**19.2**	**14.3**	**17.5**	**61.0**	**929,801**	**201,576**	**129,664**	**129,396**	**36,967**	**114,452**	**30,613**
Champaign	168.8	.0716	25.5	27.8	19.2	14.3	17.5	61.0	929,801	201,576	129,664	129,396	36,967	114,452	30,613
• Champaign	58.5	.0248	24.7	34.8	18.4	12.2	17.7	22.3	490,086	75,754	65,922	78,631	27,379	67,829	20,202
• Rantoul	19.2	.0082	23.2	31.0	18.9	12.7	10.3	5.6	96,116	16,647	17,520	9,374	2,525	26,918	2,588
• Urbana	36.7	.0156	24.7	37.0	20.3	10.8	17.1	12.9	106,249	18,914	22,999	11,032	5,379	11,525	2,310
SUBURBAN TOTAL	54.4	.0230	29.5	12.8	19.5	19.4	19.9	20.2	237,350	90,261	23,223	30,359	1,684	8,180	5,513
CHICAGO	**6,028.5**	**2.5597**	**31.5**	**12.2**	**17.5**	**18.2**	**25.7**	**2,211.9**	**31,119,257**	**6,510,053**	**3,639,397**	**3,951,513**	**1,407,488**	**4,461,365**	**1,428,189**
Cook	5,148.0	2.1858	31.7	12.3	17.2	17.8	26.6	1,897.9	25,315,759	5,436,685	3,058,523	3,310,542	1,157,285	3,501,170	1,206,119
Arlington Heights	66.7	.0283	33.3	10.0	15.5	23.6	23.8	23.1	421,577	46,685	53,488	38,829	29,208	122,826	16,167
Berwyn	45.4	.0193	42.6	10.1	14.2	15.8	42.7	19.8	210,394	24,557	34,691	24,922	8,945	59,041	12,591
• Chicago	2,938.9	1.2478	31.0	12.8	17.5	16.6	26.4	1,102.6	11,544,385	2,470,279	1,527,715	1,317,930	558,944	1,243,573	653,955
• Chicago Heights	36.1	.0153	29.1	13.0	15.8	15.9	24.8	12.0	261,146	51,761	36,475	23,225	10,206	81,053	7,978
Cicero	59.7	.0253	35.7	11.6	15.8	15.9	34.9	24.3	178,496	69,066	26,850	5,471	2,749	26,760	4,236
Des Plaines	55.2	.0234	34.4	11.2	16.0	20.4	28.7	19.9	491,553	75,302	69,620	57,584	3,231	121,424	19,943

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ILL. (cont.)
S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/83								RETAIL SALES BY STORE GROUP 1983						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
• Evanston	72.2	.0307	32.0	17.5	20.0	16.5	27.6	28.2	476,836	96,309	49,428	21,263	20,741	97,566	26,114
Mount Prospect	52.4	.0222	32.8	12.3	16.5	21.9	24.4	19.3	405,470	78,469	32,433	79,636	25,793	67,721	13,618
Oak Lawn	61.1	.0259	37.4	11.6	12.3	18.0	34.8	21.6	601,728	153,458	53,254	108,124	17,772	110,943	33,393
Oak Park	53.8	.0228	32.4	10.7	22.2	17.4	26.9	22.8	231,898	55,009	19,579	10,938	17,564	36,510	7,596
Schaumburg	54.5	.0231	29.5	10.5	25.7	22.2	12.5	20.5	859,637	143,634	52,846	243,766	60,452	149,124	16,357
Skokie	58.0	.0246	41.3	9.6	13.1	18.7	39.2	22.1	668,991	69,136	37,945	100,284	40,799	82,893	15,463
Du Page	719.7	.3056	30.5	11.4	19.9	20.9	20.1	258.2	5,040,580	890,983	516,050	590,627	227,753	771,315	192,751
Downers Grove	44.5	.0189	32.6	9.9	19.2	21.1	24.2	17.0	309,838	89,135	28,303	21,053	7,715	44,505	22,054
Elmhurst	43.1	.0183	34.5	10.9	14.7	19.8	29.5	15.2	209,419	24,543	21,542	22,211	7,237	75,271	5,726
Naperville	49.9	.0212	30.4	8.8	17.1	25.1	17.1	16.4	464,785	77,724	35,134	30,205	8,603	29,949	27,158
Wheaton	46.6	.0198	30.6	13.6	19.5	19.9	21.6	16.6	234,116	60,024	15,183	1,858	12,363	47,033	14,707
McHenry	160.8	.0683	30.6	10.1	18.3	20.1	21.8	55.8	762,918	182,385	64,824	50,344	22,450	188,880	29,319
SUBURBAN TOTAL	2,981.3	1.2659	32.0	11.4	17.6	19.8	25.0	1,069.1	18,836,890	3,891,704	2,025,779	2,589,095	817,597	3,039,173	740,142
CHICAGO - GARY - LAKE COUNTY CONSOLIDATED AREA	***7,965.4***	***3.3820***	***31.0***	***12.2***	***17.6***	***18.4***	***24.6***	***2,865.6***	***40,065,257***	***8,614,657***	***4,607,158***	***5,106,750***	***1,792,413***	***5,926,039***	***1,782,830***
DAVENPORT - ROCK ISLAND - MOLINE	**388.7**	**.1650**	**30.6**	**12.4**	**17.4**	**17.5**	**24.8**	**146.4**	**2,043,684**	**412,821**	**241,624**	**317,568**	**83,652**	**349,601**	**81,484**
Henry	57.4	.0243	32.3	10.3	15.4	18.1	27.8	21.2	238,104	59,009	23,230	13,519	8,226	43,667	6,867
Rock Island	165.9	.0705	31.5	12.8	16.4	17.2	27.0	63.8	872,933	174,543	103,609	139,863	33,816	157,591	33,323
• Moline	45.7	.0194	32.8	12.7	16.9	16.8	29.4	18.9	447,321	54,957	40,110	117,602	26,603	70,228	20,267
• Rock Island	47.6	.0202	31.5	14.8	15.5	14.6	30.0	18.5	152,222	22,377	24,777	17,186	6,268	33,706	7,746
Scott, Iowa	*165.4*	*.0702*	*29.4*	*12.7*	*19.1*	*17.5*	*21.7*	*61.4*	*932,647*	*179,269*	*114,785*	*164,186*	*41,610*	*148,343*	*41,294*
• *Davenport*	*106.0*	*.0450*	*29.5*	*13.9*	*19.4*	*15.7*	*23.5*	*41.0*	*680,524*	*118,149*	*84,331*	*105,236*	*32,813*	*129,878*	*31,809*
SUBURBAN TOTAL	189.4	.0804	30.6	10.8	17.0	19.4	23.1	68.0	763,617	217,338	92,406	77,544	17,968	115,789	21,662
DECATUR	**132.0**	**.0560**	**31.6**	**11.8**	**16.4**	**17.6**	**26.8**	**50.7**	**662,237**	**147,272**	**64,992**	**111,417**	**24,791**	**111,432**	**19,755**
Macon	132.0	.0560	31.6	11.8	16.4	17.6	26.8	50.7	662,237	147,272	64,992	111,417	24,791	111,432	19,755
• Decatur	94.5	.0401	32.1	12.6	16.1	16.2	29.1	37.7	605,109	125,802	59,545	111,092	23,188	103,851	19,235
SUBURBAN TOTAL	37.5	.0159	30.5	9.8	17.6	21.1	21.0	13.0	57,128	21,470	5,447	325	1,603	7,581	520
EAST ST. LOUIS - BELLEVILLE	**296.5**	**.1259**	**30.2**	**12.4**	**15.5**	**16.7**	**25.8**	**105.4**	**1,295,991**	**278,161**	**136,805**	**267,889**	**50,959**	**187,439**	**39,506**
Clinton	34.1	.0145	30.2	12.6	14.9	16.1	26.8	11.8	106,630	22,620	10,899	3,288	3,913	15,304	4,339
St. Clair	262.4	.1114	30.2	12.4	15.6	16.8	25.6	93.6	1,189,361	255,541	125,906	264,601	47,046	172,135	35,167
• Belleville	42.2	.0179	36.9	11.7	15.2	14.9	37.0	17.4	411,237	61,822	32,483	75,732	14,707	115,518	11,356
• East St. Louis	51.7	.0220	24.2	12.3	14.2	13.9	20.6	16.4	147,578	31,712	10,438	28,892	3,862	32,060	9,663
SUBURBAN TOTAL	202.6	.0860	30.3	12.5	16.0	17.8	24.8	71.6	737,176	184,627	93,884	163,265	32,390	39,861	18,487
JOLIET	**381.5**	**.1619**	**28.9**	**11.6**	**19.1**	**18.7**	**19.6**	**125.3**	**1,242,373**	**308,725**	**123,431**	**132,149**	**45,986**	**222,937**	**57,046**
Grundy	32.0	.0135	31.0	11.3	16.6	18.0	25.4	11.7	143,233	38,743	16,829	10,185	4,757	31,229	5,728
Will	349.5	.1484	28.7	11.6	19.4	18.8	19.0	113.6	1,099,140	269,982	106,602	121,964	41,229	191,708	51,318
• Joliet	79.2	.0336	30.5	13.3	17.1	14.6	27.7	28.5	573,244	169,524	47,946	72,145	26,472	110,455	26,520
SUBURBAN TOTAL	302.3	.1283	28.5	11.1	19.6	19.8	17.4	96.8	669,129	139,201	75,485	60,004	19,514	112,482	30,526
KANKAKEE	**104.5**	**.0443**	**30.3**	**12.3**	**16.3**	**16.9**	**25.4**	**37.3**	**493,179**	**110,860**	**56,863**	**61,050**	**20,271**	**90,037**	**25,066**
Kankakee	104.5	.0443	30.3	12.3	16.3	16.9	25.4	37.3	493,179	110,860	56,863	61,050	20,271	90,037	25,066
• Kankakee	30.2	.0128	31.3	12.4	15.7	14.5	29.7	11.6	291,102	53,352	27,833	59,190	18,175	53,190	18,859
SUBURBAN TOTAL	74.3	.0315	29.9	12.3	16.6	17.9	23.6	25.7	202,077	57,508	29,030	1,860	2,096	36,847	6,207
LAKE COUNTY	**467.1**	**.1984**	**29.4**	**13.7**	**17.9**	**19.8**	**20.2**	**154.1**	**2,374,692**	**508,488**	**260,038**	**312,939**	**124,693**	**470,108**	**98,063**
Lake	467.1	.1984	29.4	13.7	17.9	19.8	20.2	154.1	2,374,692	508,488	260,038	312,939	124,693	470,108	98,063
• North Chicago	40.3	.0171	22.8	39.6	16.3	10.5	10.6	7.6	43,175	12,566	11,322		604	1,384	1,856
• Waukegan	70.9	.0301	29.7	14.1	15.0	16.3	24.2	26.2	550,125	132,981	36,282	95,538	22,031	106,180	29,182
SUBURBAN TOTAL	355.9	.1512	30.6	10.7	18.0	21.5	20.6	120.3	1,781,392	362,941	212,434	217,401	102,058	362,544	67,025
PEORIA	**370.9**	**.1576**	**30.8**	**12.3**	**17.4**	**17.6**	**25.1**	**138.0**	**1,923,669**	**419,563**	**201,122**	**303,473**	**87,461**	**333,507**	**54,062**
Peoria	200.3	.0851	30.9	13.0	17.5	16.6	26.3	76.0	1,163,947	204,283	129,172	233,055	55,997	158,732	31,951
• Peoria	123.8	.0526	30.5	14.3	17.3	15.4	26.9	48.1	959,557	124,940	92,765	226,176	52,243	144,683	22,568
Tazewell	135.5	.0576	30.7	11.5	17.4	19.0	23.5	49.9	620,370	180,632	62,019	68,841	23,505	129,513	20,236
• Pekin	34.8	.0148	31.9	12.0	16.8	17.4	27.4	13.9	268,024	78,524	19,470	36,816	14,055	50,979	8,462
Woodford	35.1	.0149	30.5	11.3	16.7	17.4	25.1	12.1	139,352	34,648	9,931	1,577	7,959	45,262	1,875
SUBURBAN TOTAL	212.3	.0902	30.8	11.1	17.5	18.8	23.8	76.0	696,088	216,099	88,887	40,481	21,163	137,845	23,032

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*Winnebago/Boone Counties. Source 1983 Belden CMS **Source 1984 S&MM Survey of Buying Power

ILL. (cont.)
S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/83								RETAIL SALES BY STORE GROUP 1983							
	Total Population (Thousands)	% Of U.S.	Median Age of Pop	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
ROCKFORD	**281.2**	**.1194**	**31.0**	**11.6**	**17.2**	**18.3**	**24.9**	**104.5**	**1,313,010**	**296,095**	**141,155**	**233,801**	**70,565**	**189,192**	**46,937**
Boone	29.5	.0126	30.8	10.8	16.4	19.5	23.6	10.5	100,675	30,169	9,120	7,019	4,080	19,111	3,220
Winnebago	251.7	.1068	31.0	11.7	17.4	18.1	25.0	94.0	1,212,335	265,926	132,035	226,782	66,485	170,081	43,717
• Rockford	139.4	.0592	31.5	12.5	17.4	15.9	28.0	54.6	865,737	234,596	90,585	128,016	58,185	148,521	42,731
SUBURBAN TOTAL	141.8	.0602	30.5	10.7	17.3	20.6	21.6	49.9	447,273	61,499	50,570	105,785	12,380	40,671	4,206
SPRINGFIELD	**193.6**	**.0821**	**32.2**	**11.2**	**18.1**	**17.4**	**27.5**	**78.2**	**1,100,757**	**266,473**	**111,423**	**184,711**	**41,922**	**136,474**	**48,649**
Menard	12.4	.0052	33.6	9.2	15.7	18.8	29.0	4.6	35,094	12,121	2,024	1,506	550	6,309	1,159
Sangamon	181.2	.0769	32.1	11.3	18.2	17.3	27.4	73.6	1,065,663	254,352	109,399	183,205	41,372	130,165	47,490
• Springfield	102.5	.0435	32.4	12.2	18.7	15.6	29.6	44.3	843,577	203,785	82,383	135,817	32,213	111,879	39,093
SUBURBAN TOTAL	91.1	0386	31.9	·10.1	17.3	19.3	25.3	33.9	257,180	62,688	29,040	48,894	9,709	24,595	9,556
OTHER COUNTIES															
Adams	71.5	.0303	33.1	11.8	15.3	16.3	30.8	27.4	337,759	83,558	37,498	43,026	19,412	50,450	12,866
Quincy	42.3	.0180	34.6	13.2	14.6	14.7	34.6	17.3	300,232	77,126	33,006	42,511	16,143	36,034	12,866
Alexander	12.3	.0052	34.5	9.8	13.4	14.6	34.7	4.9	39,852	9,126	5,351	5,811	1,584	5,539	1,094
Bond	16.7	.0071	33.3	14.2	13.5	15.9	31.8	6.2	53,138	10,058	5,723	1,826	1,653	9,016	1,477
Brown	5.5	.0023	37.3	8.9	13.4	15.1	37.2	2.2	15,746	5,660	1,610	709	780	2,254	441
Bureau	39.2	0166	34.0	10.1	14.4	16.5	32.1	15.0	167,921	34,096	11,478	20,047	7,269	43,729	4,017
Calhoun	5.9	.0025	36.8	9.6	12.4	17.2	35.1	2.1	18,827	3,875	3,258	560	184	2,627	913
Carroll	18.7	.0080	34.5	9.9	14.6	16.7	32.6	7.1	53,412	10,782	8,004	1,026	2,630	8,856	[illegible]
Cass	15.3	.0065	34.1	9.8	15.0	17.0	31.5	5.7	53,063	13,403	5,602	1,161	3,187	13,677	2,009
Christian	36.6	.0156	34.1	10.3	14.5	17.0	31.7	14.3	164,891	49,944	11,199	9,524	9,011	22,865	6,514
Clark	17.1	.0072	35.9	10.1	13.9	16.7	34.3	6.8	64,178	16,062	6,006	1,811	1,008	10,189	1,317
Clay	15.7	.0067	35.8	9.9	13.8	15.8	35.1	6.2	63,381	22,701	2,851	3,099	1,950	13,353	804
Coles	53.6	0227	28.5	23.6	14.6	14.5	26.1	19.7	303,620	48,214	24,968	52,851	18,550	61,850	13,040
Crawford	21.2	.0090	35.7	10.2	14.7	16.7	34.1	8.4	84,928	29,844	4,199	5,844	1,978	15,999	4,658
Cumberland	11.5	.0049	32.6	10.7	14.8	16.3	30.1	4.4	26,051	5,672	1,978	237	1,558	4,766	263
De Kalb	74.8	.0318	25.7	27.2	16.0	14.6	20.5	25.7	291,229	70,070	39,796	23,539	10,024	45,715	11,814
De Witt	18.6	.0079	33.7	10.2	15.3	17.7	30.3	7.2	108,044	24,836	13,522	[illegible]	3,844	25,770	2,226
Douglas	20.1	0085	33.1	11.1	14.8	17.6	29.5	7.6	101,894	23,871	6,089	1,272	12,216	11,936	1,037
Edgar	21.6	.0091	35.2	9.6	14.4	16.7	33.5	8.7	82,316	19,305	5,110	14,785	2,989	16,762	2,604
Edwards	8.3	.0036	34.9	10.5	14.6	15.8	34.0	3.5	30,151	5,763	1,657	210	1,447	8,427	
Effingham	33.4	.0141	30.6	11.6	16.0	16.3	26.6	12.1	246,039	48,049	21,660	22,774	11,012	36,889	4,246
Fayette	22.9	.0098	34.3	11.1	14.5	16.2	32.7	8.5	106,359	32,921	7,874	21,827	2,691	10,602	3,232
Ford	14.9	.0063	35.5	10.0	13.9	17.4	33.2	5.9	69,771	18,572	6,494	1,700	910	10,849	2,574
Franklin	45.0	0191	36.5	9.6	13.8	16.3	35.5	18.2	174,742	60,793	15,137	7,992	7,999	40,380	5,706
Fulton	43.8	0186	34.0	10.2	14.9	16.9	31.5	16.8	161,785	46,873	11,406	10,673	9,853	30,299	4,775
Gallatin	7.7	.0033	35.4	9.6	13.8	17.9	32.6	3.0	33,296	6,720	1,293	1,550	2,718	6,775	1,661
Greene	16.5	.0070	35.2	10.3	13.2	15.9	34.2	6.3	41,903	14,196	3,075	999	1,598	6,047	3,341
Hamilton	9.3	.0040	38.7	9.7	12.8	16.5	37.8	3.9	36,819	10,244	1,447	2,220	139	6,274	2,117
Hancock	24.0	.0102	34.4	10.7	14.3	16.4	32.7	9.4	56,142	14,230	5,108	860	2,291	15,943	2,234
Hardin	5.5	.0023	36.6	8.8	14.3	16.8	35.0	2.1	11,163	5,670	625	187	389	933	450
Henderson	9.5	.0041	32.9	10.8	14.9	17.8	29.0	3.5	13,863	2,043	2,756	369	564	3,234	
Iroquois	32.8	.0140	34.4	10.1	14.4	17.3	31.8	12.5	114,403	27,047	12,095	5,600	5,186	23,875	3,607
Jackson	63.7	0270	25.4	30.0	17.4	12.8	20.5	24.2	410,744	76,891	41,254	79,358	11,510	60,589	8,884
Jasper	11.7	.0050	33.3	11.1	13.8	15.9	31.7	4.3	38,583	10,487	1,901	1,305	1,280	9,048	452
Jefferson	38.5	.0163	33.5	10.3	15.9	16.3	31.3	15.5	215,216	51,851	18,682	38,183	15,066	37,545	3,058
Jo Daviess	24.1	.0102	32.2	10.2	15.3	16.9	28.9	9.1	60,125	10,386	12,328	1,165	895	8,538	4,086
Johnson	10.3	0044	34.8	11.0	15.9	18.0	31.8	3.8	26,101	10,262	1,305	1,461	562	4,157	351
Knox	61.3	.0260	33.2	11.7	15.9	17.1	30.1	23.8	320,132	69,317	27,640	49,922	19,814	49,167	14,961
La Salle	111.3	.0472	33.7	11.4	14.7	16.8	31.4	43.5	581,248	142,973	72,332	64,986	31,470	92,306	15,588
Lawrence	17.9	.0076	36.0	10.0	14.0	15.7	35.5	6.9	44,945	10,856	3,616	1,453	3,311	7,550	1,436
Lee	35.8	.0152	32.2	11.4	16.4	17.2	28.2	13.1	127,147	36,650	16,771	10,846	5,846	20,881	2,293
Livingston	41.7	.0177	32.3	12.7	16.3	16.7	29.0	14.7	163,065	46,083	12,159	20,626	6,226	27,904	2,722
Logan	31.6	.0134	33.3	13.2	16.0	17.3	30.0	11.7	150,840	37,658	17,884	14,030	6,437	23,446	4,510
McDonough	38.0	.0162	26.1	28.6	14.1	13.4	24.2	13.3	154,564	30,126	18,324	19,040	8,142	21,705	2,511
Macoupin	50.9	.0216	34.3	10.5	14.5	16.2	32.9	19.6	190,291	49,731	16,513	12,813	6,911	40,765	8,019
Marion	46.1	.0196	33.8	10.7	14.6	16.8	31.4	17.6	243,249	69,829	21,658	26,039	11,858	44,782	4,064
Marshall	14.8	.0063	33.6	10.1	14.6	17.0	31.0	5.5	39,389	10,497	4,044	1,758	631	8,128	1,699
Muson	20.4	.0086	32.7	9.8	15.3	17.3	29.2	7.6	63,851	16,510	7,537	5,292	2,725	10,321	1,754

ILL. (cont.)
S&MM ESTIMATES

POPULATION—12/31/83

RETAIL SALES BY STORE GROUP 1983

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
Massac	15.4	.0086	36.4	10.3	13.6	17.2	34.5	6.2	49,564	13,564	6,701	3,818	1,155	10,148	4,425
Mercer	19.9	.0085	32.6	9.8	15.3	18.9	27.5	7.3	49,562	12,542	4,298	665	2,438	6,681	1,537
☐ Monroe	20.7	.0088	33.1	11.1	14.4	18.5	28.8	7.4	62,028	18,008	7,669	2,450	2,161	11,299	1,816
Montgomery	33.1	.0140	34.8	10.3	14.2	15.7	34.1	12.5	141,341	35,307	13,412	14,746	4,481	30,072	4,128
Morgan	38.2	.0163	32.7	13.1	15.2	17.0	29.5	14.5	208,152	51,691	18,817	26,622	5,579	39,183	6,103
Moultrie	15.0	.0063	34.2	10.1	15.0	17.3	31.6	5.4	34,392	7,377	4,873	1,289	1,532	7,036	1,701
Ogle	47.4	.0201	32.0	10.7	15.5	18.9	26.4	17.6	127,915	35,608	13,107	4,357	2,905	21,407	6,067
Perry	22.4	.0095	33.9	9.9	15.2	16.4	31.9	8.7	89,751	26,808	8,884	5,765	3,282	8,686	4,011
Piatt	16.9	.0072	33.0	9.7	16.0	19.0	27.7	6.3	57,649	14,338	5,074	355	2,680	21,055	1,817
Pike	18.9	.0080	36.8	9.2	13.8	16.1	36.0	7.6	68,776	15,454	5,681	2,592	1,374	12,730	2,383
Pope	4.6	.0020	35.1	12.2	12.4	16.6	33.5	1.8	4,875	1,218	442	31	78	2,095	192
Pulaski	8.9	.0037	35.0	9.8	12.0	14.0	36.0	3.4	16,654	5,656	1,052	278	438	1,184	264
Putnam	6.5	.0028	31.5	11.0	16.6	17.8	26.4	2.3	14,833	4,820	737		399	2,493	360
Randolph	37.1	.0157	32.3	12.4	17.6	16.3	29.0	12.6	137,739	37,097	11,123	11,926	7,386	25,961	1,548
Richland	17.9	.0076	33.9	11.7	14.7	17.5	30.9	7.2	87,389	24,446	7,143	5,439	4,901	13,673	1,836
Saline	29.4	.0125	37.8	9.9	13.5	17.0	36.5	12.4	143,539	46,405	11,181	17,686	7,002	17,450	7,426
Schuyler	8.4	.0036	35.7	9.1	14.9	16.6	34.3	3.3	31,648	5,540	2,233	753	2,063	3,585	6,017
Scott	6.2	.0026	35.5	11.0	13.3	16.8	33.9	2.3	22,440	4,440	1,946	250	718	9,763	547
Shelby	24.3	.0103	34.2	10.1	14.0	17.0	31.9	9.1	71,123	18,474	4,097	2,917	2,360	11,483	1,960
Stark	7.4	.0032	34.0	10.0	14.2	16.6	32.0	2.8	16,692	5,087	2,089	211	136	4,441	505
Stephenson	49.6	.0210	33.0	11.2	15.5	17.4	29.5	19.1	213,371	54,356	19,779	30,285	11,981	33,560	5,852
Union	18.3	.0077	39.1	8.3	15.2	16.1	38.8	7.5	69,191	21,019	5,294	1,474	2,959	18,783	3,432
Vermilion	94.1	.0400	32.7	10.9	15.6	17.2	29.3	36.5	418,615	104,579	45,090	52,131	19,891	63,872	16,580
Wabash	14.1	.0060	32.8	11.8	15.5	16.2	30.4	5.4	75,484	14,097	7,636	2,353	1,810	21,959	2,681
Warren	22.1	.0094	32.5	12.3	14.6	16.6	29.8	8.2	97,755	20,090	7,764	10,911	4,701	29,380	4,230
Washington	16.1	.0068	35.7	9.6	14.1	15.6	35.1	6.0	47,393	12,738	3,235	2,299	1,246	13,517	1,916
Wayne	18.6	.0079	36.8	10.1	13.0	16.9	35.4	7.6	87,224	21,408	4,583	3,534	3,095	17,232	1,624
White	18.1	.0077	38.1	9.8	14.0	16.8	36.8	7.3	95,344	16,684	4,772	5,454	3,874	27,321	3,447
Whiteside	66.2	.0281	31.2	11.6	15.7	17.4	26.6	24.4	289,980	47,962	21,231	49,016	15,268	48,512	11,701
Williamson	59.1	.0251	34.4	10.4	16.3	17.7	31.2	23.7	265,205	73,477	18,281	26,397	14,327	41,909	11,253
TOTAL METRO COUNTIES	**9,389.4**	**3.9866**	**31.0**	**12.6**	**17.5**	**18.1**	**24.9**	**3,419.1**	**47,422,818**	**10,142,465**	**5,378,023**	**6,368,859**	**2,107,837**	**7,168,908**	**1,997,872**
TOTAL STATE	**11,511.2**	**4.8874**	**31.3**	**12.6**	**17.1**	**17.8**	**25.9**	**4,227.6**	**56,422,590**	**12,349,052**	**6,217,395**	**7,267,025**	**2,517,204**	**8,766,791**	**2,292,633**

ILL.
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1983

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
ALTON - GRANITE CITY	**2,460,002**	**23,079**	**23.4**	**35.4**	**17.2**	**5.1**	**.1080**
Jersey	164,815	20,450	29.1	37.5	10.5	3.4	.0069
Madison	2,295,187	23,334	23.0	35.0	17.8	5.3	.1011
• Alton	278,067	18,537	26.7	31.9	11.4	3.0	.0152
• Granite City	331,799	22,596	22.7	34.5	16.8	4.8	.0152
SUBURBAN TOTAL	1,850,136	23,963	23.0	36.0	18.4	5.6	.0776
AURORA - ELGIN	**3,733,705**	**30,272**	**17.3**	**33.9**	**25.4**	**13.5**	**.1543**
Kane	3,282,957	30,084	17.7	33.6	24.7	13.9	.1392
• Aurora	892,709	27,690	19.9	34.6	22.4	10.5	.0454
• Elgin	740,812	26,820	21.0	35.2	21.1	9.9	.0333
Kendall	450,748	31,533	14.1	36.0	30.0	11.2	.0151
SUBURBAN TOTAL	2,100,184	33,064	14.4	32.9	28.7	16.6	.0756
BLOOMINGTON - NORMAL	**1,314,310**	**25,400**	**23.0**	**31.6**	**19.9**	**10.2**	**.0558**
McLean	1,314,310	25,400	23.0	31.6	19.9	10.2	.0558
• Bloomington	512,284	21,978	26.4	30.7	15.6	8.4	.0261
• Normal	350,890	27,761	21.2	29.6	23.1	13.0	.0135
SUBURBAN TOTAL	451,136	28,114	19.8	34.2	23.3	10.5	.0162
CHAMPAIGN - URBANA - RANTOUL	**1,638,851**	**21,945**	**25.9**	**30.6**	**16.0**	**8.1**	**.0731**
Champaign	1,638,851	21,945	25.9	30.6	16.0	8.1	.0731
• Champaign	565,417	19,907	25.4	28.2	14.0	7.5	.0295
• Rantoul	161,285	20,108	36.4	30.5	15.3	4.6	.0075
• Urbana	329,445	19,464	27.4	27.0	14.3	7.4	.0129
SUBURBAN TOTAL	582,704	26,093	22.7	35.4	19.5	10.2	.0232
CHICAGO	**67,420,753**	**27,453**	**18.9**	**29.4**	**20.9**	**14.3**	**2.7460**
Cook	55,083,778	25,805	20.0	29.7	19.5	12.5	2.2598
Arlington Heights	948,670	39,354	11.1	24.6	30.2	29.2	.0367
Berwyn	532,998	24,355	23.3	31.9	18.4	9.5	.0206
• Chicago	27,082,802	20,910	23.0	28.6	15.1	8.3	1.1229
• Chicago Heights	317,377	24,429	20.7	31.5	20.3	7.8	.0165
Cicero	603,008	22,415	25.9	33.0	16.1	6.6	.0225
Des Plaines	691,497	33,497	15.1	31.0	29.1	17.5	.0320
• Evanston	988,680	28,580	19.9	30.8	19.6	18.3	.0394
Mount Prospect	720,632	35,480	12.8	29.8	29.2	22.0	.0302
Oak Lawn	741,324	32,029	16.1	31.0	26.7	17.0	.0363
Oak Park	701,120	27,214	21.5	31.7	21.0	13.6	.0255
Schaumburg	721,451	34,626	13.1	33.6	33.4	15.5	.0419
Skokie	868,508	35,939	15.0	26.5	26.0	25.9	.0405
Du Page	10,484,740	38,047	10.9	27.3	30.1	26.7	.4136
Downers Grove	684,648	38,601	12.7	24.8	29.3	27.8	.0263
Elmhurst	618,797	38,135	12.2	27.2	28.2	28.1	.0222
Naperville	766,023	45,984	8.2	17.1	29.4	41.8	.0324
Wheaton	697,055	38,681	11.5	26.1	28.8	29.2	.0248
McHenry	1,852,235	31,541	16.2	33.1	26.8	14.8	.0726
SUBURBAN TOTAL	39,031,894	33,834	14.5	30.0	27.1	20.4	1.5672
CHICAGO - GARY - LAKE COUNTY CONSOLIDATED AREA	***88,521,506***	***28,045***	***18.4***	***30.2***	***21.6***	***14.2***	***3.5895***
DAVENPORT - ROCK ISLAND - MOLINE	**4,373,576**	**27,852**	**18.9**	**32.9**	**22.5**	**11.5**	**.1785**
Henry	599,524	26,482	20.3	33.4	20.6	10.0	.0238
Rock Island	2,019,512	29,410	17.3	30.4	24.1	14.4	.0794
• Moline	620,105	29,874	17.1	30.4	23.7	16.4	.0285
• Rock Island	548,617	26,149	20.6	29.5	21.0	12.1	.0197
Scott, Iowa	*1,754,540*	*26,907*	*20.2*	*35.2*	*21.6*	*9.0*	*.0753*
• Davenport	*1,090,219*	*24,585*	*22.7*	*34.9*	*18.3*	*7.5*	*.0496*
SUBURBAN TOTAL	2,114,635	29,762	16.6	33.3	25.1	12.5	.0807
DECATUR	**1,466,158**	**26,328**	**19.5**	**33.3**	**20.8**	**10.6**	**.0594**
Macon	1,466,158	26,328	19.5	33.3	20.8	10.6	.0594
• Decatur	1,056,915	24,651	21.2	32.1	18.8	10.1	.0460
SUBURBAN TOTAL	409,243	30,782	15.0	36.2	26.9	12.0	.0134
EAST ST. LOUIS - BELLEVILLE	**2,628,166**	**22,260**	**22.4**	**30.5**	**17.1**	**7.4**	**.1144**
Clinton	303,897	23,580	23.4	35.3	17.2	7.0	.0121
St. Clair	2,324,269	22,052	22.2	29.9	17.1	7.4	.1023
• Belleville	445,660	22,504	24.8	30.7	17.2	7.5	.0236
• East St. Louis	267,084	10,910	21.9	18.7	8.9	3.4	.0139
SUBURBAN TOTAL	1,915,422	24,447	22.0	33.1	18.9	8.2	.0769
JOLIET	**4,035,779**	**31,220**	**15.4**	**33.6**	**27.2**	**13.1**	**.1504**
Grundy	326,821	27,301	19.9	36.5	23.1	7.2	.0134
Will	3,708,958	31,611	14.9	33.3	27.6	13.7	.1370
• Joliet	815,254	26,127	20.1	30.5	19.9	11.1	.0387
SUBURBAN TOTAL	3,220,525	32,416	14.0	34.5	29.3	13.7	.1117

ILL. (cont.)

S&MM ESTIMATES

$$ EFFECTIVE BUYING INCOME 1983

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
KANKAKEE	**986,341**	**24,009**	**22.2**	**34.6**	**17.3**	**7.9**	**.0426**
Kankakee	986,341	24,009	22.2	34.6	17.3	7.9	.0426
• Kankakee	282,004	20,869	25.0	32.7	12.2	7.2	.0160
SUBURBAN TOTAL	704,337	25,374	21.0	35.3	19.6	8.2	.0266
LAKE COUNTY	**6,152,657**	**34,428**	**14.5**	**27.9**	**24.9**	**23.9**	**.2318**
Lake	6,152,657	34,428	14.5	27.9	24.9	23.9	.2318
• North Chicago	326,971	22,067	29.6	36.2	14.4	6.4	.0115
• Waukegan	766,681	26,993	20.9	31.6	22.4	11.1	.0364
SUBURBAN TOTAL	5,059,005	36,997	12.1	26.6	26.0	27.9	.1839
PEORIA	**4,234,392**	**28,219**	**18.1**	**33.4**	**21.9**	**13.1**	**.1710**
Peoria	2,318,353	27,390	18.9	31.7	20.8	13.4	.0962
• Peoria	1,440,984	25,794	20.1	29.9	18.6	13.9	.0657
Tazewell	1,555,589	29,365	16.7	35.0	23.6	13.2	.0606
• Pekin	384,200	25,481	21.6	31.3	21.0	9.6	.0180
Woodford	360,450	28,131	17.8	37.7	22.5	10.5	.0142
SUBURBAN TOTAL	2,409,208	29,872	16.1	36.1	24.2	13.2	.0873
ROCKFORD	**3,032,358**	**27,440**	**19.2**	**35.3**	**22.0**	**9.5**	**.1223**
Boone	280,110	25,895	21.2	38.3	20.6	5.6	.0112
Winnebago	2,752,248	27,627	19.0	34.8	22.2	10.0	.1111
• Rockford	1,514,440	25,366	21.2	34.2	19.1	8.8	.0662
SUBURBAN TOTAL	1,517,918	29,497	16.9	36.4	25.2	10.3	.0561
SPRINGFIELD	**2,045,367**	**23,469**	**24.1**	**33.8**	**17.7**	**7.3**	**.0882**
Menard	111,537	23,082	24.3	39.0	14.6	4.4	.0043
Sangamon	1,933,830	23,496	24.1	33.5	17.9	7.5	.0839
• Springfield	1,108,357	21,780	25.6	31.5	15.9	7.2	.0538
SUBURBAN TOTAL	937,010	25,569	22.1	36.7	20.1	7.6	.0344
OTHER COUNTIES							
Adams	618,057	19,944	27.5	34.3	11.1	4.5	.0278
Quincy	376,735	18,474	29.1	31.6	9.9	4.3	.0193
Alexander	81,178	12,839	25.4	25.1	5.1	2.8	.0038
Bond	142,265	19,324	26.3	29.8	13.0	5.7	.0057
Brown	44,226	16,879	29.4	27.7	8.7	4.3	.0018
Bureau	399,269	23,848	23.8	34.4	16.5	8.5	.0161
Calhoun	40,242	16,492	29.3	29.6	8.1	2.9	.0018
Carroll	165,828	20,747	28.3	33.5	12.6	5.8	.0066
Cass	143,040	23,056	23.0	33.8	16.5	6.2	.0056
Christian	360,155	22,418	25.1	31.4	17.1	7.3	.0151
Clark	143,573	18,011	29.4	30.6	9.4	4.5	.0060
Clay	132,281	18,229	29.8	29.2	11.2	4.5	.0059
Coles	502,850	21,224	26.6	30.9	14.7	7.4	.0233
Crawford	214,788	22,713	24.8	32.5	16.4	7.6	.0086
Cumberland	93,720	18,992	30.4	33.6	9.5	4.0	.0035
De Kalb	736,318	24,900	22.4	33.8	19.0	8.5	.0296
De Witt	218,766	28,329	16.1	31.4	22.6	13.0	.0090
Douglas	203,726	24,816	23.6	35.2	17.9	7.9	.0087
Edgar	194,167	18,918	27.7	30.2	11.2	5.9	.0081
Edwards	88,736	22,575	26.6	32.7	15.7	7.0	.0033
Effingham	278,351	20,287	28.6	33.2	12.8	4.7	.0151
Fayette	189,931	18,633	30.7	29.8	11.4	4.9	.0087
Ford	135,372	20,309	31.2	35.2	11.2	4.5	.0060
Franklin	337,702	15,073	29.9	26.6	8.7	2.5	.0154
Fulton	365,572	20,063	26.8	34.9	11.8	3.5	.0157
Gallatin	64,475	17,959	26.7	27.9	11.3	5.9	.0029
Greene	116,626	16,120	32.9	27.6	8.0	2.4	.0049
Hamilton	95,852	20,953	24.7	29.5	14.3	8.3	.0038
Hancock	204,852	19,436	28.9	33.5	11.1	3.9	.0078
Hardin	30,194	12,148	33.2	20.5	3.4	1.0	.0015
Henderson	71,357	18,821	29.0	34.7	8.7	3.0	.0026
Iroquois	283,557	20,233	28.3	34.7	10.9	5.1	.0117
Jackson	546,763	17,043	27.3	24.3	12.6	6.2	.0276
Jasper	91,346	17,849	30.9	29.3	10.4	4.5	.0039
Jefferson	374,500	20,868	24.6	31.7	13.9	6.5	.0167
Jo Daviess	199,074	19,907	29.5	36.1	10.4	3.2	.0079
Johnson	70,610	15,901	32.1	27.5	7.8	2.4	.0031
Knox	576,645	21,633	26.7	35.4	14.3	4.7	.0257
La Salle	1,177,440	25,153	21.4	35.1	19.3	7.8	.0494
Lawrence	155,318	19,685	25.5	32.1	13.0	4.1	.0061
Lee	368,927	25,917	21.8	34.5	20.1	9.0	.0141
Livingston	410,163	25,272	21.2	36.4	18.3	8.9	.0164
Logan	306,558	23,249	24.7	34.7	17.3	6.2	.0131
McDonough	301,982	17,806	28.4	28.5	11.5	4.2	.0137
Macoupin	424,518	19,573	26.9	33.0	12.5	3.4	.0183
Marion	403,519	19,930	27.6	31.2	13.4	5.1	.0189
Marshall	140,990	24,058	21.1	37.6	15.6	7.2	.0052
Mason	175,668	21,119	25.0	35.3	12.6	5.3	.0071
Massac	123,024	17,096	27.8	28.9	10.7	3.0	.0055
Mercer	192,855	24,654	21.8	33.1	19.0	8.0	.0071
☐ Monroe	184,472	23,598	23.1	37.1	16.0	5.8	.0073
Montgomery	268,303	18,660	28.4	30.8	11.3	4.4	.0122
Morgan	351,382	20,581	27.6	32.5	13.7	5.5	.0159
Moultrie	126,837	21,507	26.0	36.5	12.2	5.4	.0049
Ogle	473,617	25,508	21.7	37.3	18.9	7.0	.0175
Perry	199,850	20,233	26.7	30.6	15.6	4.4	.0085
Piatt	141,234	20,712	29.2	38.3	10.2	3.8	.0059
Pike	144,658	15,893	32.5	27.1	7.3	3.2	.0065
Pope	28,093	13,215	33.9	22.2	5.3	.2	.0011
Pulaski	50,300	11,780	29.9	20.0	5.2	1.2	.0022
Putnam	63,870	26,672	19.2	36.9	20.9	8.2	.0024
Randolph	294,339	21,290	25.8	35.7	14.1	3.5	.0129
Richland	171,991	20,781	26.1	32.6	13.7	5.7	.0074
Saline	237,676	15,366	28.9	25.9	9.5	3.3	.0112
Schuyler	70,798	18,966	27.3	32.4	10.8	4.3	.0031
Scott	49,887	19,574	26.4	33.2	11.7	3.9	.0021
Shelby	205,890	20,343	26.7	34.2	12.1	4.6	.0083
Stark	87,089	28,448	16.6	32.7	21.3	13.9	.0029
Stephenson	480,926	22,851	25.4	35.6	16.6	5.4	.0199
Union	156,530	17,009	32.7	28.2	7.4	5.5	.0067
Vermilion	869,450	21,466	24.3	33.9	14.9	5.3	.0373
Wabash	127,068	21,128	24.3	35.3	12.5	5.2	.0058
Warren	194,859	20,604	27.1	32.8	13.2	5.6	.0086
Washington	138,072	20,474	26.3	33.2	12.4	5.6	.0054
Wayne	158,800	17,644	30.3	29.5	9.8	4.1	.0072
White	192,397	22,019	26.4	30.4	14.1	10.1	.0081
Whiteside	620,005	24,107	23.3	36.4	18.3	5.2	.0263
Williamson	484,831	17,987	29.0	31.8	10.0	3.0	.0222
TOTAL METRO COUNTIES	**103,952,347**	**27,461**	**19.0**	**30.5**	**21.2**	**13.5**	**4.2278**
TOTAL STATE	**123,078,525**	**26,016**	**20.4**	**30.8**	**19.8**	**12.0**	**5.0462**

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LANDON
FOR RESULTS
(See page B-26)

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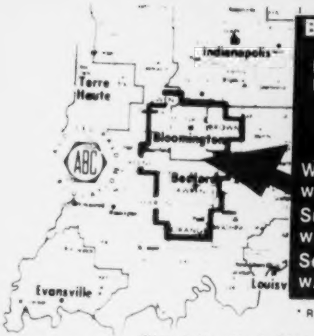

BLOOMINGTON—BEDFORD
Total Primary Market: 191,600 People
68,300 Households
A.B.C. 1984 Estimates

Our newspaper buy delivers * the market!

Weekday cume w/4.3 frequency	81%
Sunday cume w/3.5 frequency	79%
Seven-day cume w/6.0 frequency	86%

* RHM Research, 1983

Represented Nationally by LANDON ASSOCIATES

Circulation Up Again!
Comb. Daily **42,797**
Sunday **43,480**
ABC FAS FAX 3/31/84

An Indiana Market Opportunity!

- Contains Indiana's fastest-growing SMA (Yes, GROWING!)
- Balanced industry leads Indiana in Productivity.
- Younger than average, better educated, significant in quality of life benefits such as arts, culture, education, recreation that mean upscale, active spending consumers.

OUR NEWSPAPERS INFLUENCE:

$1.4 Billion E.B.I.	$97 Million Auto
$657 Million Retail	$67 Million Eat/Drink
$161 Million Food	$37 Million Drugs

(c) SMM/SBP, July, 1984 Sales in home counties and reader homes only in trade area counties

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84% of Food Buyers
85% of Dept/Disc.
86% of Drugs/HBA
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INDIANA

IND.
S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/83 Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)
ANDERSON	**137.3**	**.0583**	**31.5**	**11.4**	**16.4**	**18.4**	**25.9**	**49.9**
Madison	137.3	.0583	31.5	11.4	16.4	18.4	25.9	49.9
• Anderson	63.1	.0268	31.7	12.9	15.9	16.2	28.5	24.4
SUBURBAN TOTAL	74.2	.0315	31.4	10.1	16.9	20.2	23.7	25.5
BLOOMINGTON	**101.3**	**.0430**	**25.5**	**29.2**	**19.0**	**14.5**	**17.5**	**35.6**
Monroe	101.3	.0430	25.5	29.2	19.0	14.5	17.5	35.6
• Bloomington	54.4	.0231	23.9	43.9	18.0	10.4	14.5	18.1
SUBURBAN TOTAL	46.9	.0199	30.2	12.1	20.2	19.3	21.0	17.5
ELKHART - GOSHEN	**139.7**	**.0593**	**30.4**	**11.4**	**17.9**	**18.2**	**23.4**	**49.5**
Elkhart	139.7	.0593	30.4	11.4	17.9	18.2	23.4	49.5
• Elkhart	40.9	.0174	30.9	12.2	18.1	15.6	27.1	16.0
• Goshen	20.5	.0087	30.6	15.9	17.2	15.6	26.9	7.7
SUBURBAN TOTAL	78.3	.0332	30.0	9.7	18.0	20.3	20.7	25.8
EVANSVILLE	**282.7**	**.1201**	**32.0**	**12.3**	**16.7**	**17.3**	**27.6**	**105.7**
Posey	28.0	.0119	30.6	11.4	17.5	18.2	24.1	9.6
Vanderburgh	166.0	.0705	33.0	13.1	16.3	16.3	30.4	64.5
• Evansville	129.1	.0548	33.2	13.6	16.2	15.1	32.0	51.6
Warrick	46.3	.0197	30.1	10.3	18.1	20.0	21.1	15.6
Henderson, Ky.	*42.4*	*.0180*	*31.3*	*11.5*	*17.0*	*17.7*	*26.0*	*16.0*
SUBURBAN TOTAL	153.6	.0653	31.0	11.1	17.4	19.2	23.8	54.1

METRO AREA County City	RETAIL SALES BY STORE GROUP 1983 Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
ANDERSON	**605,793**	**145,830**	**60,030**	**89,029**	**20,976**	**115,202**	**32,686**
Madison	605,793	145,830	60,030	89,029	20,976	115,202	32,686
• Anderson	321,746	55,480	45,562	54,291	17,541	44,929	14,974
SUBURBAN TOTAL	284,047	90,350	14,468	34,738	3,435	70,273	17,712
BLOOMINGTON	**415,446**	**93,497**	**50,386**	**54,731**	**18,310**	**53,747**	**21,316**
Monroe	415,446	93,497	50,386	54,731	18,310	53,747	21,316
• Bloomington	378,492	77,653	45,743	54,532	17,984	52,603	19,102
SUBURBAN TOTAL	36,954	15,844	4,643	199	326	1,144	2,214
ELKHART - GOSHEN	**814,981**	**188,573**	**89,505**	**89,064**	**26,388**	**191,109**	**48,291**
Elkhart	814,981	188,573	89,505	89,064	26,388	191,109	48,291
• Elkhart	494,561	104,940	54,542	70,506	10,179	125,342	33,334
• Goshen	138,150	39,161	14,285	4,517	4,437	29,119	8,543
SUBURBAN TOTAL	182,270	44,472	20,678	14,041	11,772	36,648	6,414
EVANSVILLE	**1,480,828**	**329,903**	**159,701**	**178,868**	**73,603**	**233,930**	**53,474**
Posey	74,589	17,270	8,422	3,757	3,010	17,851	3,672
Vanderburgh	1,063,097	219,915	130,150	156,622	58,171	145,689	40,116
• Evansville	992,617	204,356	121,750	145,382	57,459	143,951	38,070
Warrick	124,854	45,459	6,416	3,772	879	28,273	3,822
Henderson, Ky.	*218,288*	*47,259*	*14,713*	*14,717*	*11,543*	*42,117*	*5,864*
SUBURBAN TOTAL	488,211	125,547	37,951	33,486	16,144	89,979	15,404

THE HOOSIER INDIANA NEWSPAPER GROUP

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Anderson Daily Bulletin
THE ANDERSON HERALD
Anderson, Indiana

KOKOMO TRIBUNE
Kokomo, Indiana

Journal and Courier
Lafayette, Indiana

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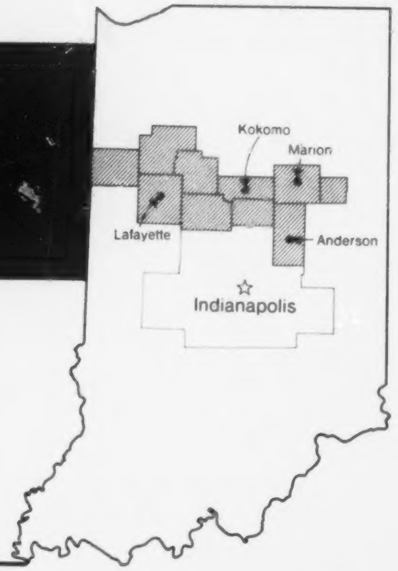
Marion, Indiana

- 4 newspapers deliver 60% coverage of 10 counties — where Indianapolis dailies provide minimal reach
- 188,800 households with $22,860 average income
- Over 2.2 billion retail sales
- One bill — group discount — 125,552 daily circulation



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What Makes Our Market Rich? RETAIL SALES PER HOUSEHOLD OF $29,139*

and that's over 81% GREATER than South Bend. S & MM Metro Market Ranking Per Household Retail Sales: Elkhart Ranked 60th...South Bend 155th. Only the Elkhart Truth covers Elkhart with over 77½% household penetration compared to South Bend Tribune's 12%.

The Elkhart Truth

Represented by **BRANHAM** Newspaper Sales

*S & MMs survey of Buying Power, July 1983

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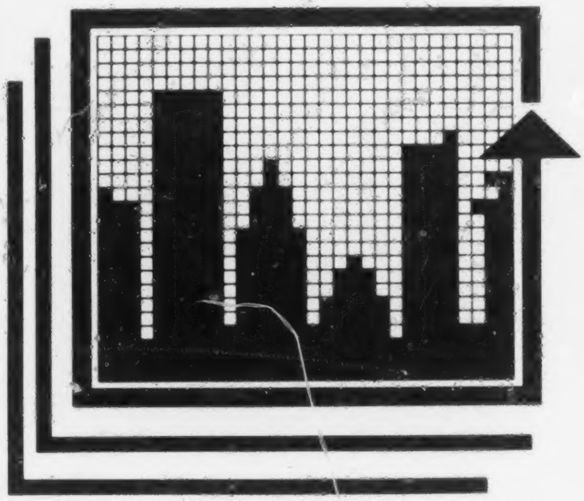
IND. (cont.)
S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/83 Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	RETAIL SALES BY STORE GROUP 1983 Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
FORT WAYNE	**355.2**	**.1508**	**30.0**	**12.2**	**17.8**	**17.4**	**23.8**	**126.3**	**1,840,003**	**378,930**	**238,225**	**282,911**	**75,028**	**314,623**	**68,386**
Allen	294.6	.1251	29.9	12.4	18.3	17.4	23.4	105.5	1,618,909	305,178	217,829	273,558	68,897	267,633	57,690
• Fort Wayne	171.5	.0728	30.2	14.1	18.2	15.0	26.3	66.4	1,178,488	184,731	172,220	239,288	58,687	211,233	46,712
De Kalb	33.9	.0144	30.4	11.1	16.3	17.5	25.0	11.6	120,873	43,247	11,917	5,925	3,341	24,215	5,204
Whitley	26.7	.0113	31.1	11.1	16.5	17.5	26.1	9.2	100,221	30,505	8,479	3,428	2,790	22,775	5,492
SUBURBAN TOTAL	183.7	.0780	29.8	10.5	17.6	19.6	21.3	59.9	661,515	194,199	66,005	43,623	16,341	103,390	21,674
GARY - HAMMOND	**636.4**	**.2701**	**29.5**	**12.6**	**16.7**	**17.8**	**23.1**	**214.5**	**3,050,361**	**802,009**	**346,961**	**329,412**	**114,415**	**456,112**	**143,344**
Lake	506.7	.2151	29.8	12.5	16.2	17.4	24.2	171.6	2,625,866	677,962	289,694	289,234	101,744	403,267	117,683
• East Chicago	37.9	.0161	27.6	13.4	14.4	14.9	27.3	13.2	120,391	28,728	15,481	1,219	4,075	22,401	7,219
• Gary	145.8	.0619	27.6	12.7	15.7	16.8	22.6	48.0	333,074	79,011	41,271	32,208	16,352	62,416	14,910
• Hammond	90.2	.0383	31.1	13.2	16.4	15.5	28.1	33.3	500,855	121,657	77,197	46,307	25,669	47,372	17,561
Porter	129.7	.0550	28.6	13.3	18.6	19.1	19.0	42.9	424,495	124,047	57,267	40,178	12,671	52,845	25,661
SUBURBAN TOTAL	362.5	.1538	29.9	12.4	17.5	19.4	21.7	120.0	2,096,041	572,613	213,012	249,678	68,319	323,923	103,654



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IND. (cont.)

S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/83								RETAIL SALES BY STORE GROUP 1983						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
INDIANAPOLIS	**1,180.4**	**.5013**	**30.7**	**12.1**	**17.7**	**18.3**	**24.0**	**428.6**	**6,578,[illegible]71**	**1,364,584**	**628,[illegible]49**	**880,646**	**242,271**	**1,043,154**	**278,146**
Boone	38.1	.0162	32.2	10.0	16.6	20.1	25.2	13.3	172,373	40,775	1[illegible],869	7,833	5,193	28,176	7,575
Hamilton	92.0	.0391	31.0	9.1	17.7	22.4	20.3	30.8	318,580	[illegible]823	32,903	5,808	16,201	58,080	18,182
Hancock	46.4	.0197	30.7	9.9	16.8	21.4	21.3	15.4	130,130	34,9[illegible]	9,293	7,228	4,023	23,948	9,283
Hendricks	74.5	.0317	30.4	10.2	17.9	21.0	20.7	24.3	242,270	68,477	17,001	5,577	5,898	40,823	17,072
Johnson	82.2	.0349	29.9	11.7	17.8	19.6	21.2	27.6	357,480	62,079	25,311	88,002	9,521	56,071	18,83[illegible]
Marion	753.3	.3199	30.7	13.2	18.1	16.9	25.2	285.2	5,017,215	977,770	497,838	742,719	190,649	776,429	192,280
• Indianapolis	689.6	.2928	30.5	13.1	18.0	16.9	25.1	260.3	4,788,468	912,677	473,503	722,077	183,729	747,245	182,575
Morgan	53.8	.0228	30.3	10.5	16.5	20.4	21.9	18.0	172,768	59,403	18,307	11,988	5,945	24,250	8,380
Shelby	40.1	.0170	31.3	10.6	16.3	18.6	25.4	14.0	167,555	38,278	12,027	11,491	4,841	35,377	6,535
SUBURBAN TOTAL	490.8	.2085	30.8	10.8	17.4	20.3	22.4	168.3	1,789,903	451,907	155,046	158,569	58,542	295,909	95,571
KOKOMO	**102.8**	**.0437**	**31.0**	**11.0**	**16.6**	**19.6**	**23.7**	**37.5**	**537,437**	**123,553**	**53,997**	**82,998**	**21,046**	**93,553**	**26,325**
Howard	86.2	.0366	30.7	11.1	16.8	19.8	23.1	31.4	485,574	107,384	49,523	80,942	20,444	82,300	23,600
• Kokomo	45.5	.0193	31.0	12.0	17.1	17.0	26.2	17.8	465,008	103,584	48,021	79,554	18,451	79,453	22,765
Tipton	16.6	.0071	32.6	10.3	15.7	19.1	27.1	6.1	51,863	16,169	4,474	2,056	602	11,253	2,725
SUBURBAN TOTAL	57.3	.0244	31.0	10.1	16.4	21.7	21.7	19.7	72,429	19,969	5,976	3,444	2,595	14,100	3,560
LAFAYETTE	**123.2**	**.0523**	**25.6**	**27.2**	**17.2**	**14.4**	**19.5**	**42.0**	**597,660**	**127,514**	**69,276**	**120,222**	**32,042**	**83,775**	**30,152**
Tippecanoe	123.2	.0523	25.6	27.2	17.2	14.4	19.5	42.0	597,660	127,514	69,276	120,222	32,042	83,775	30,152
• Lafayette	42.6	.0181	31.0	14.1	19.2	15.8	26.6	17.3	435,817	102,051	40,241	95,857	24,302	65,013	21,698
SUBURBAN TOTAL	80.6	.0342	24.1	34.2	16.2	13.6	15.7	24.7	161,843	25,463	29,035	24,365	7,740	18,762	8,454
MUNCIE	**125.1**	**.0531**	**29.4**	**17.8**	**15.7**	**17.3**	**23.9**	**43.9**	**631,489**	**127,725**	**69,330**	**74,976**	**25,551**	**139,116**	**34,500**
Delaware	125.1	.0531	29.4	17.8	15.7	17.3	23.9	43.9	631,489	127,725	69,330	74,976	25,551	139,116	34,500
• Muncie	75.5	.0321	27.6	23.4	14.9	14.3	24.7	27.1	474,078	88,553	61,803	74,175	19,224	94,525	32,901
SUBURBAN TOTAL	49.6	.0210	31.8	9.3	16.9	21.8	22.7	16.8	157,411	39,172	7,527	801	6,327	44,591	1,599
SOUTH BEND - MISHAWAKA	**236.7**	**.1005**	**31.4**	**13.7**	**16.6**	**16.1**	**28.0**	**86.2**	**1,213,097**	**273,257**	**139,206**	**170,419**	**52,048**	**204,878**	**53,681**
St. Joseph	236.7	.1005	31.4	13.7	16.6	16.1	28.0	86.2	1,213,097	273,257	139,206	170,419	52,048	204,878	53,681
• Mishawaka	40.4	.0172	31.4	13.4	18.2	15.2	28.3	16.7	301,736	78,496	35,355	29,744	12,321	74,704	11,735
• South Bend	105.7	.0449	32.6	11.9	17.0	13.8	32.1	41.3	704,783	125,728	79,396	136,199	29,980	108,622	31,071
SUBURBAN TOTAL	90.6	.0384	29.9	16.1	15.0	19.2	23.2	28.2	206,578	69,033	24,455	4,476	9,747	21,552	10,875
TERRE HAUTE	**135.3**	**.0574**	**31.7**	**15.5**	**15.6**	**15.6**	**29.2**	**49.1**	**932,867**	**148,805**	**67,330**	**122,542**	**28,863**	**125,267**	**37,053**
Clay	25.1	.0106	33.9	10.7	14.8	16.8	31.6	9.3	125,168	21,732	6,224	5,559	1,707	35,025	6,963
Vigo	110.2	.0468	31.2	16.5	15.9	15.3	28.6	39.8	807,699	127,073	61,106	116,983	27,176	90,242	30,090
• Terre Haute	59.3	.0252	31.0	20.0	14.6	12.4	31.7	22.5	627,914	125,747	43,083	71,067	25,116	44,163	17,189
SUBURBAN TOTAL	76.0	.0322	32.1	11.9	16.7	18.0	27.2	26.6	304,953	23,058	24,247	51,475	3,767	81,104	19,864
OTHER COUNTIES															
Adams	30.3	.0129	29.3	11.1	15.9	16.1	24.8	10.0	132,512	29,163	15,872	12,547	6,534	29,381	5,928
Bartholomew	66.3	.0281	30.8	10.6	17.6	20.5	22.1	23.8	330,626	79,938	33,973	47,830	17,471	47,348	14,116
Benton	9.8	.0042	33.5	10.0	13.7	16.8	31.1	3.6	28,419	8,065	2,055	173	270	5,785	1,817
Blackford	15.1	.0064	32.7	10.2	15.4	18.1	28.3	5.4	56,049	17,276	3,703	2,932	1,893	9,381	2,492
Brown	13.4	.0057	32.2	10.0	17.7	19.3	25.8	4.9	18,642	2,496	5,754	34	433	1,265	946
Carroll	20.1	.0085	32.7	10.2	15.7	17.7	28.7	7.2	57,965	18,180	4,211	881	665	14,499	2,863
Cass	40.6	.0172	32.6	10.6	15.7	17.9	28.3	14.5	207,980	46,821	20,650	29,634	10,139	35,477	11,820
☐ Clark	92.1	.0392	30.2	11.6	18.4	18.4	22.8	32.6	492,127	84,020	46,582	104,797	12,807	90,859	18,276
Clinton	31.3	.0133	33.0	10.5	15.3	17.5	29.4	11.3	123,774	32,685	12,160	6,822	4,478	24,403	7,118
Crawford	10.4	.0044	31.5	11.2	15.1	17.2	27.5	3.5	17,251	7,544	1,056	408	586	1,956	
Daviess	28.0	.0119	32.6	10.4	14.9	16.1	30.3	10.0	98,980	25,533	7,345	16,187	2,554	13,807	5,372
☐ Dearborn	36.2	.0154	31.1	10.2	16.1	18.4	25.3	12.2	115,003	31,016	13,186	3,802	4,458	16,945	11,482
Decatur	23.7	.0100	30.6	11.0	15.4	17.1	26.2	8.1	103,610	27,249	7,513	9,593	1,741	23,149	3,431
Dubois	35.2	.0150	29.8	12.6	16.3	17.0	24.5	12.1	200,624	35,573	16,217	17,378	7,759	70,437	4,549
Fayette	28.4	.0121	31.1	10.2	16.3	17.4	26.3	10.0	90,384	25,338	10,812	7,436	3,101	8,052	7,891
☐ Floyd	62.9	.0267	31.6	11.1	17.1	18.3	25.8	22.2	2[illegible],701	75,167	22,696	8,597	14,804	36,518	8,566
• New Albany	38.2	.0162	32.9	11.6	16.6	16.0	30.6	14.5	212,457	66,894	20,821	8,583	14,275	35,637	8,451
Fountain	19.0	.0080	33.5	10.3	14.7	18.4	29.4	6.7	80,486	22,785	8,913	1,963	882	19,416	5,298
Franklin	20.3	.0087	29.6	10.6	15.5	17.7	24.0	6.3	47,101	16,708	4,286	1,932	1,150	6,672	1,813
Fulton	19.9	.0084	33.9	10.4	14.4	17.1	31.3	7.3	62,747	19,007	4,670	4,247	1,415	12,528	3,762
Gibson	34.2	.0145	33.3	11.7	14.8	17.5	30.0	12.7	146,601	21,582	15,966	22,424	3,415	22,207	6,369
Grant	78.1	.0332	31.3	12.8	15.1	18.3	26.1	27.1	357,626	87,249	35,447	33,442	13,523	67,721	22,053
Greene	31.4	.0133	34.9	9.3	15.0	17.5	32.3	12.0	102,174	26,336	7,721	9,901	1,656	14,429	4,257
☐ Harrison	29.6	.0125	30.4	11.1	16.8	18.5	23.8	9.8	82,006	29,214	6,8[illegible]6	5,432	4,089	10,790	2,785
Henry	52.2	.0221	32.2	10.3	15.9	18.4	27.1	18.6	192,206	50,289	13,412	16,306	9,274	30,296	6,782
Huntington	35.2	.0150	31.6	12.1	15.1	16.8	28.1	12.5	162,799	34,508	10,151	14,299	4,879	25,011	7,770
Jackson	37.2	.0158	31.6	11.1	16.0	18.0	26.6	13.4	172,122	41,672	16,124	10,944	5,443	22,734	6,664
Jasper	27.8	.0118	28.6	13.8	15.7	17.5	22.5	8.9	135,522	29,117	10,918	6,952	1,488	15,156	6,834
Jay	22.7	.0096	32.6	10.3	14.6	17.[illegible]	28.9	8.2	80,281	25,475	6,859	1,903	4,054	12,925	4,064
Jefferson	31.5	.0134	30.8	13.3	16.3	17.7	25.4	10.9	165,883	45,126	11,057	18,591	7,135	27,027	7,778
Jennings	23.7	.0101	29.9	11.4	17.2	18.6	22.7	7.7	57,518	19,050	3,786	1,154	1,533	10,817	2,929
Knox	41.7	.0177	32.9	15.0	14.3	16.3	30.7	15.7	222,381	45,476	19,002	38,068	7,454	36,089	12,703
Kosciusko	63.2	.0268	30.5	11.9	17.6	17.7	24.4	22.3	262,912	67,422	22,343	21,527	8,116	54,193	13,728
La Grange	27.1	.0115	27.5	10.7	15.7	16.3	22.0	8.2	75,730	15,342	6,419	3,184	2,007	10,009	2,908
La Porte	109.0	.0463	31.3	11.2	17.2	17.5	26.1	37.7	515,714	120,972	47,126	70,166	18,988	85,803	25,504
Lawrence	43.4	.0184	32.8	10.0	15.9	18.1	28.5	15.9	180,204	49,964	11,847	17,674	5,346	34,306	12,612
Marshall	40.1	.0170	31.7	10.9	15.7	17.4	27.5	14.2	206,581	46,129	15,585	7,178	7,026	54,284	11,746
Martin	10.9	.0046	30.9	10.9	16.0	17.4	26.1	3.7	38,847	12,320	3,052	1,944	1,102	7,643	1,517
Miami	39.4	.0168	29.3	12.9	17.2	17.0	23.1	13.6	129,530	28,873	11,395	13,212	3,768	28,092	8,112
Montgomery	35.6	.0151	32.6	12.3	15.2	18.3	28.1	13.0	150,490	41,483	14,707	17,518	6,119	22,719	8,455
Newton	15.6	.0067	30.7	10.4	16.0	17.5	25.5	5.4	49,953	13,457	4,346	215	1,412	6,896	3,977
Noble	36.3	.0154	30.3	11.2	16.8	16.9	25.3	12.6	113,059	31,345	8,877	6,179	3,055	19,868	6,911
Ohio	5.4	.0023	32.9	10.7	14.6	18.9	28.1	1.9	8,018	5,944	333	156	193		71
Orange	19.1	.0081	32.8	10.6	15.5	16.9	29.8	6.9	50,793	16,896	2,673	1,831	591	6,578	3,241

IND. (cont.)

S&MM ESTIMATES

POPULATION—12/31/83

RETAIL SALES BY STORE GROUP 1983

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group: 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Owen	17.0	.0072	33.1	9.5	15.4	18.5	28.5	6.2	29,118	8,879	2,667	187	555	4,511	917
Parke	16.8	.0071	34.2	9.7	14.7	17.8	31.0	6.0	50,355	15,269	2,744	1,179	286	6,943	1,990
Perry	19.2	.0082	[illegible]	11.6	15.0	16.5	28.9	6.7	67,678	22,206	8,123	7,907	3,934	8,200	2,020
Pike	13.9	.0059	34.5	10.0	15.0	18.4	30.8	5.3	37,396	10,444	1,482	704	1,620	7,517	1,255
Pulaski	13.5	.0058	32.3	10.5	14.1	16.5	29.8	4.9	39,957	6,478	3,464	877	1,582	12,832	2,882
Putnam	29.6	.0125	31.2	16.9	13.8	18.4	26.4	9.5	105,107	31,348	8,588	7,459	3,152	15,531	3,952
Randolph	29.6	.0126	32.3	10.4	15.5	18.5	27.4	10.6	82,153	26,107	5,745	4,549	2,187	15,310	5,849
Ripley	25.2	.0107	31.2	10.6	15.1	16.7	27.6	8.3	77,435	26,830	6,679	2,025	1,883	11,549	3,497
Rush	18.9	.0080	31.7	10.8	14.3	17.0	28.3	6.5	72,259	17,449	4,362	3,848	2,756	19,880	3,249
Scott	21.1	.0090	30.1	10.9	16.2	18.3	23.7	7.2	76,515	23,684	4,615	4,438	2,084	14,634	2,808
Spencer	20.3	.0086	31.6	11.7	15.9	17.3	27.3	6.6	62,606	14,008	3,505	610	2,375	15,338	2,249
Starke	22.6	.0096	31.4	10.2	15.1	17.5	27.1	7.8	84,225	20,789	7,781	10,708	795	11,488	5,518
Steuben	25.9	.0110	31.6	13.3	15.4	17.4	27.3	9.4	133,815	27,332	16,351	6,397	1,982	22,176	4,788
Sullivan	21.2	.0090	34.9	9.3	15.0	16.3	33.5	8.0	58,233	11,346	3,414	3,075	1,416	10,989	3,009
Switzerland	7.5	.0032	34.2	9.7	13.7	18.2	30.6	2.7	11,139	3,551	490	327	476	1,903	731
Union	6.9	.0029	31.6	10.4	15.4	18.0	26.7	2.4	18,061	4,998	2,181	94	326	1,444	563
Vermillion	18.3	.0077	34.2	9.7	15.3	17.1	31.7	7.1	58,623	18,744	3,289	1,727	474	11,993	1,053
Wabash	36.5	.0155	31.0	13.2	15.1	17.6	26.3	12.4	141,218	34,666	9,577	16,352	6,407	24,558	7,163
Warren	8.9	.0038	32.7	9.8	14.9	18.9	27.7	3.0	7,962	2,241	1,124	85	215	189	150
Washington	22.6	.0096	31.2	11.1	15.3	17.8	26.4	7.9	60,130	18,227	2,639	2,985	1,568	14,512	2,042
Wayne	73.7	.0313	32.6	11.1	15.2	17.9	28.4	27.0	402,697	81,674	31,824	73,168	10,275	87,232	18,031
Richmond	40.0	.0170	32.7	12.6	15.0	15.7	30.8	15.4	326,061	66,959	25,518	70,901	8,478	75,203	13,075
Wells	25.5	.0108	31.1	11.1	16.2	17.9	25.9	9.0	89,075	24,478	7,842	5,602	5,207	23,444	3,766
White	24.5	.0104	32.8	10.1	15.8	16.6	29.9	9.2	97,548	26,343	10,911	8,688	2,505	14,210	4,668
TOTAL METRO COUNTIES	**3,734.5**	**1.5857**	**30.3**	**13.5**	**17.2**	**17.6**	**24.2**	**1,329.6**	**19,399,882**	**4,276,338**	**2,047,143**	**2,583,729**	**755,176**	**3,167,461**	**862,599**
TOTAL STATE	**5,526.3**	**2.3464**	**30.7**	**12.8**	**16.8**	**17.6**	**25.1**	**1,961.1**	**26,497,281**	**6,043,817**	**2,654,876**	**3,241,485**	**987,884**	**4,462,203**	**1,210,950**

IND.

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1983

% of Hslds. by EBI Group:
(A) $10,000–$19,999
(B) $20,000–$34,999
(C) $35,000–$49,999
(D) $50,000 & Over

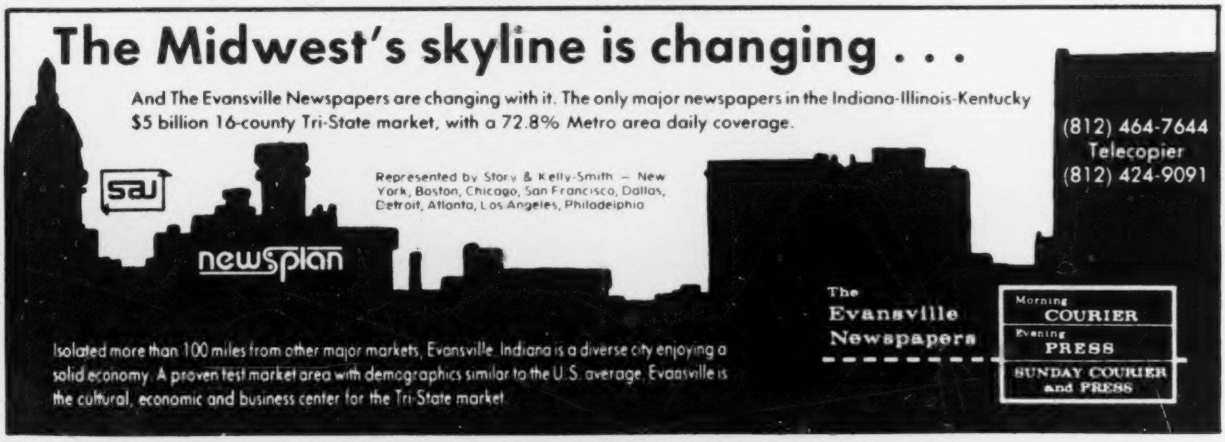
METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
ANDERSON	**1,195,494**	**22,206**	**25.1**	**35.0**	**16.5**	**4.4**	**.0526**
Madison	1,195,494	22,206	25.1	35.0	16.5	4.4	.0526
• Anderson	533,205	19,767	28.1	32.5	13.2	3.7	.0250
SUBURBAN TOTAL	662,289	24,774	22.1	37.2	19.8	5.2	.0276
BLOOMINGTON	**858,297**	**18,750**	**28.3**	**27.9**	**12.7**	**6.3**	**.0376**
Monroe	858,297	18,750	28.3	27.9	12.7	6.3	.0376
• Bloomington	425,221	15,034	30.3	20.3	10.0	6.8	.0233
SUBURBAN TOTAL	433,076	22,450	26.3	35.7	15.5	5.6	.0143
ELKHART - GOSHEN	**1,280,527**	**23,071**	**26.3**	**36.8**	**15.6**	**6.5**	**.0601**
Elkhart	1,280,527	23,071	26.3	36.8	15.6	6.5	.0601
• Elkhart	375,115	20,237	28.6	32.8	11.9	5.9	.0240
• Goshen	180,381	20,315	32.8	34.3	12.8	3.9	.0091
SUBURBAN TOTAL	725,031	25,546	22.8	40.1	18.8	7.6	.0270
EVANSVILLE	**2,809,988**	**23,771**	**23.0**	**33.2**	**17.2**	**8.4**	**.1217**
Posey	240,191	24,046	22.4	37.0	17.3	5.3	.0094
Vanderburgh	1,777,689	23,860	23.2	31.0	17.3	10.2	.0791
• Evansville	1,314,064	21,704	25.5	31.0	15.0	7.8	.0643

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1983

% of Hslds. by EBI Group:
(A) $10,000–$19,999
(B) $20,000–$34,999
(C) $35,000–$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
Warrick	403,198	25,415	21.0	38.3	19.5	5.1	.0157
Henderson, Ky.	*388,910*	*21,865*	*25.0*	*34.4*	*14.6*	*6.0*	*.0175*
SUBURBAN TOTAL	1,495,924	25,619	20.8	35.1	19.3	8.9	.0574
FORT WAYNE	**3,342,046**	**24,202**	**24.3**	**36.2**	**17.6**	**6.9**	**.1484**
Allen	2,855,175	24,652	23.8	35.5	18.4	7.6	.1272
• Fort Wayne	1,580,639	20,959	28.2	33.8	13.8	5.1	.0783
De Kalb	268,445	22,047	27.5	39.6	12.9	3.3	.0117
Whitley	218,426	22,644	26.8	39.8	14.8	3.0	.0095
SUBURBAN TOTAL	1,761,407	27,610	20.0	39.0	21.8	8.8	.0701
GARY - HAMMOND	**5,782,821**	**26,117**	**18.6**	**36.9**	**20.0**	**7.4**	**.2554**
Lake	4,484,116	25,292	18.9	36.5	18.9	6.9	.2057
• East Chicago	290,621	20,773	19.2	32.6	14.0	5.0	.0125
• Gary	1,045,044	20,469	20.5	32.5	14.3	4.3	.0432
• Hammond	811,640	23,641	22.2	38.4	15.8	4.9	.0378
Porter	1,298,705	29,474	17.5	38.0	24.5	9.4	.0497
SUBURBAN TOTAL	3,635,516	29,182	16.8	38.5	24.2	9.7	.1619



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IND. (cont.)
S&MM ESTIMATES

$$ EFFECTIVE BUYING INCOME 1983

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
INDIANAPOLIS	**11,742,274**	**24,831**	**22.6**	**34.3**	**18.6**	**8.7**	**.5188**
Boone	345,021	22,945	24.8	35.7	14.7	7.7	.0150
Hamilton	974,633	28,975	18.4	35.1	22.5	13.3	.0368
Hancock	416,233	26,404	21.0	39.0	20.9	5.9	.0161
Hendricks	694,510	27,733	19.7	38.7	23.1	7.2	.0275
Johnson	762,245	25,953	21.4	37.9	19.5	7.5	.0323
Marion	7,776,604	24,212	23.1	32.7	18.3	9.2	.3578
• Indianapolis	7,041,514	24,060	23.2	32.3	18.2	9.1	.3308
Morgan	449,639	24,022	22.9	39.1	16.3	4.8	.0187
Shelby	323,389	21,509	27.5	38.6	11.8	4.1	.0146
SUBURBAN TOTAL	4,700,760	25,866	21.8	37.1	19.3	8.2	.1880
KOKOMO	**977,065**	**24,181**	**22.7**	**33.7**	**19.0**	**7.6**	**.0433**
Howard	829,233	24,540	22.0	33.5	19.7	7.9	.0374
• Kokomo	418,626	21,141	24.7	32.1	14.5	6.4	.0246
Tipton	147,832	22,444	26.4	35.0	15.4	5.6	.0059
SUBURBAN TOTAL	558,439	26,833	20.8	35.2	23.1	8.6	.0187
LAFAYETTE	**1,153,763**	**22,624**	**26.4**	**32.1**	**16.1**	**8.3**	**.0504**
Tippecanoe	1,153,763	22,624	26.4	32.1	16.1	8.3	.0504
• Lafayette	423,755	22,035	26.3	35.2	14.2	5.9	.0257
SUBURBAN TOTAL	730,008	23,147	26.5	29.8	17.5	9.9	.0267
MUNCIE	**1,076,493**	**21,673**	**25.1**	**33.3**	**15.2**	**5.5**	**.0497**
Delaware	1,076,493	21,673	25.1	33.3	15.2	5.5	.0497
• Muncie	607,538	18,201	28.9	29.7	11.3	4.4	.0314
SUBURBAN TOTAL	468,955	27,163	19.2	39.2	21.4	7.3	.0183

S&MM ESTIMATES

$$ EFFECTIVE BUYING INCOME 1983

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
SOUTH BEND - MISHAWAKA	**2,281,787**	**23,698**	**24.1**	**35.0**	**16.5**	**7.6**	**.0998**
St. Joseph	2,281,787	23,698	24.1	35.0	16.5	7.6	.0998
• Mishawaka	382,535	21,069	27.6	36.5	12.6	3.9	.0193
• South Bend	994,295	21,231	26.6	33.6	13.3	6.3	.0481
SUBURBAN TOTAL	904,957	29,086	18.2	36.6	23.4	11.5	.0324
TERRE HAUTE	**1,185,215**	**20,795**	**27.5**	**32.3**	**14.2**	**5.5**	**.0606**
Clay	209,902	20,586	27.0	33.7	13.7	4.1	.0093
Vigo	975,313	20,844	27.6	32.0	14.3	5.9	.0508
• Terre Haute	484,375	17,804	30.8	29.7	10.6	3.6	.0313
SUBURBAN TOTAL	700,840	23,561	24.7	34.6	17.2	7.1	.0293
OTHER COUNTIES							
Adams	249,164	23,241	24.8	37.1	15.8	5.5	.0114
Bartholomew	715,381	27,213	18.9	33.9	21.0	11.8	.0293
Benton	79,346	19,737	31.1	33.7	10.8	4.7	.0033
Blackford	121,211	20,892	26.4	35.2	13.4	3.6	.0052
Brown	102,127	19,089	31.7	34.7	10.8	1.8	.0038
Carroll	166,829	21,224	29.6	37.7	12.1	4.0	.0068
Cass	341,675	21,629	27.5	36.7	14.0	3.9	.0160
☐ Clark	778,685	22,421	25.5	37.6	15.3	3.9	.0371
Clinton	271,807	21,133	27.9	34.7	14.0	4.4	.0116
Crawford	63,287	15,492	32.1	25.8	8.7	2.0	.0027
Daviess	223,861	19,141	29.2	30.5	12.3	5.0	.0096
☐ Dearborn	305,610	23,746	22.6	36.8	16.5	5.9	.0125

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IND. (cont.)
S&MM ESTIMATES

SS EFFECTIVE BUYING INCOME 1983

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
Decatur	173,889	19,569	30.7	34.8	10.3	3.5	.0084
Dubois	287,769	21,335	27.4	37.8	11.3	4.7	.0142
Fayette	238,637	21,653	27.0	34.9	14.9	5.2	.0097
☐ Floyd	537,774	22,240	24.9	35.3	15.6	5.3	.0228
• New Albany	318,443	19,735	28.0	33.3	11.9	4.0	.0155
Fountain	121,809	16,577	34.6	31.0	5.7	1.4	.0062
Franklin	142,178	20,000	30.3	33.5	12.7	3.9	.0060
Fulton	153,294	18,956	31.9	34.3	9.3	3.2	.0066
Gibson	316,839	22,500	24.5	32.3	16.4	6.8	.0134
Grant	664,761	22,251	24.9	34.4	16.6	4.9	.0299
Greene	250,877	18,006	29.7	30.0	11.5	3.1	.0107
☐ Harrison	231,915	21,874	26.6	37.2	13.8	4.4	.0095
Henry	399,022	19,709	29.3	34.7	11.8	2.7	.0178
Huntington	293,162	21,258	29.5	37.1	12.6	3.9	.0134
Jackson	282,009	19,440	29.0	36.3	9.4	2.8	.0136
Jasper	245,862	25,167	22.5	37.4	17.2	8.4	.0110
Jay	152,063	16,809	34.8	31.1	6.8	1.7	.0072
Jefferson	283,933	22,242	27.1	30.9	17.3	7.5	.0130
Jennings	172,908	20,327	28.1	35.1	12.7	3.1	.0072
Knox	321,063	17,061	29.7	29.9	8.6	3.5	.0161
Kosciusko	560,837	22,367	27.6	35.7	14.7	6.2	.0241
La Grange	179,418	19,250	32.5	33.4	10.2	4.1	.0080
La Porte	961,361	23,544	24.2	36.2	17.2	5.6	.0429
Lawrence	334,390	18,679	30.5	31.8	11.7	2.7	.0155
Marshall	333,548	21,005	28.6	34.6	13.6	4.5	.0158
Martin	82,795	20,277	28.1	34.2	12.9	3.7	.0036
Miami	298,582	19,499	32.6	34.4	11.0	2.9	.0131
Montgomery	305,193	21,212	30.2	35.6	13.5	4.3	.0133
Newton	117,164	20,600	26.6	37.4	11.1	3.3	.0050

S&MM ESTIMATES

SS EFFECTIVE BUYING INCOME 1983

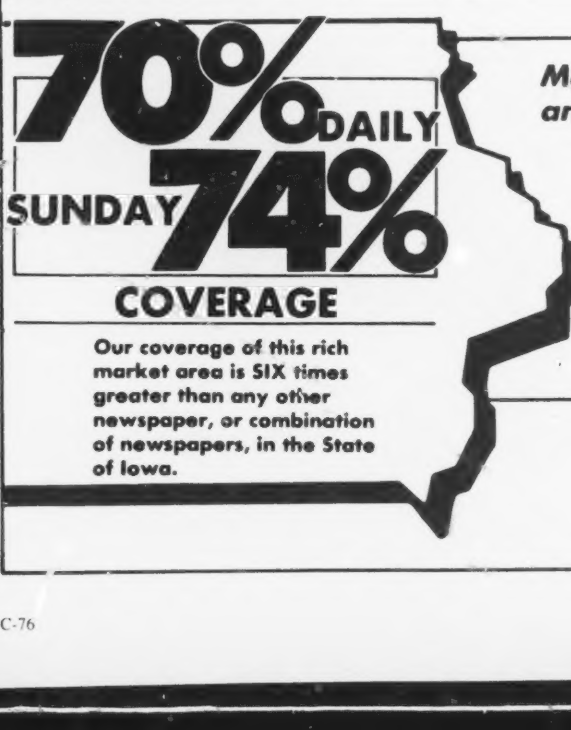
METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
Noble	280,678	20,589	30.7	37.3	11.7	2.7	.0120
Ohio	42,334	20,093	24.8	32.7	13.8	3.7	.0016
Orange	120,436	15,310	35.5	26.1	5.4	2.1	.0055
Owen	116,163	16,794	32.1	30.5	7.6	1.9	.0046
Parke	120,103	18,036	29.6	33.3	8.7	2.6	.0053
Perry	134,478	18,268	29.2	35.0	8.3	2.0	.0063
Pike	111,068	18,565	29.1	31.5	12.0	2.7	.0044
Pulaski	107,348	18,941	31.8	31.1	11.4	4.5	.0045
Putnam	220,106	20,621	27.4	35.8	12.8	2.9	.0098
Randolph	222,936	19,565	30.2	36.8	9.5	2.4	.0094
Ripley	179,833	19,348	29.4	33.8	10.4	3.9	.0081
Rush	143,615	19,838	30.5	33.5	12.1	3.9	.0064
Scott	158,981	20,064	29.8	35.2	11.4	3.6	.0071
Spencer	154,081	21,093	26.0	34.4	13.9	4.3	.0066
Starke	149,560	17,680	30.1	33.1	8.4	1.6	.0072
Steuben	215,371	20,285	29.2	35.1	11.6	4.2	.0102
Sullivan	137,725	15,124	34.2	29.2	5.2	1.3	.0063
Switzerland	43,757	14,207	34.0	26.0	4.1	1.6	.0018
Union	54,457	20,394	29.6	32.7	13.8	4.5	.0022
Vermillion	151,213	19,103	29.0	32.5	12.1	3.2	.0062
Wabash	288,100	20,359	30.8	35.1	12.3	3.8	.0129
Warren	80,848	24,962	20.8	36.3	18.4	8.0	.0027
Washington	156,780	17,661	32.1	31.9	7.8	3.1	.0068
Wayne	600,539	20,010	28.3	34.2	11.7	4.1	.0294
Richmond	319,908	18,023	29.3	31.1	9.8	3.7	.0185
Wells	211,329	21,480	29.3	37.8	12.4	4.2	.0088
White	202,486	20,399	29.9	37.6	10.1	3.5	.0090
TOTAL METRO COUNTIES	**35,150,844**	**24,053**	**23.1**	**34.7**	**17.7**	**7.5**	**1.5628**
TOTAL STATE	**49,563,220**	**22,802**	**24.9**	**34.6**	**16.0**	**6.4**	**2.2033**

IOWA

IOWA
S&MM ESTIMATES

POPULATION—12/31/83 | RETAIL SALES BY STORE GROUP 1983

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
CEDAR RAPIDS	**170.6**	**.0724**	**30.3**	**13.0**	**18.3**	**18.0**	**23.4**	**65.5**	**920,644**	**202,709**	**104,132**	**168,544**	**39,954**	**147,424**	**32,922**
Linn	170.6	.0724	30.3	13.0	18.3	18.0	23.4	65.5	920,644	202,709	104,132	168,544	39,954	147,424	32,922
• Cedar Rapids	110.6	.0470	30.7	13.5	18.6	17.0	25.0	44.1	766,417	148,837	88,574	147,450	32,573	131,371	24,731
SUBURBAN TOTAL	60.0	.0254	29.6	12.1	17.7	20.0	20.4	21.4	154,227	53,872	15,558	21,094	7,381	16,053	8,191



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S&MM ESTIMATES

POPULATION—12/31/83 | RETAIL SALES BY STORE GROUP 1983

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/Furnish./Appliance ($000)	Automotive ($000)	Drug ($000)
DAVENPORT - ROCK ISLAND - MOLINE	**388.7**	**.1650**	**30.6**	**12.4**	**17.4**	**17.5**	**24.8**	**146.4**	**2,043,684**	**412,821**	**241,624**	**317,568**	**83,652**	**349,601**	**81,484**
Scott	165.4	.0702	29.4	12.7	19.1	17.5	21.7	61.4	932,647	179,269	114,785	164,186	41,610	148,343	41,294
• Davenport	106.0	.0450	29.5	13.7	19.4	15.7	23.5	41.0	680,524	118,149	84,331	105,236	32,813	129,878	31,809
Henry, Ill.	*57.4*	*.0243*	*32.3*	*10.3*	*15.4*	*18.1*	*27.8*	*21.2*	*238,104*	*59,009*	*23,230*	*13,519*	*8,226*	*43,667*	*6,867*
Rock Island, Ill.	*165.9*	*.0705*	*31.5*	*12.8*	*16.4*	*17.2*	*27.0*	*63.8*	*872,933*	*174,543*	*103,609*	*139,863*	*33,816*	*157,591*	*33,323*
• Moline	*45.7*	*.0194*	*32.8*	*12.7*	*16.9*	*16.8*	*29.4*	*18.9*	*447,321*	*54,957*	*40,110*	*117,602*	*26,603*	*70,228*	*20,267*
• Rock Island	*47.6*	*.0202*	*31.5*	*14.8*	*15.5*	*14.6*	*30.0*	*18.5*	*152,222*	*22,377*	*24,777*	*17,186*	*6,268*	*33,706*	*7,746*
SUBURBAN TOTAL	189.4	.0804	30.6	10.8	17.0	19.4	23.1	68.0	763,617	217,338	92,406	77,544	17,968	115,789	21,662
DES MOINES	**377.0**	**.1601**	**30.8**	**12.7**	**18.6**	**17.9**	**24.3**	**147.9**	**2,331,124**	**553,216**	**246,204**	**321,457**	**84,667**	**399,548**	**47,818**
Dallas	30.7	.0131	32.4	9.7	16.6	18.3	27.5	11.7	113,022	37,903	7,542	9,891	2,549	25,122	1,718
Polk	309.0	.1312	30.8	13.2	18.9	17.6	24.5	123.3	2,107,623	476,850	232,205	304,983	80,968	343,433	44,159
• Des Moines	193.5	.0822	31.3	14.0	18.6	15.6	27.4	80.4	1,508,612	343,514	156,695	247,500	58,411	253,619	32,078
Warren	37.3	.0158	29.7	11.0	17.6	20.0	20.7	12.9	110,479	38,463	6,457	6,583	1,150	30,993	1,941
SUBURBAN TOTAL	183.5	.0779	30.4	11.3	18.5	20.3	21.2	67.5	822,512	209,702	89,509	73,957	26,256	145,929	15,740
DUBUQUE	**93.7**	**.0397**	**29.0**	**13.6**	**16.1**	**15.9**	**24.4**	**31.7**	**508,960**	**111,630**	**57,013**	**92,572**	**27,786**	**88,382**	**15,321**
Dubuque	93.7	.0397	29.0	13.6	16.1	15.9	24.4	31.7	508,960	111,630	57,013	92,572	27,786	88,382	15,021
• Dubuque	62.2	.0264	30.3	14.4	16.1	15.2	27.2	22.3	458,771	98,479	48,832	91,878	26,044	78,574	14,664
SUBURBAN TOTAL	31.5	.0133	26.3	11.9	16.1	17.3	18.8	9.4	50,189	13,151	8,181	694	1,742	9,808	357
IOWA CITY	**85.1**	**.0361**	**26.6**	**25.5**	**23.3**	**14.3**	**16.2**	**32.9**	**496,347**	**110,336**	**61,901**	**54,643**	**23,752**	**74,487**	**19,172**
Johnson	85.1	.0361	26.6	25.5	23.3	14.3	16.2	32.9	496,347	110,336	61,901	54,643	23,752	74,487	19,172
• Iowa City	52.4	.0222	25.1	32.5	23.9	12.2	14.2	20.2	393,319	73,896	56,699	53,279	14,330	60,296	17,878
SUBURBAN TOTAL	32.7	.0139	29.3	14.4	22.5	17.8	19.3	12.7	103,028	36,440	5,202	1,364	9,422	14,191	1,294

IOWA

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IOWA (cont.)

ESTIMATES

POPULATION—12/31/83

RETAIL SALES BY STORE GROUP 1983

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
SIOUX CITY	**117.8**	**.0500**	**31.1**	**12.0**	**16.6**	**15.7**	**27.9**	**44.2**	**624,052**	**160,203**	**64,970**	**90,289**	**28,753**	**94,095**	**21,514**
Woodbury	99.9	.0424	31.5	12.1	16.2	15.6	28.8	37.9	537,931	136,451	54,908	89,645	26,239	78,583	17,505
● Sioux City	81.2	.0345	31.5	12.6	16.5	15.2	29.0	31.1	502,177	131,188	48,175	89,367	25,959	67,906	16,963
Dakota, Neb.	*17.9*	*.0076*	*29.0*	*11.8*	*18.5*	*16.3*	*22.6*	*6.3*	*86,121*	*23,752*	*10,062*	*644*	*2,514*	*15,512*	*4,009*
SUBURBAN TOTAL	36.6	.0155	30.3	10.8	17.0	16.6	25.4	13.1	121,875	29,015	16,795	922	2,794	26,189	4,561
WATERLOO - CEDAR FALLS	**163.9**	**.0696**	**29.4**	**15.5**	**17.2**	**16.1**	**24.4**	**59.7**	**877,213**	**192,933**	**84,393**	**109,304**	**34,373**	**158,403**	**25,429**
Black Hawk	138.4	.0588	29.2	15.9	17.6	15.9	23.9	50.6	788,057	163,852	78,381	105,852	31,528	145,505	23,412
● Cedar Falls	37.5	.0159	25.9	26.1	17.0	15.2	19.2	12.6	349,725	74,695	40,217	30,733	18,916	82,885	9,763
● Waterloo	75.0	.0318	30.7	12.8	18.1	15.4	26.8	29.4	406,111	79,170	35,517	74,625	12,423	58,129	13,194
Bremer	25.5	.0108	31.0	13.6	14.9	17.2	26.8	9.1	89,156	29,081	6,012	3,452	2,845	12,898	2,017
SUBURBAN TOTAL	51.4	.0219	30.1	11.8	16.2	17.7	24.4	17.7	121,377	39,068	8,659	3,946	3,034	17,389	2,472
OTHER COUNTIES															
Adair	9.5	.0041	37.6	9.2	12.8	15.8	37.1	3.8	42,290	9,167	2,714	617	500	6,112	1,039
Adams	5.6	.0023	38.0	8.7	12.9	17.2	36.4	2.2	15,553	5,725	842	393	207	2,780	830
Allamakee	15.1	.0064	33.6	9.9	13.3	15.2	32.9	5.4	56,996	17,497	6,538	1,302	1,318	9,921	800
Appanoose	15.7	.0067	35.4	9.9	13.9	15.0	35.4	6.3	69,776	17,837	4,907	10,013	2,961	11,234	653
Audubon	8.3	.0035	37.4	9.0	12.4	16.2	36.5	3.2	34,745	10,215	2,520	512	1,544	8,312	1,028
Benton	24.0	.0102	33.0	10.4	14.4	17.3	29.8	9.1	69,732	14,572	7,470	840	3,532	17,163	2,054
Boone	26.1	.0111	34.1	11.2	16.3	16.5	31.9	10.1	97,447	28,382	6,542	5,935	7,674	22,574	4,379
Buchanan	23.5	.0100	29.7	11.3	15.3	15.4	26.5	8.2	71,788	22,395	7,658	4,322	1,775	14,048	2,024
Buena Vista	20.7	.0088	33.6	13.1	14.4	14.5	33.5	8.0	126,103	26,580	12,302	8,643	5,613	24,538	2,892
Butler	17.7	.0075	34.0	9.5	14.7	15.7	32.8	6.6	40,215	7,201	3,071	2,198	1,891	6,871	569
Calhoun	13.1	.0055	37.9	9.6	12.6	15.5	37.6	5.0	50,307	11,811	2,749	1,543	912	15,376	926
Carroll	23.0	.0098	31.5	10.9	13.7	14.9	30.3	8.2	129,977	25,219	11,886	16,132	4,342	26,887	1,990
Cass	16.9	.0072	36.1	9.8	13.9	16.1	35.3	6.9	100,610	23,262	8,529	10,757	2,793	16,594	2,725
Cedar	19.0	.0080	33.3	9.9	15.3	17.2	30.2	7.2	65,597	22,323	3,816	1,673	839	14,191	1,040
Cerro Gordo	47.9	.0204	33.5	12.3	16.0	16.5	31.1	19.2	319,604	64,920	36,074	51,142	8,671	53,175	7,989
Cherokee	15.8	.0067	34.2	10.1	14.7	16.4	32.5	6.2	89,303	32,794	5,164	6,491	3,013	12,626	3,497
Chickasaw	15.6	.0066	31.8	11.0	13.5	16.3	29.4	5.6	55,907	16,840	4,555	1,362	1,278	9,815	1,118
Clarke	9.0	.0038	34.9	10.1	14.2	16.5	33.4	3.5	45,061	10,222	3,433	2,343	538	9,120	881
Clay	20.0	.0085	31.9	11.8	16.4	16.1	28.8	8.0	129,279	23,005	14,665	14,818	4,610	29,334	3,848
Clayton	21.3	.0091	33.7	10.5	13.4	15.9	32.3	8.1	64,254	13,672	5,999	1,226	4,077	19,525	1,054
Clinton	56.7	.0240	32.0	11.1	15.7	17.1	28.2	20.9	294,161	64,272	29,241	45,603	13,757	61,920	8,895
Crawford	18.8	.0080	32.2	10.8	14.5	16.2	29.8	6.9	82,707	25,782	11,679	4,547	2,448	14,262	1,562
Davis	9.4	.0040	34.5	10.3	13.3	16.4	33.0	3.4	34,105	9,558	2,145	643	480	7,501	881
Decatur	9.7	.0041	33.3	16.8	12.7	14.5	33.3	3.5	27,470	8,659	1,563	817	748	2,244	1,638
Delaware	19.2	.0081	29.8	11.5	13.6	15.9	27.1	6.6	72,143	17,761	5,460	5,173	1,042	15,864	2,301
Des Moines	45.9	.0195	33.0	10.5	16.3	16.9	29.8	18.0	252,773	60,849	24,324	41,180	15,665	31,600	11,497
Dickinson	16.6	.0071	34.9	9.2	16.0	16.2	33.5	6.7	88,078	18,378	10,209	4,487	2,789	9,710	3,450
Emmet	12.8	.0055	32.2	11.8	14.9	15.2	30.7	5.0	55,202	10,910	4,990	6,793	1,272	12,075	1,142
Fayette	24.8	.0105	33.3	11.2	13.5	15.7	32.1	9.4	102,233	23,585	9,663	10,100	3,389	23,143	3,511
Floyd	19.2	.0082	34.2	9.4	14.2	17.0	31.9	7.2	83,280	20,931	6,019	8,774	2,286	16,076	1,639
Franklin	13.0	.0055	35.8	9.3	14.6	16.5	34.5	5.3	51,350	10,291	3,782	1,908	1,315	11,608	1,467
Fremont	9.4	.0040	36.7	8.6	13.9	15.8	36.1	3.7	20,839	4,393	2,205	351	650	4,294	1,415
Greene	11.9	.0050	36.5	9.0	13.9	15.2	36.3	4.8	36,953	9,741	3,213	3,442	521	6,149	1,229
Grundy	14.4	.0061	34.7	9.2	14.5	17.6	32.0	5.5	42,732	10,383	3,673	455	4,007	8,877	1,803
Guthrie	11.9	.0051	38.5	7.9	13.2	15.9	38.0	4.7	26,831	4,904	3,034	1,818	1,617	4,362	901
Hamilton	17.7	.0075	34.6	10.2	14.6	16.7	32.7	7.0	79,777	18,639	10,980	4,426	3,237	13,953	2,188
Hancock	14.0	.0060	32.9	10.1	15.7	15.8	30.9	5.4	37,998	7,586	2,801	555	2,468	8,627	1,798
Hardin	21.5	.009[illegible]	34.9	11.3	13.7	16.1	33.7	8.2	108,939	27,284	8,206	4,871	4,801	27,027	2,834
Harrison	16.3	.0069	34.7	10.1	12.9	16.2	33.4	6.1	78,524	15,306	5,595	1,327	1,282	28,397	2,633
Henry	19.1	.0081	32.7	12.2	16.1	16.2	30.1	7.1	83,563	19,096	6,939	7,960	2,477	21,068	2,608
Howard	10.9	.0046	36.2	9.5	12.4	14.6	36.6	4.2	40,767	8,914	3,538	1,711	1,366	6,733	1,629
Humboldt	12.2	.0052	36.1	9.6	13.4	16.5	34.7	5.0	47,117	12,797	3,370	2,066	1,842	10,725	1,055
Ida	8.9	.0038	36.7	9.3	13.3	15.9	36.0	3.5	28,896	5,820	2,435	1,109	542	7,608	1,057
Iowa	15.4	.0065	34.7	10.3	14.3	16.6	33.0	5.9	74,969	13,646	21,564	2,672	1,835	7,070	1,814
Jackson	23.0	.0098	31.4	10.8	14.0	16.7	28.2	8.3	73,813	20,340	8,828	3,523	4,173	13,212	2,967
Jasper	36.4	.0155	33.7	10.2	15.3	18.1	29.9	14.1	168,442	39,763	14,832	10,705	4,996	33,287	7,154
Jefferson	16.3	.0069	32.5	11.8	20.0	15.9	29.1	6.0	70,555	19,889	3,562	7,056	2,473	14,536	1,722
Jones	20.8	.0088	31.7	12.2	15.2	16.3	28.7	7.2	64,793	9,912	4,855	2,740	2,145	18,594	2,203
Keokuk	12.6	.0054	36.9	9.5	13.2	15.1	36.8	5.0	39,672	4,897	3,859	1,062	1,733	13,453	863
Kossuth	21.4	.0091	32.9	10.6	13.9	15.8	31.2	8.0	115,403	18,990	10,498	7,434	4,147	44,870	2,087
Lee	43.1	.0183	32.7	10.9	16.2	16.7	29.7	16.3	247,395	67,736	14,928	33,072	9,080	45,374	7,871
Louisa	12.5	.0053	31.9	10.3	15.6	17.3	27.8	4.5	43,559	11,150	4,945	918	1,560	12,420	1,057
Lucas	10.4	.0044	37.4	9.0	13.1	17.4	35.5	4.3	45,032	13,570	2,663	3,371	1,334	7,294	1,847
Lyon	12.8	.0055	32.7	9.7	14.2	15.4	31.3	4.6	37,931	9,888	4,413	489	1,942	8,973	843
Madison	12.9	.0054	35.1	8.2	14.3	17.5	32.7	4.7	50,422	13,087	6,290	1,391	1,096	13,250	2,654
Mahaska	23.2	.0099	33.3	12.4	15.5	15.1	32.2	9.0	98,727	27,672	7,022	9,102	3,226	12,983	1,675
Marion	30.8	.0131	32.2	13.2	15.0	16.5	29.3	11.0	108,991	29,541	12,233	7,575	2,862	21,326	3,054
Marshall	41.5	.0176	32.7	10.9	16.5	17.2	29.0	16.1	232,151	59,288	27,915	27,282	7,195	35,849	11,373
Mills	14.0	.0059	31.8	10.2	17.4	17.3	27.2	4.9	62,818	15,045	4,311	4,488	3,981	18,780	1,671
Mitchell	12.0	.0051	35.8	10.2	12.0	15.4	35.4	4.6	39,933	7,701	2,424	1,024	1,210	7,381	1,840
Monona	11.6	.0050	38.5	8.7	13.1	15.5	38.2	4.6	42,007	12,703	3,684	681	1,499	9,026	2,769
Monroe	9.1	.0038	35.7	10.4	13.5	15.6	35.2	3.5	28,729	9,539	1,512	1,109	318	9,018	1,232
Montgomery	13.6	.0058	36.6	9.6	14.4	15.3	36.4	5.5	57,023	16,443	4,576	6,965	1,569	10,523	2,468
Muscatine	41.5	.0176	30.7	11.5	16.4	17.3	25.8	15.1	298,429	62,993	27,023	14,006	8,915	72,553	10,544
O'Brien	16.8	.0071	34.8	11.0	13.3	15.4	34.4	6.4	77,778	16,575	6,209	5,297	2,186	19,091	2,820
Osceola	8.3	.0036	34.9	10.2	12.9	15.8	34.1	3.2	21,751	3,789	2,358	247	580	4,044	689
Page	19.1	.0081	36.7	9.7	14.1	15.6	36.3	7.6	101,949	22,260	6,367	10,408	5,551	20,385	3,770
Palo Alto	12.5	.0053	34.1	11.6	12.6	15.4	33.4	4.9	47,570	11,625	4,729	652	880	8,588	1,648
Plymouth	25.0	.0106	31.7	12.1	14.0	15.7	29.7	9.0	124,883	[illegible]79	9,329	6,355	2,242	25,680	1,959
Pocahontas	10.7	.0045	37.2	9.0	12.7	15.7	36.8	4.2	45,332	[illegible]49	2,814	1,197	1,966	10,302	1,178

IOWA (cont.)

S&MM ESTIMATES

POPULATION—12/31/83

RETAIL SALES BY STORE GROUP 1983

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
☐ Pottawattamie	86.3	.0367	31.1	11.7	15.7	17.3	26.6	32.3	425,706	106,419	55,339	55,360	9,181	85,915	17,725
• Council Bluffs	56.1	.0238	30.9	12.9	16.0	15.9	27.5	21.8	364,210	95,163	39,206	55,145	8,648	81,115	15,990
Poweshiek	19.3	.0082	32.2	15.0	14.3	15.9	30.2	7.2	90,107	20,878	8,055	4,117	3,828	16,131	3,153
Ringgold	6.0	.0025	39.7	8.5	[illegible]	15.3	39.4	2.4	19,763	4,270	1,339	452	177	5,769	829
Sac	13.4	.0057	36.9	9.3	13.4	15.0	36.9	5.4	41,041	8,825	4,071	829	937	10,545	917
Shelby	14.8	.0063	34.0	9.5	13.2	16.2	32.5	5.5	52,410	11,625	4,634	6,672	687	10,334	2,223
Sioux	31.9	.0136	28.6	15.8	13.7	14.8	26.4	10.6	132,019	24,714	10,568	2,247	6,787	36,863	2,305
Story	74.6	.0316	24.9	30.9	17.9	13.2	18.2	25.4	385,008	84,174	55,783	55,002	16,672	64,674	6,293
Ames	47.2	.0200	23.7	42.8	17.7	11.0	13.2	15.0	313,340	65,973	49,311	52,634	12,754	48,976	4,481
Tama	19.3	.0082	35.0	9.2	13.8	16.6	33.3	7.1	53,560	11,272	5,691	2,442	1,999	13,343	1,264
Taylor	8.2	.0035	39.2	8.8	12.8	14.7	39.6	3.3	13,813	4,173	1,555	583	213	1,664	610
Union	13.9	.0059	34.5	10.4	14.6	15.6	33.6	5.6	66,008	22,238	5,782	6,824	1,594	11,140	1,638
Van Buren	8.7	.0037	35.8	9.2	13.4	16.2	34.8	3.3	16,823	4,182	1,665	332	323	1,171	785
Wapello	39.5	.0168	34.9	10.8	14.8	16.3	33.5	15.7	202,936	57,443	18,117	25,753	10,129	25,111	7,046
Washington	20.6	.0088	33.5	10.1	15.1	16.2	31.6	7.7	92,993	22,274	10,891	8,536	3,749	18,190	1,737
Wayne	8.2	.0035	41.6	8.5	12.4	14.3	42.2	3.4	20,347	5,811	1,177	660	90	1,532	752
Webster	44.4	.0188	32.9	12.1	14.9	16.2	30.7	17.0	284,879	54,676	22,813	48,716	16,307	59,283	4,495
Winnebago	12.9	.0055	34.4	11.7	14.3	15.2	33.9	5.1	51,012	10,894	5,242	3,864	2,476	11,661	2,088
Winneshiek	22.0	.0093	29.7	18.1	12.6	14.7	28.7	7.6	92,235	24,846	8,016	4,235	6,524	20,358	2,487
Worth	9.1	.0039	36.3	9.2	14.5	16.5	35.1	3.6	22,004	5,565	1,543	635	1,509	4,117	751
Wright	15.9	.0068	36.6	9.8	13.6	15.9	35.9	6.2	60,124	20,097	4,880	1,182	2,361	13,400	2,227
TOTAL METRO COUNTIES	**1,241.9**	**.5272**	**30.0**	**13.9**	**18.2**	**17.0**	**23.8**	**469.3**	**7,030,572**	**1,592,963**	**778,675**	**1,055,711**	**287,562**	**1,181,085**	**216,886**
TOTAL STATE	**2,934.0**	**1.2458**	**31.6**	**12.7**	**16.3**	**16.4**	**28.0**	**1,108.8**	**14,598,693**	**3,400,468**	**1,490,738**	**1,701,991**	**572,702**	**2,708,252**	**440,727**

IOWA

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1983

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
CEDAR RAPIDS	**1,949,507**	**27,983**	**19.2**	**34.7**	**23.5**	**9.8**	**.0796**
Linn	1,949,507	27,983	19.2	34.7	23.5	9.8	.0796
• Cedar Rapids	1,292,718	27,210	19.9	34.1	22.3	9.8	.0565
SUBURBAN TOTAL	656,789	29,441	18.0	35.9	26.0	9.7	.0231
DAVENPORT - ROCK ISLAND - MOLINE	**4,373,576**	**27,852**	**18.9**	**32.9**	**22.5**	**11.5**	**.1785**
Scott	1,754,540	26,907	20.2	35.2	21.6	9.0	.0753
• Davenport	1,090,219	24,585	22.7	34.9	18.3	7.5	.0496
Henry, Ill.	*599,524*	*26,482*	*20.3*	*33.4*	*20.6*	*10.0*	*.0238*
Rock Island, Ill.	*2,019,512*	*29,410*	*17.3*	*30.4*	*24.1*	*14.4*	*.0794*
• *Moline*	*620,105*	*29,874*	*17.1*	*30.4*	*23.7*	*16.4*	*.0285*
• *Rock Island*	*548,617*	*26,149*	*20.6*	*29.5*	*21.0*	*12.1*	*.0197*
SUBURBAN TOTAL	2,114,635	29,762	16.6	33.3	25.1	12.5	.0807
DES MOINES	**4,300,400**	**26,591**	**21.3**	**33.6**	**20.4**	**10.7**	**.1832**
Dallas	296,946	23,649	24.6	36.3	16.7	6.2	.0119
Polk	3,639,811	26,817	21.2	32.9	20.6	11.4	.1576
• Des Moines	2,170,967	23,948	23.9	33.1	17.5	8.6	.1012
Warren	363,643	27,393	20.6	36.6	22.2	7.9	.0137
SUBURBAN TOTAL	2,129,433	29,635	18.3	34.2	23.9	13.2	.0820

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1983

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
DUBUQUE	**819,393**	**23,822**	**23.0**	**36.6**	**16.5**	**6.0**	**.0385**
Dubuque	819,393	23,822	23.0	36.6	16.5	6.0	.0385
• Dubuque	568,695	23,163	23.7	35.4	16.2	5.6	.0291
SUBURBAN TOTAL	250,698	25,103	21.4	39.6	17.1	6.9	.0094
IOWA CITY	**976,696**	**24,574**	**22.8**	**29.4**	**17.7**	**13.1**	**.0407**
Johnson	976,696	24,574	22.8	29.4	17.7	13.1	.0407
• Iowa City	577,819	22,175	24.6	26.6	15.4	12.8	.0268
SUBURBAN TOTAL	398,877	27,689	20.1	33.8	21.2	13.5	.0139
SIOUX CITY	**1,139,526**	**23,120**	**23.7**	**33.5**	**16.3**	**7.5**	**.0503**
Woodbury	968,770	22,654	24.2	32.7	[illegible]	7.4	.0429
• Sioux City	803,884	22,745	24.3	32.4	[illegible]	7.6	.0369
Dakota, Neb.	*170,756*	*25,467*	*20.4*	*38.2*	*18.0*	*8.1*	*.0074*
SUBURBAN TOTAL	335,642	23,891	22.3	36.3	16.4	7.3	.0134
WATERLOO - CEDAR FALLS	**1,739,782**	**26,818**	**20.2**	**34.2**	**20.8**	**10.0**	**.0737**
Black Hawk	1,494,979	27,210	19.7	33.9	21.6	10.3	.0639
• Cedar Falls	401,806	27,775	20.0	33.3	21.2	13.0	.0207
• Waterloo	828,467	25,995	21.0	33.0	20.8	9.1	.0344
Bremer	244,803	24,730	22.5	35.9	16.6	8.5	.0098
SUBURBAN TOTAL	509,509	27,380	18.9	37.0	20.6	9.5	.0186

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Cedar Rapids, Iowa

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NEWSPAPER SALES

$$ EFFECTIVE BUYING INCOME 1983

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
OTHER COUNTIES							
Adair	73,195	16,164	33.8	26.3	7.9	3.9	.0034
Adams	43,097	17,500	31.7	31.8	7.7	2.9	.0019
Allamakee	96,440	15,638	34.0	27.5	6.8	1.7	.0046
Appanoose	113,834	15,132	31.7	27.9	6.8	1.9	.0057
Audubon	56,583	15,083	40.4	23.5	5.8	2.5	.0028
Benton	213,713	21,757	24.8	35.8	14.2	4.6	.0083
Boone	267,890	23,815	24.5	32.5	18.3	8.0	.0103
Buchanan	194,703	21,261	26.8	33.9	13.5	5.4	.0080
Buena Vista	177,516	18,957	30.5	32.1	10.2	4.9	.0087
Butler	138,263	19,106	28.8	34.9	8.6	3.9	.0054
Calhoun	108,113	18,439	30.6	29.7	10.4	5.0	.0048
Carroll	194,708	20,650	29.7	34.6	11.7	5.7	.0094
Cass	144,509	18,046	31.4	31.4	8.7	4.0	.0070
Cedar	167,554	21,520	25.9	35.3	13.2	5.3	.0069
Cerro Gordo	502,850	23,569	24.5	34.0	16.3	7.9	.0230
Cherokee	134,623	18,264	31.5	29.9	10.0	5.3	.0064
Chickasaw	113,203	18,558	30.0	33.2	9.4	3.0	.0053
Clarke	62,258	15,386	32.6	26.6	7.7	2.1	.0032
Clay	188,631	20,394	29.5	31.6	12.3	7.1	.0089
Clayton	153,016	16,164	32.8	27.8	7.1	3.3	.0068
Clinton	535,711	24,270	22.6	37.5	18.4	5.4	.0237
Crawford	143,162	18,497	29.2	33.5	8.9	3.5	.0068
Davis	62,514	15,759	29.1	27.4	6.5	3.9	.0030
Decatur	63,407	14,621	31.1	27.4	5.8	1.6	.0029
Delaware	147,762	20,427	26.8	34.9	11.8	4.5	.0065
Des Moines	458,657	23,304	24.3	34.3	17.4	6.0	.0202
Dickinson	166,479	21,768	28.0	34.9	13.4	6.9	.0072
Emmet	106,206	19,189	28.8	34.9	9.0	4.0	.0047
Fayette	197,401	18,434	30.4	31.6	9.6	4.1	.0090
Floyd	149,820	18,812	30.0	32.9	9.9	3.3	.0069
Franklin	121,526	20,651	27.1	34.7	12.4	4.8	.0050
Fremont	77,195	18,045	30.3	30.3	9.9	4.0	.0030
Greene	107,146	19,349	28.3	32.1	10.1	6.1	.0043
Grundy	148,492	24,638	23.3	36.1	16.6	8.8	.0053
Guthrie	89,327	16,523	30.8	29.0	8.2	2.6	.0037
Hamilton	156,897	19,982	30.1	34.2	10.2	5.5	.0068
Hancock	124,998	20,716	29.3	35.9	10.9	5.2	.0049
Hardin	183,891	19,881	28.4	34.5	10.5	4.7	.0087
Harrison	120,770	17,280	29.6	29.5	9.5	3.1	.0058
Henry	171,748	21,162	27.7	35.4	13.1	4.9	.0075
Howard	84,288	16,835	31.0	28.6	7.7	4.3	.0037
Humboldt	111,852	19,629	31.0	34.1	10.5	4.4	.0047
Ida	70,901	16,886	32.9	29.7	6.9	4.1	.0030
Iowa	143,106	22,660	25.1	38.5	13.2	5.6	.0062
Jackson	181,402	20,161	26.0	37.0	8.7	4.7	.0077
Jasper	358,390	23,526	24.1	36.8	16.7	6.1	.0150
Jefferson	140,933	19,491	28.3	31.5	11.7	5.4	.0063
Jones	162,394	20,635	26.3	35.8	12.7	3.3	.0069
Keokuk	103,611	18,018	30.9	29.6	9.4	4.6	.0043
Kossuth	171,754	18,821	30.5	31.9	10.0	4.7	.0084
Lee	410,006	22,493	24.9	34.1	15.9	6.5	.0188
Louisa	123,991	25,383	21.6	34.9	18.8	8.9	.0048
Lucas	87,709	17,385	29.2	29.5	10.3	3.5	.0039
Lyon	87,149	16,477	32.8	28.1	6.2	4.0	.0040
Madison	101,812	19,812	25.4	33.5	12.0	4.0	.0045
Mahaska	194,021	18,959	29.2	33.2	9.3	4.5	.0085
Marion	271,803	22,381	25.2	36.7	15.4	4.9	.0114
Marshall	460,406	26,085	22.0	34.2	20.6	9.0	.0193
Mills	116,063	21,000	28.9	37.0	11.2	5.0	.0051
Mitchell	99,959	17,563	31.5	27.6	10.3	5.5	.0043
Monona	82,779	15,741	34.5	25.5	6.6	2.8	.0038
Monroe	74,580	18,604	30.8	30.9	11.5	3.5	.0030
Montgomery	124,682	20,185	28.3	33.5	13.2	3.9	.0053
Muscatine	444,590	26,975	19.6	31.7	20.4	12.5	.0206
O'Brien	134,116	17,861	31.6	29.8	9.2	4.5	.0063
Osceola	64,208	17,447	32.9	29.4	9.8	3.1	.0027
Page	168,395	18,992	30.1	31.5	11.4	4.1	.0078
Palo Alto	102,427	17,927	32.3	29.5	10.4	3.9	.0044
Plymouth	205,844	19,589	29.8	33.1	9.5	6.2	.0098
Pocahontas	91,958	18,312	32.4	29.8	9.5	5.5	.0040
☐ Pottawattamie	843,302	24,040	23.5	33.9	18.0	7.7	.0362
● Council Bluffs	544,587	22,786	25.1	33.5	16.8	6.4	.0257
Poweshiek	175,894	21,722	25.9	35.2	14.5	5.0	.0078
Ringgold	39,123	12,678	30.7	21.3	5.5	2.8	.0018
Sac	105,586	16,930	36.3	29.7	6.8	3.4	.0044
Shelby	125,512	19,776	30.9	33.8	10.1	5.4	.0052
Sioux	228,241	19,022	32.9	34.3	8.3	3.8	.0110
Story	776,894	25,487	22.9	30.6	20.1	11.0	.0328
Ames	472,730	24,130	24.4	28.4	18.2	12.2	.0221
Tama	154,899	19,831	28.1	34.6	11.3	3.6	.0063
Taylor	56,419	14,260	34.2	23.2	6.5	2.3	.0022
Union	123,521	19,232	28.1	31.2	12.5	4.0	.0056
Van Buren	54,558	14,144	32.4	25.2	5.6	1.6	.0023
Wapello	349,883	19,429	28.4	32.4	11.9	4.2	.0160
Washington	175,395	19,354	30.1	31.7	11.1	5.5	.0079
Wayne	52,286	13,000	35.5	20.0	5.0	1.6	.0024
Webster	400,361	20,762	27.2	33.2	13.5	5.3	.0196
Winnebago	126,598	21,753	28.6	35.4	13.7	6.0	.0051
Winneshiek	182,115	19,393	30.1	30.0	12.3	6.1	.0080
Worth	76,974	18,828	33.8	32.3	10.4	3.4	.0030
Wright	162,437	22,694	24.5	31.7	16.5	9.0	.0063
TOTAL METRO COUNTIES	**13,352,390**	**26,022**	**21.4**	**33.8**	**20.1**	**9.6**	**.5701**
TOTAL STATE	**28,172,028**	**22,461**	**25.2**	**33.1**	**15.7**	**7.2**	**1.2230**

Whose income is not included in 'Total EBI'?

The column headings under which the data are arranged are carefully chosen to enhance your use of the *Survey's* information. A helpful explanation of what these column headings mean is provided in a special section titled "Definition of Terms" that appears in Section C.

Wichita *Is* Kansas

Wichita is Your Top 100 Market Buy Where it Really Counts

When you need a market with strong purchasing power, consider Wichita. Recent data ranks it in the top 100 markets in these all-important areas:

- **Consumer Spendable Income**
- **Households**
- **Total Retail Sales**

Kansas' #1 Newspaper Delivers $4.6 Billion Buying Power

The Wichita Eagle-Beacon, Kansas' largest newspaper, puts your sales message into households totaling $3.1 billion EBI daily and $4.6 on Sundays! You're reaching over ¼ million readers daily and over 400,000 on Sunday with the dominant medium in the Wichita Market's 66-county ADI.

Sources: 1983 S&MM; 9/30/83 ABC

The Wichita
Eagle-Beacon

Contact: Knight-Ridder Newspaper Sales, Inc.

KANSAS

KANS. S&MM ESTIMATES	POPULATION—12/31/83								RETAIL SALES BY STORE GROUP 1983						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
KANSAS CITY	**538.3**	**.2285**	**31.2**	**11.2**	**18.3**	**19.1**	**23.9**	**199.5**	**3,220,974**	**589,044**	**319,895**	**535,840**	**138,252**	**664,121**	**73,677**
Johnson	289.4	.1228	31.3	10.2	19.9	20.9	21.8	109.3	2,183,890	317,708	219,140	405,149	108,308	450,824	51,426
• Olathe	42.5	.0180	27.1	13.2	24.8	17.5	13.0	14.5	291,616	45,653	33,760	45,625	18,794	67,235	6,082
Overland Park	85.3	.0362	32.2	9.8	19.0	22.4	22.2	32.5	1,001,908	80,786	74,515	305,795	27,260	217,955	18,003
Leavenworth	57.4	.0244	31.1	11.6	18.0	20.1	23.0	18.4	167,193	42,386	14,955	24,148	7,938	30,811	4,426
• Leavenworth	35.2	.0149	31.0	12.8	18.1	19.3	23.4	11.3	140,505	33,786	12,550	23,767	7,086	29,929	4,208
Miami	22.6	.0096	33.9	9.8	14.5	18.1	30.3	8.2	65,376	22,090	3,839	3,102	2,823	11,846	1,623
Wyandotte	168.9	.0717	30.6	12.9	16.5	15.9	26.8	63.6	804,515	206,860	81,961	103,441	19,183	170,640	16,202
• Kansas City	157.9	.0670	30.5	13.0	16.5	15.7	26.9	59.9	763,313	194,591	79,920	101,954	18,940	157,008	13,369
SUBURBAN TOTAL	302.7	.1286	32.3	9.7	18.5	21.1	23.9	113.8	2,025,540	315,014	193,665	364,494	93,432	409,949	50,018

Newly-designated metro ....

The Kansas City, KS, metro area, as of June 29, 1984, has been merged with the Kansas City, MO, metro by order of the Office of Management and Budget (OMB). Because of the date of this announcement, data in this section of the *1984 Survey of Buying Power* could not be changed. For the corrected listings, see the "Bulletin" in Section C (page C-1).

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop	18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
LAWRENCE	**70.9**	**.0301**	**25.3**	**29.8**	**19.7**	**13.7**	**17.1**	**25.5**	**314,959**	**61,771**	**33,489**	**35,574**	**8,886**	**54,395**	**10,239**
Douglas	70.9	.0301	25.3	29.8	19.7	13.7	17.1	25.5	314,959	61,771	33,489	35,574	8,886	54,395	10,239
• Lawrence	55.3	.0235	24.6	34.3	20.7	12.1	14.9	20.1	291,913	57,175	32,785	35,471	8,644	49,369	8,713
SUBURBAN TOTAL	15.6	.0066	31.3	14.1	16.2	19.2	24.7	5.4	23,046	4,596	704	103	242	5,026	1,526
TOPEKA	**156.0**	**.0662**	**31.7**	**12.3**	**18.0**	**17.4**	**26.7**	**61.6**	**866,259**	**210,447**	**93,670**	**118,969**	**27,549**	**162,833**	**33,590**
Shawnee	156.0	.0662	31.7	12.3	18.0	17.4	26.7	61.6	866,259	210,447	93,670	118,969	27,549	162,833	33,590
• Topeka	119.5	.0507	32.2	13.4	17.9	15.5	29.5	49.7	838,322	204,698	91,684	118,759	26,893	159,609	33,560
SUBURBAN TOTAL	36.5	.0155	30.1	8.6	18.0	23.7	17.4	11.9	27,937	5,749	1,986	210	656	3,224	30
WICHITA	**424.7**	**.1803**	**30.4**	**13.5**	**18.3**	**17.2**	**24.4**	**163.9**	**2,412,381**	**441,052**	**277,212**	**359,485**	**93,776**	**486,697**	**49,524**
Butler	47.8	.0203	32.4	10.6	16.0	18.3	27.5	17.5	198,042	58,302	19,025	6,552	14,135	51,621	5,011
Sedgwick	376.9	.1600	30.2	13.8	18.6	17.1	24.1	146.4	2,214,339	382,750	258,187	352,933	79,641	435,076	44,513
• Wichita	287.0	.1219	30.5	14.6	19.2	15.8	25.6	117.2	1,976,960	317,227	250,962	346,112	74,074	377,113	43,267
SUBURBAN TOTAL	137.7	.0584	30.3	11.1	16.5	20.1	22.2	46.7	435,421	123,825	26,250	13,373	19,702	109,584	6,257
OTHER COUNTIES															
Allen	16.1	.0068	34.8	10.7	13.7	15.4	34.3	6.4	59,175	15,374	11,082	6,328	1,404	6,993	569
Anderson	9.1	.0039	37.3	9.4	12.3	15.3	37.3	3.4	18,147	5,659	2,201	331	1,269	2,733	426
Atchison	18.1	.0076	31.8	14.4	13.2	15.7	30.0	6.5	55,643	13,842	4,227	4,669	979	11,842	2,206
Barber	6.6	.0028	38.9	9.0	13.7	16.2	38.1	2.7	27,356	6,400	1,272	627	976	7,423	1,672
Barton	32.1	.0137	32.5	12.2	15.6	16.5	29.6	12.5	226,555	48,643	19,249	29,616	7,958	57,385	3,015
Bourbon	16.4	.0069	36.9	10.6	13.9	14.7	37.3	6.8	70,089	17,093	5,907	6,627	2,108	19,035	1,359
Brown	12.2	.0052	37.6	9.3	13.1	13.9	38.7	4.9	34,244	11,073	2,153	2,022	920	7,666	1,108
Chase	3.3	.0014	40.7	8.4	12.9	15.0	41.1	1.3	9,927	1,970	423		98	416	210
Chautauqua	5.4	.0023	43.1	7.9	10.8	15.9	44.1	2.4	10,819	3,119	686	549		2,180	765
Cherokee	22.7	.0096	35.6	9.4	13.8	16.7	33.9	8.9	60,300	25,457	5,978	1,199	1,897	10,200	2,687
Cheyenne	3.5	.0015	42.4	7.7	12.6	15.3	41.9	1.5	8,927	3,235	951	91	366	2,274	179
Clark	2.6	.0011	43.3	6.0	11.8	17.0	42.7	1.0	8,022	1,354	186		502	1,020	319
Clay	9.9	.0042	38.6	8.6	13.5	15.3	38.5	4.0	34,163	7,220	2,494	1,104	1,097	8,105	283
Cloud	12.1	.0052	38.3	11.6	12.5	14.1	39.3	4.8	51,252	11,877	3,961	3,763	1,956	10,829	1,147
Coffey	10.6	.0045	34.6	9.8	14.9	15.5	33.9	3.9	26,436	5,982	1,878	2,046	1,610	7,333	1,115
Comanche	2.6	.0011	41.7	7.6	12.1	17.1	40.6	1.0	8,886	2,599	413	181	135	1,493	355
Cowley	38.0	.0161	34.0	11.4	15.0	16.6	31.9	14.6	152,698	40,633	12,293	14,518	5,184	29,454	6,972
Crawford	38.3	.0163	34.9	14.6	13.6	14.4	35.5	15.8	144,365	45,556	16,186	18,979	7,798	20,098	3,140
Decatur	4.4	.0018	40.8	9.0	11.8	15.3	40.3	1.8	20,310	5,583	1,638	204	1,036	3,238	316
Dickinson	20.2	.0086	37.5	9.0	12.8	17.3	35.8	8.1	69,469	18,343	4,759	3,454	860	12,466	1,624
Doniphan	9.4	.0040	33.1	11.7	14.4	14.7	32.6	3.4	26,197	6,808	1,483	248	365	1,710	298
Edwards	4.3	.0018	39.2	9.0	13.1	15.9	38.7	1.7	15,214	3,833	2,115	608	693	4,253	257
Elk	3.9	.0017	45.6	7.0	10.3	15.4	45.9	1.7	6,020	1,171	424	47	27	1,908	376
Ellis	26.8	.0114	27.3	20.9	17.3	14.1	22.6	10.1	215,088	46,431	27,778	22,108	12,418	41,956	4,884
Ellsworth	6.9	.0029	40.2	8.1	12.9	14.9	40.4	2.9	21,385	6,812	1,868	509	510	2,875	311
Finney	26.8	.0114	27.5	13.4	18.9	15.9	20.0	9.4	184,551	43,770	13,368	21,511	9,711	43,909	1,560
Ford	25.5	.0108	30.5	13.8	15.9	16.3	26.5	9.5	161,154	34,740	15,867	22,438	9,235	29,279	1,673
Franklin	22.9	.0097	34.1	11.8	13.8	17.2	31.5	8.8	78,126	20,512	5,134	5,194	2,314	11,050	3,236
Geary	31.5	.0134	24.9	22.4	17.3	15.3	17.0	10.8	126,230	25,876	14,587	20,153	6,743	26,284	1,111
Gove	3.7	.0016	33.3	9.8	13.9	15.9	31.8	1.4	15,934	1,907	2,383	2,016	843	2,616	575
Graham	3.8	.0016	37.0	9.3	12.2	17.8	34.6	1.5	21,022	5,071	622	49	294	6,113	709
Grant	7.3	.0031	28.6	11.5	17.7	19.0	19.6	2.6	36,881	7,915	2,348	4,451	851	11,469	897
Gray	5.4	.0023	30.9	11.1	16.6	17.0	26.2	1.9	21,131	7,744	577	141	352	5,956	1,209
Greeley	1.9	.0008	32.9	11.6	13.5	16.9	30.2	.7	4,645	960	398			544	
Greenwood	8.7	.0037	42.2	7.5	11.9	15.6	42.1	3.7	27,601	8,038	1,906	928	493	4,185	635
Hamilton	2.5	.0010	38.2	8.2	13.0	17.5	36.4	1.0	9,189	2,275	780	604	263	2,850	507
Harper	7.8	.0034	41.6	7.5	12.5	16.2	41.1	3.3	28,633	5,254	2,763	2,493	1,414	7,705	1,258
Harvey	31.8	.0135	32.8	12.9	15.8	16.6	29.9	11.6	113,521	30,097	11,494	5,753	2,211	16,348	3,850
Haskell	3.9	.0016	29.5	10.6	17.4	18.3	22.1	1.4	6,381	2,536	564			88	711
Hodgeman	2.2	.0009	38.0	9.7	12.4	16.6	36.8	.9	3,080	780	414	42	36	434	43
Jackson	12.3	.0053	33.8	8.5	14.8	17.8	30.4	4.5	52,851	10,895	2,148	1,188	617	20,364	1,141
Jefferson	16.5	.0070	33.9	8.4	15.5	18.9	29.4	5.7	23,222	4,392	1,565	122	481	4,879	577
Jewell	4.9	.0021	41.2	8.3	12.3	15.4	40.7	2.1	8,280	1,870	1,286	261	224	1,549	134
Kearny	3.7	.0016	29.4	11.0	15.5	16.8	24.5	1.2	8,491	3,294	593		212	1,694	686
Kingman	9.1	.0039	36.3	9.9	13.5	16.0	35.3	3.4	27,758	9,529	2,351	1,072	935	6,960	753
Kiowa	4.0	.0017	36.7	10.5	14.0	15.2	36.5	1.6	15,891	3,438	2,829	704	621	3,337	505

KANS. (cont.)

S&MM ESTIMATES

POPULATION—12/31/83

RETAIL SALES BY STORE GROUP 1983

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Labette	26.1	.0110	33.8	10.2	14.8	15.5	32.8	10.1	103,602	28,933	7,061	7,751	3,627	23,473	4,297
Lane	2.5	.0011	36.2	8.2	13.9	18.1	33.4	1.0	6,732	2,565	525	102	178	1,429	31
Lincoln	4.1	.0017	44.9	7.2	12.4	14.0	45.0	1.7	11,769	2,778	699	893	557	2,479	198
Linn	8.6	.0037	39.2	7.3	13.4	15.9	38.8	3.4	20,282	6,824	1,372	221	395	6,197	754
Logan	3.5	.0015	35.3	9.7	13.9	15.7	34.5	1.4	16,723	5,201	736	1,503	353	4,065	445
Lyon	36.9	.0156	28.1	20.4	19.0	13.7	23.2	13.9	169,005	37,240	20,087	27,020	7,899	32,046	3,034
McPherson	27.9	.0119	33.3	13.8	15.1	15.7	31.7	10.5	104,733	31,912	14,188	5,116	3,113	15,896	2,103
Marion	13.5	.0057	40.4	10.6	12.2	14.6	40.8	5.2	41,195	11,291	2,991	1,132	1,857	7,613	1,053
Marshall	12.6	.0053	40.4	9.6	12.0	15.4	40.2	5.1	49,793	10,122	2,150	2,234	7,299	9,775	2,497
Meade	4.8	.0021	35.4	10.6	13.4	16.5	34.0	1.8	10,875	3,340	518	217	380	3,425	193
Mitchell	8.3	.0035	35.0	10.3	14.2	14.0	36.1	3.4	42,063	7,317	2,564	2,698	1,745	10,883	576
Montgomery	43.7	.0186	35.0	10.4	14.2	16.2	33.8	17.1	214,900	51,237	14,773	23,140	6,707	42,179	6,902
Morris	6.5	.0027	40.7	8.4	11.7	16.2	40.4	2.7	19,045	4,540	2,004	764	602	4,468	112
Morton	3.4	.0015	30.5	11.3	16.0	18.5	24.4	1.2	12,290	4,020	612	173	260	5,366	92
Nemaha	11.2	.0047	35.8	9.8	12.2	14.5	36.3	4.2	31,106	8,733	2,012	1,174	1,073	7,858	763
Neosho	19.1	.0081	34.8	10.3	14.1	16.2	33.6	7.2	102,140	22,089	9,431	10,870	5,139	26,681	1,993
Ness	4.5	.0019	38.3	10.1	12.9	15.6	37.9	1.8	13,851	4,031	1,060	73	203	4,082	251
Norton	6.5	.0028	39.4	8.0	14.0	16.8	38.6	2.7	25,550	5,952	1,501	1,622	1,553	5,899	457
Osage	16.2	.0069	34.5	9.6	14.6	17.5	31.8	6.0	38,298	15,620	2,272	236	1,425	7,785	1,047
Osborne	5.9	.0025	42.6	8.3	11.3	14.2	43.0	2.4	17,093	3,289	1,128	261	753	2,732	287
Ottawa	6.0	.0025	39.1	8.3	12.4	17.3	37.9	2.3	17,232	3,942	1,053	426	445	6,682	277
Pawnee	8.0	.0034	36.4	9.1	15.5	17.3	34.4	3.2	33,656	8,484	3,001	7,323	1,034	6,308	612
Phillips	7.3	.0031	39.2	7.5	13.4	16.5	38.3	2.9	26,101	8,769	1,836	607	1,563	5,482	805
Pottawatomie	16.0	.0068	31.9	11.5	17.0	16.1	28.5	6.0	45,894	14,043	4,229	1,170	1,532	9,662	1,893
Pratt	10.7	.0046	35.5	12.1	14.3	16.0	34.5	4.3	60,224	18,488	4,526	5,658	2,115	10,748	1,259
Rawlins	4.1	.0017	37.3	8.5	13.4	16.2	36.3	1.6	9,801	2,314	487	532	309	2,973	392
Reno	66.7	.0283	32.2	12.6	16.4	16.7	28.8	26.0	342,243	77,080	38,547	37,649	15,230	55,391	11,252
Hutchinson	41.3	.0175	31.7	14.4	17.0	15.3	29.2	16.7	303,602	72,240	35,105	35,886	14,920	44,020	10,258
Republic	7.2	.0031	43.6	8.3	11.6	15.2	43.7	3.0	17,621	5,609	1,885	882	894	2,790	1,261
Rice	11.9	.0050	37.1	11.4	12.4	16.7	35.8	4.8	34,018	10,551	2,681	768	903	5,098	1,639
Riley	64.5	.0274	23.7	35.3	19.8	10.9	12.7	20.7	235,983	47,851	41,705	35,540	12,633	30,327	3,099
Rooks	7.0	.0030	36.7	9.5	12.7	14.5	37.1	2.7	22,385	6,067	1,450	321	1,021	1,828	830
Rush	4.5	.0019	43.0	7.9	12.0	15.5	42.4	1.7	11,216	2,057	1,079	76	282	1,144	378
Russell	8.9	.0038	39.1	9.0	13.7	16.0	38.4	3.6	40,944	9,328	2,741	2,546	1,201	14,556	793
Saline	50.2	.0213	31.2	13.7	17.1	17.1	26.3	19.7	287,445	63,914	29,090	34,822	14,715	61,833	4,998
Salina	43.0	.0183	30.8	14.4	17.5	16.6	26.0	17.2	283,325	63,706	27,510	34,792	14,622	61,742	4,993
Scott	5.9	.0025	31.6	9.4	16.9	16.8	27.5	2.2	29,747	6,545	2,575	3,679	2,036	5,299	935
Seward	17.8	.0076	28.4	14.3	17.6	16.8	21.6	6.6	138,188	34,814	10,727	14,741	8,164	29,005	1,773
Sheridan	3.5	.0015	33.6	9.3	13.0	16.4	31.8	1.3	9,150	2,312	300	331	368	1,026	327
Sherman	7.7	.0033	32.6	11.3	15.1	17.5	28.8	3.0	44,060	9,436	3,897	3,211	1,803	9,761	1,643
Smith	5.7	.0024	43.5	8.0	11.2	15.9	43.2	2.4	20,594	8,315	956	1,491	254	4,294	456
Stafford	5.6	.0024	42.7	7.8	11.7	15.4	43.0	2.4	18,557	5,674	1,055	409	351	3,574	777
Stanton	2.3	.0009	30.4	10.9	15.2	20.4	22.7	.8	5,761	2,305	269		64	450	90
Stevens	5.1	.0022	31.2	10.8	15.7	16.6	27.4	1.7	16,277	5,253	867	753	108	2,699	757
Sumner	25.7	.0109	35.1	9.8	14.1	16.5	33.6	9.7	62,954	19,665	5,857	4,752	3,357	9,570	2,802
Thomas	8.9	.0038	29.7	15.5	15.5	15.8	25.9	3.2	48,802	14,179	4,039	2,524	1,155	9,076	875
Trego	4.1	.0017	36.8	9.3	13.3	14.6	37.2	1.6	16,959	3,910	1,398	380	56	1,544	735
Wabaunsee	7.1	.0031	37.0	8.2	13.2	17.3	35.2	2.5	8,517	1,386	1,891	40	241	338	100
Wallace	2.0	.0008	32.9	9.4	15.9	16.0	30.7	.7	7,221	2,769	48		36	1,496	26
Washington	8.3	.0035	41.3	7.9	11.2	14.5	41.6	3.3	19,571	5,682	1,524	897	1,133	1,384	158
Wichita	3.0	.0013	30.3	10.3	15.6	17.4	25.3	1.1	18,074	4,039	1,150	151	298	8,741	104
Wilson	12.5	.0053	37.3	8.7	13.4	15.1	37.4	4.9	28,013	11,035	1,394	1,441	581	4,048	1,456
Woodson	4.6	.0020	42.5	8.9	12.4	14.5	43.0	1.8	11,508	2,705	849	128	152	3,353	
TOTAL METRO COUNTIES	**1,189.9**	**.5051**	**30.6**	**13.2**	**18.4**	**17.9**	**24.0**	**450.5**	**6,814,573**	**1,302,314**	**724,266**	**1,049,868**	**269,463**	**1,368,046**	**167,030**
TOTAL STATE	**2,430.2**	**1.0318**	**31.6**	**13.1**	**16.6**	**16.8**	**27.6**	**924.1**	**11,909,593**	**2,574,829**	**1,200,640**	**1,509,264**	**477,631**	**2,385,355**	**293,980**

KANS.

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1983

% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
KANSAS CITY	**6,536,114**	**29,577**	**18.0**	**30.9**	**22.8**	**15.9**	**.2673**
Johnson	4,184,537	34,689	14.2	29.8	26.6	22.8	.1696
• Olathe	476,114	31,079	17.2	34.5	27.8	12.6	.0212
Overland Park	1,255,542	36,196	12.7	29.5	28.5	24.0	.0595
Leavenworth	541,875	26,273	21.0	33.8	21.2	8.4	.0207
• Leavenworth	327,650	24,365	22.9	33.0	19.0	7.6	.0136
Miami	204,521	22,047	26.0	33.3	15.6	6.2	.0080
Wyandotte	1,605,181	23,055	22.8	31.6	17.8	7.4	.0690
• Kansas City	1,493,713	22,736	23.1	31.5	17.5	7.1	.0648
SUBURBAN TOTAL	4,239,637	33,597	15.0	30.0	25.4	21.7	.1677

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1983

% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
LAWRENCE	**684,797**	**21,527**	**25.3**	**28.2**	**15.4**	**9.8**	**.0287**
Douglas	684,797	21,527	25.3	28.2	15.4	9.8	.0287
• Lawrence	527,534	20,105	26.2	26.9	13.9	9.5	.0234
SUBURBAN TOTAL	157,263	26,947	21.9	32.9	21.2	10.7	.0053
TOPEKA	**1,862,995**	**27,018**	**21.4**	**32.3**	**20.9**	**12.3**	**.0751**
Shawnee	1,862,995	27,018	21.4	32.3	20.9	12.3	.0751
• Topeka	1,422,449	24,756	23.7	32.6	17.8	10.9	.0619
SUBURBAN TOTAL	440,546	35,737	11.7	31.4	33.7	18.2	.0132
WICHITA	**5,107,168**	**27,768**	**19.6**	**32.1**	**21.4**	**13.6**	**.2068**
Butler	456,967	24,159	23.1	35.2	18.6	6.5	.0190

Newly-designated metro ....

The Kansas City, KS, metro area, as of June 29, 1984, has been merged with the Kansas City, MO, metro by order of the Office of Management and Budget (OMB). Because of the date of this announcement, data in this section of the *1984 Survey of Buying Power* could not be changed. For the corrected listings, see the "Bulletin" in Section C (page C-1).

KANS. (cont.)

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1983

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
Sedgwick	4,650,201	28,267	19.1	31.8	21.8	14.4	.1878
• Wichita	3,558,856	26,785	20.5	32.0	20.3	13.1	.1508
SUBURBAN TOTAL	1,548,312	30,193	17.1	32.3	24.4	14.9	.0560
OTHER COUNTIES							
Allen	139,125	18,459	28.6	30.1	10.7	4.8	.0059
Anderson	72,667	17,911	31.5	27.1	11.4	5.0	.0028
Atchison	134,489	17,560	29.8	31.8	8.2	2.9	.0059
Barber	63,884	19,929	27.0	31.2	12.4	6.1	.0025
Barton	337,396	23,660	23.7	34.1	16.3	9.0	.0158
Bourbon	139,822	16,929	29.3	28.6	9.1	4.5	.0061
Brown	96,456	16,609	31.8	27.9	7.8	4.0	.0039
Chase	26,628	18,200	24.9	32.6	9.8	3.5	.0011
Chautauqua	51,141	17,015	30.2	26.6	10.0	5.3	.0017
Cherokee	179,156	17,182	28.4	29.7	9.2	3.9	.0074
Cheyenne	34,496	19,711	26.8	30.6	12.3	6.4	.0012
Clark	22,424	19,111	29.0	31.0	10.8	5.8	.0010
Clay	78,394	16,683	32.3	29.4	7.4	3.4	.0034
Cloud	93,888	16,437	33.0	27.3	8.8	3.0	.0043
Coffey	108,593	23,487	23.9	27.1	19.2	11.4	.0038
Comanche	20,953	17,861	35.2	30.0	8.5	4.0	.0011
Cowley	327,651	19,225	28.9	31.9	11.8	4.2	.0140
Crawford	318,098	16,241	28.7	27.2	9.9	3.8	.0137
Decatur	35,494	16,532	34.3	27.6	8.0	3.4	.0017
Dickinson	175,021	18,610	30.1	30.9	10.7	4.5	.0072
Doniphan	65,934	17,379	29.8	32.0	7.9	2.7	.0029
Edwards	32,316	16,264	32.8	27.6	7.9	2.7	.0014
Elk	29,662	14,169	33.6	23.6	5.2	3.4	.0011
Ellis	275,623	23,674	25.0	32.6	17.5	8.1	.0136
Ellsworth	56,461	17,051	31.4	29.1	7.9	3.4	.0024
Finney	267,016	24,765	25.1	35.1	17.6	9.6	.0127
Ford	256,254	24,159	22.4	33.9	17.1	9.0	.0117
Franklin	214,665	20,361	29.8	30.8	14.4	5.8	.0086
Geary	252,055	17,920	34.8	28.6	10.6	4.3	.0113
Gove	26,661	16,043	33.5	26.1	7.0	4.4	.0013
Graham	35,821	19,293	27.5	27.5	13.9	6.7	.0015
Grant	69,508	24,226	21.6	41.4	15.3	8.1	.0031
Gray	48,834	23,123	25.8	37.8	13.9	7.3	.0021
Greeley	13,695	17,381	32.7	30.6	8.0	3.3	.0005
Greenwood	69,517	15,675	32.0	26.2	7.9	3.5	.0029
Hamilton	22,620	19,333	30.9	29.5	14.9	4.0	.0009
Harper	62,412	16,407	31.6	28.5	8.1	2.7	.0029
Harvey	301,323	23,281	24.8	36.7	16.1	6.1	.0119
Haskell	33,917	22,051	27.7	37.2	12.6	6.2	.0013
Hodgeman	16,088	15,865	37.3	27.6	5.2	2.4	.0006
Jackson	96,491	19,850	27.5	35.6	10.9	3.1	.0044
Jefferson	133,618	21,779	25.2	35.9	14.2	4.2	.0049
Jewell	34,428	14,000	32.7	23.5	5.8	1.8	.0013
Kearny	31,651	23,594	25.1	36.9	14.8	8.5	.0012
Kingman	73,343	18,777	29.9	32.1	9.4	4.7	.0031
Kiowa	36,495	19,333	28.3	31.4	12.2	4.7	.0015
Labette	235,865	20,544	26.2	31.6	14.5	5.2	.0099
Lane	21,409	18,533	32.0	29.3	11.8	4.4	.0009
Lincoln	30,232	15,111	36.7	25.9	5.3	2.1	.0014
Linn	70,376	17,021	29.4	27.4	10.4	4.2	.0027
Logan	28,413	18,049	31.2	32.0	8.4	3.7	.0013
Lyon	379,550	23,832	23.1	31.2	18.9	8.6	.0155
McPherson	284,713	23,891	24.3	35.2	17.3	7.7	.0111
Marion	110,945	18,255	30.7	31.6	9.4	3.9	.0047
Marshall	103,233	16,761	32.2	26.8	9.2	4.4	.0044
Meade	41,460	20,537	28.8	33.3	13.1	5.2	.0016
Mitchell	65,362	16,633	33.7	28.8	7.1	3.1	.0032
Montgomery	420,648	20,950	26.5	31.0	15.0	6.4	.0182
Morris	55,544	17,279	30.9	27.8	9.4	4.5	.0021
Morton	32,182	24,069	23.7	32.3	17.3	9.3	.0013
Nemaha	79,831	15,598	31.9	25.8	7.5	3.8	.0036
Neosho	176,937	21,030	27.4	31.8	13.2	7.5	.0079
Ness	38,591	17,963	29.7	29.9	9.9	4.6	.0017
Norton	57,279	16,899	30.2	29.0	7.1	5.7	.0023
Osage	148,014	22,211	24.6	33.1	16.3	5.9	.0056
Osborne	41,462	14,637	36.5	24.9	4.6	2.2	.0018
Ottawa	46,239	17,352	31.2	29.9	7.6	4.4	.0019
Pawnee	76,340	20,065	30.8	30.9	14.8	4.5	.0032
Phillips	65,298	19,446	26.6	29.3	13.5	5.6	.0026
Pottawatomie	144,142	21,848	26.2	34.7	15.7	4.6	.0057
Pratt	106,222	21,972	25.8	33.8	13.8	7.4	.0047
Rawlins	32,921	16,981	33.8	26.5	9.9	4.4	.0013
Reno	653,508	22,157	26.1	34.2	15.4	6.3	.0283
Hutchinson	411,297	21,412	27.6	33.2	14.5	6.1	.0200
Republic	57,882	15,157	35.0	23.6	6.8	3.6	.0024
Rice	120,855	22,195	23.9	34.4	13.7	7.4	.0044
Riley	532,836	17,468	33.9	27.0	10.9	5.0	.0229
Rooks	58,390	18,767	31.1	31.1	9.9	5.1	.0024
Rush	33,006	17,269	30.8	31.2	7.7	2.8	.0015
Russell	95,963	21,400	26.5	28.2	15.1	10.2	.0037
Saline	495,331	21,981	27.2	34.5	14.7	6.1	.0222
Salina	426,418	21,510	28.0	33.9	14.2	5.9	.0200
Scott	52,321	20,370	28.6	33.6	11.8	5.7	.0024
Seward	183,576	24,816	24.1	35.0	18.4	8.2	.0089
Sheridan	23,360	15,250	37.4	24.9	6.2	2.6	.0010
Sherman	63,393	17,933	35.3	31.2	8.8	3.3	.0033
Smith	35,318	12,345	36.1	20.7	2.9	1.0	.0017
Stafford	56,708	20,456	27.9	32.7	13.9	4.7	.0022
Stanton	18,269	19,138	33.1	30.5	10.9	5.5	.0007
Stevens	42,564	22,422	26.5	34.3	15.2	7.0	.0018
Sumner	236,644	22,196	25.7	34.4	16.2	4.9	.0089
Thomas	75,287	20,047	27.4	31.9	12.1	6.1	.0035
Trego	33,341	18,019	32.4	30.8	8.4	4.2	.0016
Wabaunsee	53,657	18,873	31.8	35.0	8.8	3.0	.0019
Wallace	10,69'	3,667	38.5	20.4	3.7	1.7	.0006
Washington	50,359	12,578	36.4	19.5	3.5	1.7	.0021
Wichita	23,343	18,704	30.3	32.5	11.1	3.4	.0013
Wilson	98,027	17,366	31.6	30.6	8.8	2.7	.0039
Woodson	32,709	14,892	33.6	25.4	6.7	2.7	.0015
TOTAL METRO COUNTIES	**14,191,074**	**28,133**	**19.5**	**31.4**	**21.6**	**14.2**	**.5779**
TOTAL STATE	**25,233,805**	**23,448**	**24.1**	**31.3**	**17.0**	**9.7**	**1.0492**

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KENTUCKY

KY. S&MM ESTIMATES	POPULATION—12/31/83								RETAIL SALES BY STORE GROUP 1983						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
CLARKSVILLE - HOPKINSVILLE	**157.0**	**.0666**	**26.7**	**19.3**	**18.2**	**16.1**	**18.7**	**50.5**	**687,948**	**136,936**	**66,148**	**117,771**	**33,858**	**137,788**	**18,636**
Christian	68.2	.0289	26.1	19.5	17.5	15.0	19.5	21.1	264,836	62,617	20,805	37,823	13,525	43,327	7,197
• Hopkinsville	28.1	.0119	32.4	10.4	15.7	18.0	27.9	10.8	192,940	53,140	15,562	9,826	12,161	36,813	6,444
Montgomery, Tenn.	*88.8*	*.0377*	*27.0*	*19.2*	*18.6*	*17.0*	*18.2*	*29.4*	*423,112*	*74,319*	*45,343*	*79,948*	*20,333*	*94,461*	*11,439*
• *Clarksville*	*58.7*	*.0249*	*25.6*	*22.5*	*18.9*	*16.1*	*16.2*	*19.4*	*410,775*	*70,628*	*44,671*	*78,653*	*17,531*	*92,968*	*11,144*
SUBURBAN TOTAL	70.2	.0298	25.6	20.2	18.6	15.4	17.2	20.3	84,233	13,168	5,915	29,292	4,166	8,007	1,048
HUNTINGTON - ASHLAND	**339.5**	**.1442**	**32.1**	**11.6**	**16.0**	**18.2**	**27.1**	**123.8**	**1,602,224**	**399,097**	**112,259**	**253,373**	**84,458**	**246,070**	**58,422**
Boyd	55.7	.0237	33.0	11.0	16.5	18.7	27.9	20.9	330,366	70,952	22,687	83,287	16,300	42,832	9,653
• Ashland	26.8	.0114	36.9	10.7	14.0	17.4	34.9	11.0	294,462	64,113	19,117	78,438	13,760	40,103	8,214
Carter	26.2	.0111	29.7	12.1	15.9	17.6	24.0	8.8	97,507	29,292	3,030	10,282	7,454	9,726	3,547
Greenup	40.4	.0172	30.9	10.5	16.5	19.9	23.2	13.7	89,004	36,890	5,536	4,381	3,818	12,420	1,856
Lawrence, Ohio	*65.2*	*.0277*	*31.7*	*10.5*	*15.7*	*18.3*	*26.5*	*23.6*	*211,746*	*55,962*	*12,559*	*24,413*	*16,731*	*33,720*	*8,762*
Cabell, W. Va.	*103.7*	*.0440*	*33.2*	*13.1*	*15.9*	*17.1*	*30.0*	*40.1*	*719,939*	*155,811*	*61,318*	*126,116*	*33,999*	*124,672*	*29,841*
• *Huntington*	*61.1*	*.0259*	*35.3*	*14.7*	*14.4*	*15.1*	*35.3*	*25.2*	*561,291*	*110,181*	*49,774*	*101,066*	*29,576*	*112,037*	*25,014*
Wayne, W. Va.	*48.3*	*.0205*	*31.3*	*11.0*	*16.0*	*18.8*	*25.3*	*16.7*	*153,662*	*50,190*	*7,130*	*4,894*	*6,156*	*22,700*	*4,763*
SUBURBAN TOTAL	251.6	.1069	31.0	10.9	16.6	19.1	24.2	87.6	746,471	224,803	43,368	73,869	41,122	93,930	25,194
LEXINGTON-FAYETTE	**328.8**	**.1395**	**29.6**	**15.6**	**19.4**	**17.6**	**21.9**	**123.7**	**1,996,467**	**480,329**	**202,248**	**322,193**	**83,125**	**283,748**	**57,069**
Bourbon	19.2	.0081	32.8	10.1	16.0	18.4	28.1	7.1	64,577	28,237	5,040	3,448	1,028	10,140	3,017
Clark	29.2	.0124	31.1	10.5	17.7	18.6	24.5	10.7	164,620	42,992	18,052	16,601	3,804	31,436	6,096
Fayette	210.1	.0892	29.3	17.5	20.5	17.1	21.2	81.9	1,568,679	333,226	160,846	293,022	73,689	219,515	40,558
• Lexington-Fayette	210.1	.0892	29.3	17.5	20.5	17.1	21.2	81.9	1,568,679	333,226	160,846	293,022	73,689	219,515	40,558
Jessamine	29.2	.0124	28.2	14.9	19.9	17.5	19.0	9.8	100,780	43,017	4,956	3,967	2,130	12,972	3,353
Scott	22.7	.0096	30.1	13.6	16.5	18.3	23.6	7.8	52,976	15,873	6,899	3,619	1,337	6,782	2,145
Woodford	18.4	.0078	31.1	10.6	16.5	20.3	23.1	6.4	44,835	16,984	6,455	1,536	1,137	2,903	1,900
SUBURBAN TOTAL	118.7	.0503	30.4	12.1	17.6	18.5	23.3	41.8	427,788	147,103	41,402	29,171	9,436	64,233	16,511
LOUISVILLE	**964.7**	**.4096**	**31.1**	**12.0**	**17.8**	**18.0**	**25.1**	**355.8**	**5,098,734**	**1,336,161**	**571,155**	**732,485**	**246,232**	**739,076**	**191,458**
Bullitt	48.0	.0204	27.2	10.8	18.8	20.2	15.1	14.8	71,836	15,770	6,289	1,186	3,023	7,038	2,863
Jefferson	675.5	.2868	31.6	12.3	17.8	17.4	26.5	258.3	4,033,924	1,080,858	478,347	603,229	206,343	544,337	153,132
• Louisville	287.9	.1222	33.3	12.9	16.4	14.8	32.4	118.4	1,591,751	511,084	236,808	147,140	67,719	173,265	70,045
Oldham	31.9	.0135	29.1	11.4	21.5	22.1	15.1	9.5	90,997	21,505	3,539	1,028	3,254	30,578	3,016
Shelby	24.7	.0105	32.6	10.8	16.2	19.3	26.7	8.6	97,143	29,627	6,806	8,216	1,912	18,956	2,820
Clark, Ind.	*92.1*	*.0392*	*30.2*	*11.6*	*18.4*	*18.4*	*22.8*	*32.6*	*492,127*	*84,020*	*46,582*	*104,797*	*12,807*	*90,859*	*18,276*
Floyd, Ind.	*62.9*	*.0267*	*31.6*	*11.1*	*17.1*	*18.3*	*25.8*	*22.2*	*230,701*	*75,167*	*22,696*	*8,597*	*14,804*	*36,518*	*8,566*
• *New Albany*	*38.2*	*.0162*	*32.9*	*11.6*	*16.6*	*16.0*	*30.6*	*14.5*	*212,457*	*66,894*	*20,821*	*8,583*	*14,275*	*35,637*	*8,451*
Harrison, Ind.	*29.6*	*.0125*	*30.4*	*11.1*	*16.8*	*18.5*	*23.8*	*9.8*	*82,006*	*29,214*	*6,896*	*5,432*	*4,089*	*10,790*	*2,785*
SUBURBAN TOTAL	638.6	.2712	30.1	11.6	18.5	19.5	21.5	222.9	3,294,526	758,183	313,526	576,762	164,238	530,174	112,962
OWENSBORO	**87.3**	**.0370**	**30.7**	**12.2**	**16.4**	**17.7**	**25.3**	**32.3**	**510,827**	**116,029**	**45,754**	**76,985**	**27,186**	**82,401**	**16,452**
Daviess	87.3	.0370	30.7	12.2	16.4	17.7	25.3	32.3	510,827	116,029	45,754	76,985	27,186	82,401	16,452
• Owensboro	56.2	.0239	31.5	12.7	16.4	17.1	27.2	21.9	478,432	104,458	42,773	76,950	27,186	78,120	15,357
SUBURBAN TOTAL	31.1	.0131	29.3	11.4	16.3	19.0	21.8	10.4	32,395	11,571	2,981	35		4,281	1,095
OTHER COUNTIES															
Adair	15.8	.0067	35.0	10.2	13.4	18.2	31.8	5.7	39,857	15,599	1,819	1,368	1,083	7,177	1,043
Allen	14.6	.0062	35.4	10.0	13.9	18.4	32.1	5.6	46,109	19,957	1,684	3,162	767	3,887	2,357
Anderson	13.5	.0057	31.5	10.3	17.2	18.5	25.6	4.7	41,184	13,842	1,641	2,320	762	8,907	1,675
Ballard	8.6	.0037	35.4	9.3	14.6	17.5	33.0	3.4	40,442	13,826	1,934	95	285	11,049	773
Barren	35.5	.0150	33.5	10.6	15.4	18.2	29.5	13.3	173,797	44,521	12,983	15,287	10,516	24,691	6,394

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KY. (cont.) S&MM ESTIMATES	POPULATION—12/31/83								RETAIL SALES BY STORE GROUP 1983						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
Bath	10.3	.0044	32.5	10.7	15.2	17.6	28.5	3.7	16,536	4,447	751	775	1,885	3,348	633
Bell	34.9	.0148	30.4	11.0	16.1	16.8	25.9	12.2	197,961	67,128	9,698	14,751	9,597	27,300	10,109
☐ Boone	50.3	.0214	28.8	11.4	18.8	19.5	18.9	17.2	477,756	94,247	40,886	114,849	4,456	38,404	9,463
Boyle	25.3	.0107	31.9	11.8	15.7	17.8	27.5	9.4	123,133	34,678	8,068	23,769	3,610	18,208	3,976
Bracken	7.8	.0033	33.9	10.0	13.9	17.1	31.3	2.7	17,148	4,659	1,169	778	502	4,240	779
Breathitt	17.4	.0074	27.6	12.6	16.4	16.2	21.6	5.5	42,639	9,937	1,296	6,534	2,150	10,035	766
Breckinridge	17.1	.0073	32.3	10.4	15.3	16.7	29.1	6.2	55,696	27,206	1,974	1,623	971	5,633	2,329
Butler	11.5	.0049	32.5	10.8	15.1	17.5	28.7	4.0	37,531	11,653	2,346	147	406	10,163	1,526
Caldwell	13.2	.0056	36.8	9.6	14.4	17.2	34.9	5.1	68,310	16,839	3,622	4,476	3,340	17,628	2,774
Calloway	30.6	.0130	31.1	21.1	14.2	15.8	28.7	11.3	154,252	40,832	11,570	10,336	6,831	35,229	4,185
☐ Campbell	81.2	.0344	31.3	12.0	15.5	16.5	27.8	28.9	310,744	92,576	38,573	30,824	10,078	43,006	16,531
Carlisle	5.5	.0024	36.8	9.5	13.0	17.5	34.7	2.1	21,080	6,298	525	1,353	111	2,459	531
Carroll	9.4	.0040	33.0	10.8	14.8	18.3	28.8	3.4	28,124	7,571	2,330	1,316	1,055	5,470	1,248
Casey	15.1	.0064	32.3	10.2	14.9	17.1	28.9	5.7	32,809	16,190	1,334	1,817	1,204	2,964	832
Clay	23.9	.0102	27.6	11.7	15.9	16.6	21.7	7.5	95,450	35,066	2,735	6,157	5,010	22,111	2,952
Clinton	9.5	.0040	33.6	10.7	14.4	18.8	29.2	3.4	26,544	11,498	1,533	1,196	1,295	3,298	1,385
Crittenden	9.4	.0040	35.4	10.0	14.6	18.0	32.7	3.5	28,069	12,714	1,047	917	822	5,942	681
Cumberland	7.4	.0032	35.5	10.2	14.0	17.4	33.3	2.9	26,689	10,264	578	964	439	5,981	1,113
Edmonson	10.8	.0046	32.1	10.6	14.9	18.8	26.9	3.6	14,481	4,670	745	831	714	1,858	1,073
Elliott	7.2	.0031	29.1	10.9	16.5	16.8	23.5	2.5	6,486	2,909	24	228	278	391	955
Estill	14.7	.0062	31.6	10.4	15.0	18.1	26.8	5.2	56,096	16,717	3,929	7,279	1,013	11,267	2,983
Fleming	12.4	.0053	32.4	10.5	15.7	16.9	29.0	4.6	46,862	17,059	2,779	2,358	2,971	12,333	2,713
Floyd	52.3	.0222	29.5	11.3	17.2	16.8	23.7	17.9	252,706	48,037	9,425	21,996	9,467	78,962	10,541
Franklin	43.3	.0184	31.5	11.8	19.1	18.6	24.6	16.9	195,654	67,784	19,371	13,985	6,734	19,551	7,009
Fulton	8.3	.0035	35.6	9.7	13.0	15.8	34.8	3.2	60,199	18,811	2,455	8,847	2,532	6,792	1,314
Gallatin	5.1	.0022	31.3	10.5	15.2	18.7	25.6	1.9	17,745	6,252	2,082	105	215	226	581
Garrard	11.2	.0047	34.1	10.1	15.8	18.6	30.0	4.2	29,229	6,067	1,688	964	1,112	1,973	1,494
Grant	14.3	.0061	31.5	10.0	15.3	18.8	25.8	4.7	47,890	6,747	5,639	766	1,812	10,536	1,390
Graves	34.0	.0144	36.2	9.8	14.5	17.6	34.0	13.3	140,004	39,008	5,912	8,533	8,218	30,676	6,284
Grayson	22.0	.0094	32.3	10.6	15.0	16.9	29.0	7.9	65,716	20,614	2,507	2,848	4,044	9,722	2,860
Green	11.0	.0046	35.3	9.7	14.7	18.3	31.9	4.0	30,486	12,601	2,267	2,599	1,229	3,404	1,291
Hancock	7.9	.0033	29.4	10.8	17.0	18.0	22.5	2.8	12,690	6,798	210			1,953	104
Hardin	89.0	.0378	24.3	23.8	17.1	15.8	14.8	27.1	380,467	78,279	41,095	25,114	12,865	76,198	8,609
Harlan	42.5	.0181	29.3	11.5	16.6	15.4	25.1	14.7	189,449	96,815	7,350	17,424	14,573	11,776	4,602
Harrison	15.3	.0065	34.3	10.3	14.5	17.4	31.5	5.4	51,107	12,462	3,763	6,312	3,138	5,517	3,468
Hart	15.2	.0064	33.1	10.5	14.2	17.9	29.5	5.6	50,495	17,296	803	2,741	1,735	8,319	1,610
☐ Henderson	42.4	.0180	31.3	11.5	17.0	17.7	26.0	16.0	218,288	47,259	14,713	14,717	11,543	42,117	5,864
Henry	13.1	.0056	33.9	9.9	15.2	18.8	29.6	4.7	38,233	16,479	1,931	4,412	1,329	6,918	2,209
Hickman	5.9	.0025	36.3	9.7	13.7	17.0	34.6	2.2	12,775	4,319	121	167	187	4,458	753
Hopkins	48.1	.0204	32.0	10.8	16.7	17.3	27.7	17.9	218,639	61,384	10,897	30,469	7,146	33,605	8,643
Jackson	12.3	.0052	30.3	10.9	15.5	16.3	26.4	4.2	22,020	9,736	732	1,034	435	3,746	2,013
Johnson	26.5	.0113	30.7	11.0	16.8	17.7	25.0	8.9	135,660	34,305	7,606	6,290	10,612	20,620	5,794
☐ Kenton	138.0	.0586	30.4	12.2	17.4	16.5	25.5	50.3	567,206	191,673	56,448	52,652	21,386	59,805	41,862
Covington	49.1	.0208	31.2	12.7	15.9	14.0	30.0	19.3	306,147	84,546	39,026	18,994	11,497	53,874	13,527
Knott	18.8	.0080	27.6	12.2	17.0	15.8	21.6	6.0	32,625	12,750	348	3,480	183	1,485	468
Knox	31.9	.0135	29.7	11.1	15.3	16.9	25.0	10.9	121,082	54,750	8,582	13,820	3,122	8,645	4,042
Larue	12.2	.0052	33.9	10.2	14.9	18.3	30.1	4.6	41,406	13,410	1,800	2,078	2,354	7,217	1,323
Laurel	42.3	.0180	30.0	11.2	16.6	17.4	24.2	14.5	172,068	36,562	10,176	15,013	6,922	41,254	2,964
Lawrence	15.3	.0064	30.8	10.7	15.5	17.4	26.2	5.2	51,806	21,576	2,500	619	836	12,976	2,996
Lee	7.9	.0034	32.7	9.8	14.4	17.4	29.3	2.9	29,171	9,679	406	1,414	116	6,721	1,572
Leslie	15.6	.0066	26.5	12.9	16.9	17.2	18.4	5.1	20,420	8,143	70	2,404	1,820	640	484
Letcher	32.5	.0138	28.9	11.3	16.5	16.6	23.4	11.1	76,590	32,708	1,620	9,695	3,997	6,333	1,483
Lewis	14.9	.0064	29.1	11.3	15.1	17.5	23.6	5.1	27,978	10,837	886	1,387	293	2,596	205
Lincoln	19.5	.0082	32.2	9.8	15.2	17.7	28.1	6.9	52,182	18,421	620	541	2,577	9,247	2,584
Livingston	9.6	.0041	33.9	10.2	16.2	18.6	29.5	3.8	15,837	[illegible]	2,141	288	320	1,076	378
Logan	24.9	.0106	33.7	10.6	14.3	18.2	29.9	9.2	82,101	28,269	5,202	5,893	4,024	13,025	4,141
Lyon	6.7	.0028	36.6	11.5	17.3	19.0	33.2	2.5	16,850	9,513	986	975	1,538	195	161
McCracken	61.1	.0260	33.9	10.5	16.4	17.6	30.6	24.4	415,045	78,346	30,873	79,905	23,183	53,335	22,243

LEXINGTON
KENTUCKY

. . . RANKED 35th NATIONWIDE IN RETAIL SALES FOR HOUSEHOLD

In one of the nation's most lucrative marketplaces, the *Lexington Herald-Leader* has put it all together . . . everything you want in a simple, comprehensive package: growth market, upscale demographics, wide circulation, maximum penetration, weekend and weekday TMC options and low cost.

	1978	1983	Five-year Growth
Population	305,400	328,800	+8%
EBI	$1.97 billion	$3.18 billion	+62%
EBI/HH	$18,983	$25,751	+36%
Retail Sales	$1.2 billion	$1.99 billion	+63%
RS/HH	$11,781	$16,140	+37%

Sources: 1979, 1983, 1984 Survey of Buying Power

KY. (cont.)
S&MM ESTIMATES

POPULATION—12/31/83

RETAIL SALES BY STORE GROUP 1983

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
McCreary	16.3	.0069	28.1	11.2	15.4	16.0	23.4	5.4	29,184	14,044	842	837	1,007	2,701	1,157
McLean	10.3	.0044	33.4	9.7	15.9	18.0	29.5	3.6	28,244	9,476	1,420	656	2,251	8,477	786
Madison	55.3	.0234	26.0	25.1	15.5	15.7	20.3	18.2	289,969	71,491	39,399	24,675	6,226	36,715	8,846
Magoffin	14.3	.0061	27.0	12.1	15.8	16.8	20.5	4.7	30,696	10,841	470	5,890	827	1,125	2,062
Marion	17.8	.0076	28.9	11.5	15.5	15.8	24.8	5.9	46,158	20,662	2,457	4,558	1,729	2,079	1,599
Marshall	26.8	.0113	35.5	10.1	14.7	19.4	31.3	10.3	142,513	28,783	12,356	12,505	1,080	43,635	4,245
Martin	15.4	.0066	26.0	12.1	18.4	15.1	18.2	4.7	38,770	17,272	1,327	541	2,486	7,116	995
Mason	17.4	.0074	33.2	10.5	15.3	16.5	30.7	6.5	101,213	36,382	5,663	9,915	3,450	16,281	5,104
Meade	23.6	.0100	26.4	12.3	22.8	15.9	14.6	7.7	42,026	16,910	4,084	394	408	6,114	940
Menifee	5.3	.0022	29.2	12.1	15.9	16.5	24.2	1.7	4,416	2,126	249	443	371	206	105
Mercer	19.5	.0083	33.3	10.1	15.7	18.4	28.9	7.2	69,589	20,334	5,679	1,729	3,481	13,978	5,010
Metcalfe	9.9	.0042	34.2	10.3	13.9	18.6	30.2	3.6	22,324	7,269	1,038	949	803	3,907	1,368
Monroe	12.3	.0053	34.0	10.3	14.1	18.2	30.5	4.7	39,144	18,749	1,252	1,036	1,076	4,833	2,081
Montgomery	21.2	.0090	30.3	10.8	17.5	17.6	24.2	7.7	113,142	36,655	6,082	11,303	4,638	15,924	3,565
Morgan	12.5	.0053	30.0	12.0	15.4	16.8	25.5	4.4	60,812	12,558	1,232	1,710	2,925	20,959	1,110
Muhlenberg	33.1	.0140	32.0	11.0	15.9	17.0	28.3	11.6	171,550	60,941	4,968	13,221	5,195	42,997	3,775
Nelson	28.7	.0122	28.8	12.0	16.5	16.6	23.2	9.5	95,332	26,847	6,405	5,534	3,957	14,353	6,373
Nicholas	7.2	.0031	33.4	10.2	15.4	17.2	30.3	2.6	13,419	3,823	830	900	539	1,430	1,329
Ohio	22.4	.0095	32.3	10.2	15.9	17.2	28.4	8.1	70,414	29,785	3,979	2,520	1,879	12,326	3,891
Owen	9.3	.0040	34.0	9.0	14.9	17.1	31.4	3.5	25,073	9,109	439	632	256	8,843	878
Owsley	5.9	.0025	31.3	10.2	14.9	17.1	27.4	1.8	7,823	5,865	40	448	43	432	211
Pendleton	11.2	.0047	31.2	10.8	14.9	17.4	26.9	4.0	22,330	8,410	721	1,000	25	2,614	956
Perry	35.4	.0150	28.2	11.9	17.1	16.4	22.0	11.7	166,538	51,105	9,656	27,105	5,867	19,855	2,306
Pike	86.4	.0367	28.5	11.9	17.9	17.1	21.2	29.7	306,732	72,947	18,962	50,971	10,209	59,613	6,190
Powell	12.0	.0051	28.8	11.1	16.7	18.1	21.6	3.8	22,587	8,797	2,582	1,089	264	974	686
Pulaski	48.5	.0206	32.4	11.0	15.7	18.2	27.8	18.0	248,366	92,450	20,044	24,681	8,755	38,439	5,452
Robertson	2.3	.0010	36.1	9.1	14.1	18.1	33.3	.8	3,601	968	237	113		192	
Rockcastle	14.2	.0060	31.6	10.4	14.8	18.0	27.0	5.0	32,272	10,544	1,817	2,355	1,313	2,666	830
Rowan	19.3	.0082	25.5	25.0	14.7	15.5	20.5	6.2	92,685	27,332	5,575	12,650	1,054	14,317	4,355
Russell	14.8	.0063	34.4	10.3	14.3	17.7	31.4	5.7	60,602	22,220	952	3,082	975	9,529	3,200
Simpson	14.9	.0064	32.0	10.5	15.7	17.2	28.1	5.5	68,694	18,119	3,295	3,726	3,385	10,995	1,116
Spencer	6.0	.0025	31.7	10.3	16.1	19.0	25.7	2.1	11,634	3,918	361	255	85	253	524
Taylor	22.1	.0094	32.4	12.3	15.8	18.9	26.9	8.4	86,583	27,284	7,302	4,602	3,854	11,446	4,035
Todd	11.8	.0050	33.5	10.6	14.0	16.5	31.4	4.3	26,971	11,540	2,371	806	1,351	3,559	1,167
Trigg	9.4	.0040	36.4	8.5	14.0	17.8	34.0	3.5	38,102	15,647	1,790	1,293	1,786	5,626	1,816
Trimble	6.4	.0027	32.0	9.8	16.8	18.4	26.5	2.2	5,051	1,093	168		152	61	478
Union	18.1	.0077	26.5	17.7	14.9	14.0	23.3	5.8	56,701	20,716	2,949	2,950	2,148	5,976	3,126
Warren	78.5	.0333	28.3	19.6	17.2	16.4	22.1	28.2	463,386	114,834	39,153	79,693	21,336	59,009	14,622
Bowling Green	44.2	.0188	26.8	26.2	15.4	14.0	23.3	16.3	425,413	112,010	38,769	57,388	20,496	58,909	13,504
Washington	10.5	.0045	31.6	11.2	14.2	16.6	28.6	3.5	33,762	6,549	2,044	1,304	2,214	10,008	2,577
Wayne	17.7	.0075	31.4	10.9	15.0	17.3	27.4	6.4	43,150	16,794	3,078	2,602	1,409	5,840	2,164
Webster	15.1	.0064	33.5	10.6	14.7	16.3	31.5	5.7	44,118	19,529	1,050	3,342	417	4,639	1,182
Whitley	36.5	.0155	30.2	12.9	15.4	16.6	26.1	13.0	221,701	35,276	12,777	24,711	14,904	41,147	2,980
Wolfe	7.1	.0030	30.3	11.6	14.8	17.3	25.8	2.4	16,313	2,100	369	838	115	6,729	1,328
TOTAL METRO COUNTIES	**1,698.6**	**.7210**	**30.5**	**13.0**	**17.9**	**17.6**	**24.4**	**624.1**	**9,156,901**	**2,369,624**	**945,661**	**1,361,652**	**413,403**	**1,258,695**	**331,325**
TOTAL STATE	**3,753.2**	**1.5935**	**30.6**	**12.8**	**16.7**	**17.4**	**25.2**	**1,350.3**	**17,214,201**	**4,788,462**	**1,453,303**	**2,113,171**	**735,933**	**2,597,879**	**619,243**

KY.
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1983

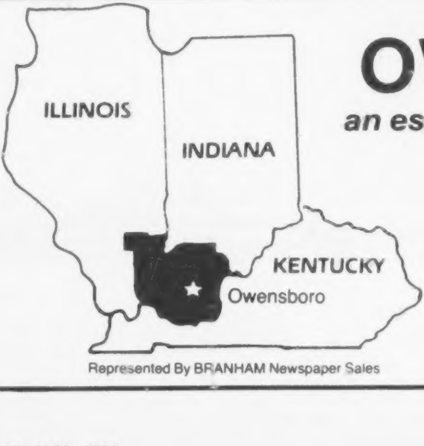
METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds by EBI Group (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
CLARKSVILLE - HOPKINSVILLE	**1,185,161**	**18,203**	**32.5**	**29.6**	**11.0**	**4.1**	**.0561**
Christian	500,475	16,679	34.2	25.6	10.5	4.2	.0232
• Hopkinsville	237,032	18,080	29.0	26.9	13.1	5.2	.0124
Montgomery, Tenn.	*684,686*	*19,262*	*31.6*	*32.3*	*11.4*	*4.0*	*.0329*
• *Clarksville*	*455,137*	*18,937*	*33.6*	*31.7*	*10.9*	*3.9*	*.0251*
SUBURBAN TOTAL	492,992	17,444	33.5	29.0	10.1	3.6	.0186
HUNTINGTON - ASHLAND	**2,692,100**	**19,039**	**26.2**	**31.2**	**12.4**	**4.1**	**.1272**
Boyd	484,012	20,530	23.8	31.2	15.2	4.8	.0235
• Ashland	250,808	18,756	25.0	27.6	14.1	5.5	.0151
Carter	158,662	14,795	28.8	26.6	7.9	2.3	.0081
Greenup	299,825	20,418	25.6	37.0	10.8	3.4	.0121
Lawrence, Ohio	*528,848*	*20,659*	*24.1*	*33.4*	*14.2*	*4.0*	*.0223*
Cabell, W. Va.	*876,098*	*18,245*	*27.9*	*29.2*	*11.8*	*4.8*	*.0458*
• *Huntington*	*522,124*	*16,262*	*29.1*	*26.2*	*9.7*	*4.6*	*.0306*
Wayne, W. Va.	*344,655*	*18,210*	*27.0*	*30.9*	*11.2*	*3.4*	*.0154*
SUBURBAN TOTAL	1,919,168	19,919	25.6	33.1	12.9	3.8	.0815
LEXINGTON-FAYETTE	**3,185,441**	**21,862**	**25.4**	**30.5**	**15.8**	**8.2**	**.1469**
Bourbon	142,386	16,815	28.5	28.8	9.7	3.9	.0062
Clark	254,008	21,186	23.5	31.8	15.5	5.4	.0122
Fayette	2,180,821	22,365	25.4	29.9	16.6	9.1	.1044
• Lexington-Fayette	2,180,821	22,365	25.4	29.9	16.6	9.1	.1044
Jessamine	257,820	22,478	24.8	32.7	15.6	8.2	.0106
Scott	171,271	19,477	28.2	34.6	9.7	4.2	.0070
Woodford	179,135	25,102	22.9	30.8	20.1	10.0	.0065
SUBURBAN TOTAL	1,004,620	20,924	25.5	31.6	14.2	6.3	.0425
LOUISVILLE	**9,249,191**	**23,177**	**23.4**	**33.1**	**16.8**	**7.8**	**.4096**
Bullitt	360,162	23,755	23.3	41.8	16.0	3.4	.0136
Jefferson	6,818,800	23,230	23.1	31.6	17.1	8.8	.3058
• Louisville	2,549,777	17,420	27.2	26.7	11.5	5.5	.1194
Oldham	308,551	29,365	19.4	32.6	23.8	12.7	.0116
Shelby	213,304	22,190	22.9	32.5	15.5	6.8	.0092
Clark, Ind.	*778,685*	*22,421*	*25.5*	*37.6*	*15.3*	*3.9*	*.0371*
Floyd, Ind.	*537,774*	*22,240*	*24.9*	*35.3*	*15.6*	*5.3*	*.0228*
• *New Albany*	*318,443*	*19,735*	*28.0*	*33.3*	*11.9*	*4.0*	*.0155*
Harrison, Ind.	*231,915*	*21,874*	*26.6*	*37.2*	*13.8*	*4.4*	*.0095*
SUBURBAN TOTAL	6,380,971	26,219	21.2	36.3	20.0	9.3	.2747
OWENSBORO	**780,225**	**21,482**	**24.8**	**31.8**	**15.8**	**6.0**	**.0371**
Daviess	780,225	21,482	24.8	31.8	15.8	6.0	.0371
• Owensboro	506,274	19,951	26.5	29.9	14.6	5.4	.0277
SUBURBAN TOTAL	273,951	24,731	21.1	35.9	18.2	7.3	.0094

KY. (cont.)
S&MM ESTIMATES

$$ EFFECTIVE BUYING INCOME 1983

% of Hslds. by EBI Group:
(A) $10,000-$19,999
(B) $20,000-$34,999
(C) $35,000-$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
OTHER COUNTIES							
Adair	91,258	13,679	32.0	22.0	4.6	2.3	.0044
Allen	104,353	15,203	28.9	26.5	7.8	3.2	.0046
Andersen	116,340	22,992	25.8	35.7	17.7	4.7	.0047
Ballard	68,385	17,247	25.9	27.9	12.8	2.9	.0033
Barren	282,717	18,417	25.9	31.0	11.2	4.0	.0134
Bath	61,205	13,488	30.6	23.4	8.1	1.2	.0026
Bell	222,536	14,130	29.7	23.5	7.6	3.3	.0127
☐ Boone	457,640	25,476	21.6	40.2	19.7	5.0	.0263
Boyle	220,140	19,486	27.3	29.2	14.0	5.4	.0100
Bracken	54,261	17,986	27.6	30.9	10.1	3.6	.0022
Breathitt	84,274	10,967	25.4	19.6	6.0	2.2	.0044
Breckinridge	111,871	14,716	33.1	23.0	8.1	2.9	.0053
Butler	64,489	13,600	30.5	25.2	5.1	1.3	.0033
Caldwell	102,819	16,984	28.0	28.4	11.4	3.3	.0051
Calloway	229,372	16,355	31.1	28.2	8.3	3.2	.0115
☐ Campbell	773,492	24,644	22.5	32.2	19.9	8.3	.0313
Carlisle	41,517	16,719	28.7	27.9	10.6	3.6	.0018
Carroll	72,610	18,395	27.0	28.5	13.1	4.5	.0031
Casey	76,944	10,961	34.3	15.9	2.6	1.6	.0038
Clay	129,863	12,865	28.5	20.0	7.4	4.0	.0071
Clinton	50,104	11,743	34.3	15.6	5.3	1.9	.0025
Crittenden	70,752	17,791	24.7	29.0	13.3	2.5	.0031
Cumberland	49,514	13,042	30.7	21.2	5.4	3.7	.0024
Edmonson	58,310	13,800	33.3	24.6	5.4	1.0	.0025
Elliott	[illegible]9,384	9,692	31.8	15.7	1.1	.1	.0014
Estill	94,408	15,250	26.8	27.4	8.2	2.6	.0047
Fleming	78,446	14,485	32.6	23.3	5.8	2.7	.0038
Floyd	342,869	16,387	29.3	28.5	9.5	2.7	.0182
Franklin	435,892	22,563	27.2	32.1	16.8	7.4	.0181
Fulton	59,846	15,157	21.7	28.7	8.2	3.4	.0035
Gallatin	35,163	16,109	25.8	29.9	8.6	2.4	.0016
Garrard	77,897	16,300	29.6	28.6	9.2	1.8	.0033
Grant	96,016	19,126	27.5	35.5	9.5	2.3	.0046
Graves	265,321	17,629	27.7	30.6	10.5	2.5	.0119
Grayson	144,026	15,229	29.6	24.6	8.5	3.1	.0067
Green	71,133	15,087	30.0	26.9	5.6	3.0	.0033
Hancock	74,576	24,800	20.4	27.1	25.0	7.9	.0025
Hardin	752,055	19,983	31.1	32.0	12.8	5.1	.0334
Harlan	267,930	14,667	28.0	27.3	7.4	2.9	.0142
Harrison	103,545	16,381	28.7	28.5	8.3	3.6	.0047
Hart	99,027	13,637	29.7	22.6	7.0	2.7	.0047
☐ Henderson	388,910	21,865	25.0	34.4	14.6	6.0	.0175
Henry	94,235	17,626	28.8	30.1	9.1	3.9	.0041
Hickman	41,378	15,786	26.6	28.4	7.7	3.5	.0017
Hopkins	429,172	20,945	25.1	29.5	16.7	5.8	.0189
Jackson	59,176	10,775	31.4	16.2	3.7	1.8	.0028
Johnson	191,563	17,303	24.6	25.5	12.8	6.0	.0097
☐ Kenton	1,314,353	23,949	23.0	33.4	18.3	7.4	.0543
Covington	391,891	17,106	28.6	28.3	10.8	3.5	.0203
Knott	115,254	15,043	26.1	26.3	8.8	4.0	.0050
Knox	169,096	11,892	28.3	20.9	6.3	1.6	.0093
Larue	83,695	15,698	31.2	27.6	8.1	2.0	.0039
Laurel	285,656	16,993	30.8	29.1	9.1	3.2	.0141
Lawrence	105,451	14,582	27.0	21.6	11.9	5.6	.0048
Lee	46,992	12,530	33.7	19.9	5.6	2.6	.0025
Leslie	100,232	15,007	27.0	24.1	10.9	3.9	.0040
Letcher	210,944	15,592	29.5	26.4	9.6	3.2	.0091
Lewis	78,435	12,834	32.7	21.1	5.5	1.2	.0037
Lincoln	105,417	12,900	33.1	21.9	5.0	1.1	.0054
Livingston	74,623	17,495	30.2	32.3	8.8	2.5	.0028
Logan	192,855	18,218	28.0	30.1	11.4	3.7	.0082
Lyon	57,351	19,508	24.6	30.0	12.7	6.0	.0023
McCracken	594,567	21,452	23.4	30.4	16.4	6.5	.0285
McCreary	71,566	10,212	30.5	16.8	2.3	1.4	.0035
McLean	72,086	17,728	24.2	30.8	10.6	3.4	.0032
Madison	420,156	18,655	27.9	28.2	13.1	5.1	.0210
Magoffin	80,014	12,752	27.4	22.1	8.2	2.4	.0037
Marion	119,568	16,924	31.3	28.9	9.3	3.4	.0053
Marshall	229,560	20,250	26.3	33.7	13.9	3.1	.0108
Martin	106,664	18,720	21.7	23.6	16.3	7.8	.0046
Mason	144,691	19,455	25.9	30.2	13.4	5.0	.0071
Meade	167,215	19,869	32.5	36.7	9.6	3.4	.0067
Menifee	25,312	12,614	29.7	25.7	3.5	.3	.0010
Mercer	154,046	19,352	25.8	32.1	12.4	4.0	.0068
Metcalfe	52,313	10,857	31.7	16.3	3.7	1.6	.0025
Monroe	65,611	10,883	31.7	17.4	2.8	1.5	.0035
Montgomery	140,163	15,408	32.7	25.6	7.1	2.8	.0077
Morgan	65,665	10,984	29.9	17.2	4.8	2.3	.0040
Muhlenberg	269,290	20,008	26.7	29.5	15.1	5.4	.0130
Nelson	211,953	19,631	27.6	32.7	11.9	4.4	.0093
Nicholas	47,704	15,349	32.6	24.0	8.3	3.3	.0019
Ohio	165,687	18,335	25.9	31.1	12.5	2.4	.0073
Owen	64,908	15,308	29.0	24.2	10.4	2.7	.0028
Owsley	21,739	9,674	33.0	12.0	2.3	1.1	.0012
Pendleton	82,552	19,018	26.5	32.9	11.8	2.7	.0034
Perry	273,271	19,411	25.2	26.2	15.4	7.2	.0130
Pike	585,894	16,992	29.0	30.5	8.2	3.5	.0277
Powell	67,461	15,073	32.7	26.0	7.1	2.1	.0030
Pulaski	342,411	14,892	30.3	24.4	8.7	3.8	.0177
Robertson	13,209	15,067	33.1	25.7	5.8	1.0	.0006
Rockcastle	73,018	11,859	33.3	17.3	4.6	1.6	.0036
Rowan	122,456	14,727	28.3	25.2	8.5	3.4	.0067
Russell	90,841	12,284	31.9	18.3	6.0	2.6	.0046
Simpson	130,277	20,413	25.4	29.8	15.0	6.3	.0057
Spencer	47,050	21,041	23.0	33.4	15.8	3.4	.0018
Taylor	175,794	18,511	27.0	33.0	8.8	4.4	.0079
Todd	76,920	14,469	31.5	23.9	6.7	3.7	.0033
Trigg	64,193	15,592	32.9	26.8	5.8	3.4	.0031
Trimble	55,011	21,965	23.9	31.0	16.6	7.6	.0020
Union	135,036	20,830	23.8	32.2	14.1	5.7	.0058
Warren	651,447	19,458	27.3	31.0	12.3	5.3	.0324
Bowling Green	364,752	17,227	29.6	26.8	9.9	5.8	.0223
Washington	64,252	15,286	29.6	26.5	6.5	3.7	.0031
Wayne	92,064	11,777	32.9	18.5	3.3	1.7	.0046
Webster	123,635	18,314	25.9	28.2	13.3	5.0	.0050
Whitley	250,108	14,679	29.8	24.4	8.6	4.0	.0140
Wolfe	38,351	12,317	31.6	17.4	7.0	2.3	.0019
TOTAL METRO COUNTIES	**16,043,852**	**22,575**	**24.1**	**32.0**	**16.5**	**7.6**	**.7205**
TOTAL STATE	**30,722,274**	**19,237**	**26.4**	**29.5**	**13.1**	**5.6**	**1.4135**



Kentucky's 3rd Metro Market
OWENSBORO, KY ...
an essential part of the Evansville-Owensboro ADI
EVANSVILLE-OWENSBORO ADI COVERAGE
Total Household - 262,400

NEWSPAPER	DAILY CIRC	% COV.	SUNDAY CIRC	% COV.
Owensboro Mess. Inq.	**32,507**	**12.4**	**32,711**	**12.5**
Evansville Cour. Press	101,715	38.8	105,504	40.2
TOTAL	134,222	51.2	138,215	52.7

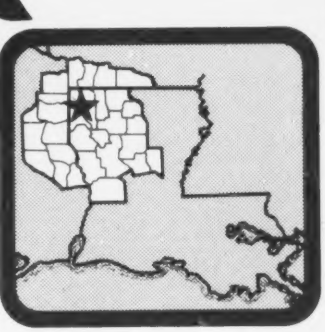
SOURCE: Circulation '83/'84
Represented By BRANHAM Newspaper Sales
Messenger-Inquirer ... #1 in Metro A.M. Penetration

LOUISIANA

LA.
S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/83								RETAIL SALES BY STORE GROUP 1983						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
ALEXANDRIA	**142.2**	**.0603**	**29.9**	**12.5**	**15.8**	**17.5**	**24.4**	**49.3**	**620,424**	**148,334**	**41,483**	**109,474**	**24,148**	**110,273**	**19,535**
Rapides	142.2	.0603	29.9	12.5	15.8	17.5	24.4	49.3	620,424	148,334	41,483	109,474	24,148	110,273	19,535
• Alexandria	54.8	.0233	30.3	12.4	14.6	15.9	27.3	20.4	503,296	99,736	33,651	96,101	21,561	95,487	15,437
SUBURBAN TOTAL	87.4	.0370	29.6	12.5	16.6	18.5	22.6	28.9	117,128	48,598	7,832	13,373	2,587	14,786	4,098
BATON ROUGE	**543.5**	**.2308**	**27.4**	**15.5**	**19.2**	**16.9**	**18.6**	**188.0**	**2,580,060**	**662,759**	**197,018**	**477,673**	**110,624**	**448,030**	**73,821**
Ascension	56.7	.0241	26.9	12.6	17.9	17.1	18.4	18.2	230,752	78,965	14,204	18,957	4,656	52,997	7,677
East Baton Rouge	398.8	.1693	27.5	16.7	19.5	16.7	18.6	141.5	2,161,723	511,695	171,483	449,593	101,856	358,505	59,540
• Baton Rouge	245.6	.1043	28.0	18.8	18.0	15.4	22.0	91.6	1,793,979	263,945	158,959	433,219	92,801	324,527	40,967
Livingston	67.7	.0288	27.7	12.0	18.6	18.3	18.1	22.0	145,219	47,655	8,561	7,462	3,606	35,313	5,060
West Baton Rouge	20.3	.0086	27.0	13.9	16.1	16.6	20.6	6.3	42,366	24,444	2,770	1,661	506	1,215	1,544
SUBURBAN TOTAL	297.9	.1265	27.0	12.8	20.0	18.2	15.8	96.4	786,081	398,814	38,059	44,454	17,823	123,503	32,854
HOUMA - THIBODAUX	**191.6**	**.0813**	**26.4**	**14.5**	**17.4**	**17.1**	**17.9**	**62.6**	**930,928**	**242,485**	**96,775**	**145,094**	**44,651**	**183,536**	**26,262**
Lafourche	88.6	.0376	26.8	15.1	16.7	17.1	19.1	28.8	369,644	109,385	40,283	39,107	16,293	64,351	13,855
• Thibodaux	17.0	.0072	25.6	23.9	15.5	13.4	22.0	5.8	193,400	52,401	31,744	21,213	7,573	33,822	7,379
Terrebonne	103.0	.0437	26.1	14.0	17.9	17.1	17.0	33.8	561,284	133,100	56,492	105,987	28,358	119,185	12,407
• Houma	36.0	.0153	27.9	14.3	17.0	16.0	21.9	12.9	324,560	88,255	42,260	45,390	19,097	51,452	8,017
SUBURBAN TOTAL	138.6	.0588	26.1	13.4	17.7	17.8	16.5	43.9	412,968	101,829	22,771	78,491	17,981	98,262	10,866
LAFAYETTE	**213.8**	**.0908**	**27.0**	**16.1**	**18.6**	**16.9**	**18.3**	**74.5**	**1,147,933**	**250,633**	**97,325**	**172,562**	**57,220**	**211,924**	**25,971**
Lafayette	169.2	.0718	27.1	16.8	19.4	17.0	17.8	60.5	1,057,272	215,056	87,470	167,964	55,024	191,826	22,110
• Lafayette	91.5	.0388	27.6	18.9	18.8	15.6	20.6	33.9	934,268	189,780	83,851	154,575	48,051	189,954	20,034
St. Martin	44.6	.0190	26.6	13.3	15.6	16.5	20.4	14.0	90,661	35,577	9,855	4,598	2,196	20,098	3,861
SUBURBAN TOTAL	122.3	.0520	26.6	13.9	18.7	17.8	16.5	40.6	213,665	60,853	13,474	17,987	9,169	21,970	5,937
LAKE CHARLES	**177.0**	**.0751**	**29.0**	**13.4**	**17.0**	**17.6**	**22.3**	**62.0**	**922,096**	**289,753**	**72,326**	**104,077**	**42,199**	**170,714**	**24,089**
Calcasieu	177.0	.0751	29.0	13.4	17.0	17.6	22.3	62.0	922,096	289,753	72,326	104,077	42,199	170,714	24,089
• Lake Charles	78.1	.0332	29.6	14.7	16.8	16.0	24.9	28.6	675,130	159,534	60,863	90,667	36,534	146,264	18,438
SUBURBAN TOTAL	98.9	.0419	28.6	12.3	17.2	18.9	20.2	33.4	246,966	130,219	11,463	13,410	5,665	24,450	5,651
MONROE	**146.7**	**.0622**	**28.5**	**14.1**	**16.0**	**16.6**	**23.1**	**51.6**	**711,140**	**152,096**	**53,394**	**118,215**	**33,757**	**148,517**	**15,655**
Ouachita	146.7	.0622	28.5	14.1	16.0	16.6	23.1	51.6	711,140	152,096	53,394	118,215	33,757	148,517	15,655
• Monroe	58.4	.0248	27.5	16.6	14.6	13.2	25.9	20.6	513,756	66,489	36,627	108,320	27,958	139,655	8,753
SUBURBAN TOTAL	88.3	.0374	29.1	12.4	17.1	18.8	21.1	31.0	197,384	85,607	16,767	9,895	5,799	8,862	6,902
NEW ORLEANS	**1,330.5**	**.5649**	**29.5**	**12.9**	**18.6**	**17.3**	**22.5**	**487.2**	**6,327,786**	**1,774,632**	**701,498**	**803,486**	**303,587**	**935,411**	**192,070**
Jefferson	487.7	.2071	29.1	12.8	19.7	18.5	20.0	177.3	2,867,572	820,740	250,290	423,282	158,673	476,966	76,751
Kenner	71.2	.0302	26.8	12.4	23.5	18.4	12.4	23.7	185,528	53,771	31,990	22,024	4,380	6,481	6,257

ARK-LA-TEX



NEWSPAPER PRODUCTION CO.
AGENT FOR
The Times Shreveport Journal

SHREVEPORT
LEADING CITY IN THE ARK-LA-TEX

In the **SHREVEPORT MARKET** . . . you get quality coverage from The Times and Shreveport Journal. You're getting coverage and readership of this quality newspaper audience which makes up the Ark-La-Tex area. The Times-Journal reaches **37%** of the households in this 23-county area in North Louisiana, East Texas and South Arkansas. **67%** coverage in the **METRO** area.
As the big second market in Louisiana, **SHREVEPORT** is the dominating city for **1,010,500** people in **360,700** households with effective buying income of **8.5** billion and producing retail sales of **4.1** billion. Be sure that the **TIMES-JOURNAL** are included in your next advertising schedule — the dominant medium in the market.

CIRCULATION:
M&E 109,112 MORNING 81,460
SUNDAY 112,949 EVENING 27,652

ABC PUB. STATEMENT DEC. 25, 1983
Represented by Gannett Newspaper Advertising Sales
Sales & Mkt. Mgt. July 1984

POPULATION—12/31/83

RETAIL SALES BY STORE GROUP 1983

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
Orleans	563.1	.2391	30.2	13.5	18.1	15.4	25.9	216.4	2,617,643	635,080	377,140	286,893	123,608	356,620	87,793
• New Orleans	563.1	.2391	30.2	13.5	18.1	15.4	25.9	216.4	2,617,643	635,080	377,140	286,893	123,608	356,620	87,793
St. Bernard	68.9	.0292	29.7	12.7	17.3	18.1	22.8	23.3	211,135	98,256	20,909	24,818	5,922	8,257	8,771
St. Charles	41.4	.0176	27.2	13.2	17.4	18.2	18.2	13.6	107,788	48,772	7,212	8,743	2,470	14,940	2,460
St. John the Baptist	37.3	.0158	26.4	13.2	18.4	17.1	17.1	11.4	84,529	36,825	7,791	13,391	3,413	4,619	3,307
St. Tammany	132.1	.0561	29.5	10.2	18.1	20.0	20.1	45.2	439,119	134,959	38,156	46,359	9,351	74,009	12,988
• Slidell	31.8	.0135	29.3	9.0	19.1	21.9	17.3	10.5	254,286	70,499	27,037	33,427	4,008	46,451	7,759
SUBURBAN TOTAL	735.6	.3123	29.0	12.5	19.0	18.5	20.1	260.3	3,455,857	1,069,053	297,321	483,166	175,971	532,340	96,518
SHREVEPORT	**349.7**	**.1485**	**29.9**	**12.6**	**17.2**	**17.2**	**24.0**	**128.5**	**1,671,525**	**351,923**	**153,029**	**253,037**	**78,709**	**358,517**	**30,034**
Bossier	87.1	.0370	28.0	14.2	18.0	19.5	17.9	30.3	272,665	66,424	29,458	35,388	9,180	57,053	6,184
• Bossier City	54.8	.0233	27.1	16.0	18.4	18.9	16.6	19.1	252,544	61,737	26,887	33,550	8,706	51,523	5,798
Caddo	262.6	.1115	30.6	12.1	16.8	16.5	26.0	98.2	1,398,860	285,499	123,571	217,649	69,529	301,464	23,850
• Shreveport	214.3	.0910	30.4	12.2	17.0	16.0	26.2	80.9	1,264,206	256,994	116,315	182,048	65,238	287,998	22,106
SUBURBAN TOTAL	80.6	.0342	30.6	11.2	16.4	19.5	23.3	28.5	154,775	33,192	9,827	37,439	4,765	18,996	2,130
OTHER COUNTIES															
Acadia	58.7	.0250	28.8	12.0	14.5	16.4	24.6	19.6	184,730	52,856	12,938	18,477	5,513	32,607	8,666
Allen	21.8	.0092	31.2	10.2	14.1	17.3	27.4	7.6	66,478	20,108	3,766	5,460	2,272	15,804	1,910
Assumption	23.3	.0099	26.4	13.0	15.6	16.0	20.6	7.0	36,329	11,678	2,264	6,007	2,018	8,656	1,179
Avoyelles	43.0	.0182	31.1	10.6	13.5	16.1	28.7	14.7	126,712	44,070	4,829	12,830	3,389	30,398	6,756
Beauregard	33.0	.0140	29.3	11.8	16.4	18.0	22.6	11.0	130,359	36,036	4,357	8,950	4,864	34,900	2,126
Bienville	16.8	.0072	33.9	10.1	13.1	15.9	32.6	6.1	33,957	12,499	625	1,477	259	7,452	1,542
Caldwell	11.6	.0049	32.9	10.0	13.6	17.0	30.1	4.4	34,680	12,348	844	3,201	168	8,816	1,846
Cameron	10.0	.0043	28.4	14.2	14.8	17.0	23.2	3.4	23,233	8,758	3,018	1,492	113		232
Catahoula	12.7	.0054	30.2	11.7	14.1	16.4	26.9	4.4	35,952	9,419	1,683	2,221	2,453	8,521	2,141
Claiborne	17.9	.0076	34.7	9.8	12.4	14.8	34.8	6.4	52,460	15,950	2,470	2,884	2,270	15,096	1,646
Concordia	23.4	.0099	29.6	11.4	14.5	17.2	25.0	8.1	62,351	14,752	3,793	6,389	4,555	15,709	1,912
De Soto	27.1	.0115	32.3	10.6	13.9	15.8	30.4	9.6	63,251	23,986	2,710	5,406	2,018	11,641	1,772
East Carroll	11.5	.0049	26.3	11.4	12.9	12.9	25.9	3.7	28,855	8,047	1,048	1,808	165	5,072	1,298
East Feliciana	20.1	.0086	29.5	13.0	16.4	16.3	24.7	5.5	32,273	10,736	1,835	510	184	9,545	1,030
Evangeline	34.1	.0144	29.7	11.3	13.6	16.3	26.5	11.8	108,007	32,437	3,138	10,004	6,372	29,408	6,490
Franklin	24.1	.0103	31.5	10.1	13.1	15.5	30.0	8.5	73,647	24,622	1,449	7,298	1,803	17,517	3,284
Grant	17.9	.0076	32.9	9.7	13.7	16.9	30.1	6.5	26,970	13,231	778	1,028	928	9,112	261
Iberia	67.0	.0284	27.5	13.4	15.8	16.8	21.4	21.7	323,916	79,946	23,000	27,103	15,561	82,513	12,141
Iberville	33.1	.0141	27.9	14.1	15.9	15.5	23.2	10.3	108,579	36,949	9,199	8,430	3,230	20,473	4,496
Jackson	17.8	.0075	33.6	9.9	13.2	16.5	31.6	6.7	45,262	13,990	2,107	6,887	2,800	8,899	1,565
Jefferson Davis	33.4	.0142	29.0	12.0	14.1	16.6	25.0	11.1	127,983	32,742	6,951	8,184	2,971	33,747	5,591
La Salle	18.4	.0078	32.3	10.7	14.9	17.0	29.0	6.7	51,817	19,391	2,387	3,051	1,652	12,831	2,321
Lincoln	41.9	.0178	24.7	29.0	13.0	13.7	22.1	13.6	146,288	34,531	13,919	12,368	4,530	29,055	4,340
Madison	16.0	.0068	28.1	10.6	12.9	13.6	27.5	5.9	36,680	12,326	1,802	1,947	1,226	10,299	1,285
Morehouse	35.8	.0152	30.6	10.7	13.8	15.4	28.4	12.3	123,333	34,582	4,356	15,921	2,816	38,741	4,113
Natchitoches	41.7	.0177	28.8	15.3	14.3	14.9	26.3	14.3	121,139	32,555	12,957	9,034	5,145	18,312	2,526
Plaquemines	26.8	.0114	26.9	13.6	16.6	18.2	18.3	8.3	115,400	52,578	18,250	3,401	3,915	5,006	2,347
Pointe Coupee	25.3	.0108	29.3	11.8	15.2	16.1	25.3	8.6	71,591	25,722	3,248	4,972	3,252	20,255	2,799
Red River	10.9	.0047	31.4	10.5	13.5	15.2	29.9	3.8	35,104	11,273	1,872	2,945	1,118	7,552	1,605
Richland	22.4	.0095	31.5	10.5	13.0	15.1	30.3	7.6	88,786	30,565	2,397	6,307	4,437	15,786	3,897
Sabine	28.0	.0119	33.6	9.7	13.1	16.7	31.6	10.3	80,489	19,569	2,950	12,520	1,437	26,984	1,666
St. Helena	9.9	.0042	28.1	11.6	14.3	15.1	25.0	3.2	7,173	3,593	218	745	47	647	478
St. James	22.5	.0096	26.4	14.2	15.6	16.3	20.3	6.6	56,268	19,599	2,304	3,263	5,655	7,315	1,399
St. Landry	86.8	.0368	28.6	12.0	14.1	16.3	24.7	29.3	319,993	96,196	13,721	25,057	12,467	61,687	15,692
St. Mary	65.9	.0280	26.8	13.7	16.7	17.4	18.9	21.1	317,441	97,610	33,464	15,244	14,238	50,984	13,066
Tangipahoa	87.9	.0373	27.7	15.0	15.6	15.7	22.9	29.4	402,447	115,040	30,931	44,378	7,207	84,475	11,673
Tensas	8.2	.0035	31.0	9.8	12.8	13.1	31.8	2.9	14,699	3,551	139	1,618	74	5,206	200
Union	22.3	.0095	33.7	10.0	13.8	16.8	31.4	7.8	49,344	16,235	1,077	1,573	435	13,813	2,829
Vermilion	51.7	.0219	29.7	12.1	14.5	16.5	25.8	18.0	183,008	56,711	9,377	10,363	4,964	39,745	7,368
Vernon	62.1	.0264	23.9	25.6	17.6	14.1	14.2	18.1	117,833	44,684	9,618	7,392	3,738	16,243	1,589
Washington	45.3	.0192	31.4	11.2	14.4	16.6	28.2	16.1	150,827	63,834	4,876	9,180	6,367	23,478	6,630
Webster	45.0	.0191	33.7	10.7	13.9	17.2	31.0	16.6	170,387	58,483	5,767	14,884	6,217	32,863	4,935
West Carroll	13.1	.0056	33.2	9.4	13.4	17.1	30.5	4.6	37,429	10,781	479	5,072	96	11,249	1,318

Buying Power In Louisiana

Of the top 8 metropolitan areas in Louisiana, the Houma/Thibodaux market ranks first in automotive, drug and restaurant retail sales per household. This market ranks second in retail sales per household for food, general merchandise and furniture, household furnishings and appliances and third in total retail sales.

Source: Sales & Marketing Management's 1984 Survey Of Buying Power, 12/31/83, Circulation 82/83

To reach the Terrebonne and La Fourche market, The Daily Comet, Thibodaux and the Houma Daily Courier deliver more of this market than any other newspaper.

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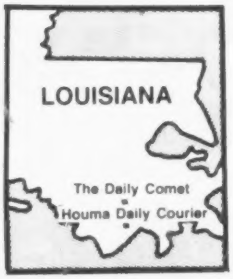


LA. (cont.)

S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/83								RETAIL SALES BY STORE GROUP 1983							
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
West Feliciana	13.0	.0055	29.7	17.5	27.4	18.4	17.2	2.6	26,806	8,933	2,075	5,037	618	3,275	1,201
Winn	17.5	.0074	32.6	9.8	14.3	16.1	30.5	6.3	50,540	18,733	2,653	3,741	495	11,846	1,084
TOTAL METRO COUNTIES	**3,095.0**	**1.3139**	**28.8**	**13.7**	**18.1**	**17.2**	**21.5**	**1,103.7**	**14,911,892**	**3,872,615**	**1,412,848**	**2,183,618**	**694,895**	**2,566,922**	**407,437**
TOTAL STATE	**4,471.7**	**1.8986**	**28.9**	**13.5**	**17.2**	**16.8**	**22.6**	**1,565.8**	**19,412,698**	**5,275,050**	**1,686,487**	**2,549,677**	**850,947**	**3,520,455**	**571,682**

LA.

S&MM ESTIMATES

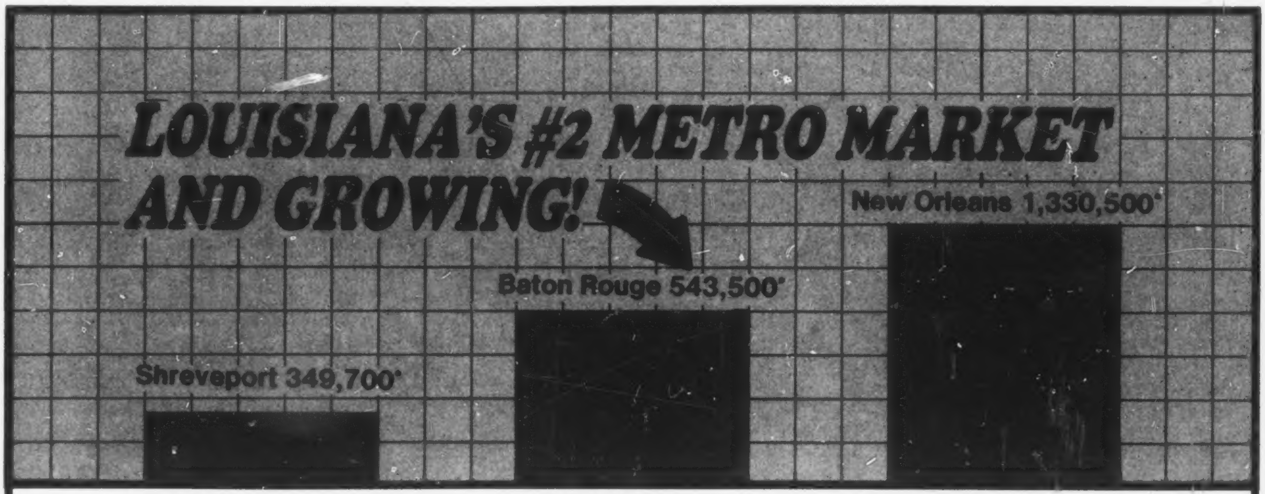
EFFECTIVE BUYING INCOME 1983

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
ALEXANDRIA	**1,154,094**	**18,755**	**26.9**	**28.4**	**12.1**	**6.4**	**.0525**
Rapides	1,154,094	18,755	26.9	28.4	12.1	6.4	.0525
• Alexandria	453,273	16,898	27.6	24.7	10.6	7.1	.0271
SUBURBAN TOTAL	700,821	20,020	26.5	31.0	13.1	5.9	.0254
BATON ROUGE	**5,341,200**	**25,320**	**20.4**	**28.3**	**20.4**	**11.4**	**.2258**
Ascension	471,693	25,138	19.9	30.4	21.4	6.9	.0208
East Baton Rouge	4,104,251	25,322	20.6	27.4	20.2	12.5	.1765
• Baton Rouge	2,489,580	21,493	23.6	25.9	15.4	11.8	.1197
Livingston	596,019	25,757	19.5	32.0	21.1	8.6	.0222
West Baton Rouge	169,237	24,160	20.3	29.0	20.3	8.8	.0063
SUBURBAN TOTAL	2,851,620	28,784	17.3	30.7	25.1	11.0	.1061
HOUMA - THIBODAUX	**1,776,510**	**25,929**	**19.4**	**32.9**	**19.8**	**10.1**	**.0780**
Lafourche	797,696	24,877	20.3	33.3	18.5	9.3	.0340
• Thibodaux	146,659	20,360	26.0	28.6	14.5	7.8	.0095
Terrebonne	978,814	26,835	18.6	32.4	21.0	10.9	.0440
• Houma	366,212	24,960	19.8	29.9	18.3	11.6	.0191
SUBURBAN TOTAL	1,263,639	26,794	18.5	34.2	21.0	10.0	.0494
LAFAYETTE	**2,179,813**	**25,212**	**20.9**	**29.9**	**18.2**	**12.7**	**.0940**
Lafayette	1,849,733	26,309	20.7	29.4	19.0	14.2	.0808
• Lafayette	1,020,442	24,113	22.3	27.6	16.5	14.3	.0533
St. Martin	330,080	21,391	21.7	32.2	14.8	6.1	.0132

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1983

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
SUBURBAN TOTAL	1,159,371	26,013	19.7	31.9	19.6	11.3	.0407
LAKE CHARLES	**1,690,253**	**25,340**	**20.6**	**32.1**	**19.6**	**9.2**	**.0745**
Calcasieu	1,690,253	25,340	20.6	32.1	19.6	9.2	.0745
• Lake Charles	743,285	22,864	22.7	30.2	17.5	8.5	.0397
SUBURBAN TOTAL	946,968	27,363	18.9	33.6	21.4	9.8	.0348
MONROE	**1,172,806**	**18,593**	**24.5**	**27.9**	**13.0**	**6.2**	**.0556**
Ouachita	1,172,806	18,593	24.5	27.9	13.0	6.2	.0556
• Monroe	431,315	14,121	25.5	21.3	9.3	6.9	.0272
SUBURBAN TOTAL	741,491	21,519	23.7	32.3	15.5	5.7	.0284
NEW ORLEANS	**12,703,933**	**22,348**	**22.7**	**29.1**	**16.2**	**9.6**	**.5457**
Jefferson	5,050,154	26,243	21.1	35.2	19.6	9.9	.2223
Kenner	690,226	27,294	19.9	37.4	21.7	9.3	.0256
Orleans	4,887,973	16,739	25.6	23.6	10.9	8.1	.2189
• New Orleans	4,887,973	16,739	25.6	23.6	10.9	8.1	.2189
St. Bernard	614,885	25,338	22.7	37.0	19.3	6.7	.0245
St. Charles	409,207	29,280	15.4	29.7	25.5	12.6	.0150
St. John the Baptist	348,997	29,251	16.5	27.2	25.0	14.2	.0128
St. Tammany	1,392,717	28,022	18.5	28.6	21.3	14.9	.0522
• Slidell	357,673	33,657	12.9	28.9	28.7	18.1	.0168
SUBURBAN TOTAL	7,458,287	26,375	20.7	33.8	20.0	10.5	.3100



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*Sales and Marketing Management's Survey of Buying Power, 1984

LA. (cont.)

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1983

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
SHREVEPORT	**3,320,296**	**21,668**	**24.3**	**30.3**	**15.1**	**8.5**	**.1433**
Bossier	721,153	21,069	27.3	33.9	14.5	4.6	.0298
• Bossier City	454,850	20,956	29.4	35.0	14.1	3.7	.0208
Caddo	2,599,143	21,892	23.4	29.2	15.3	9.7	.1135
• Shreveport	2,121,904	21,433	23.8	28.7	14.7	9.8	.0957
SUBURBAN TOTAL	743,542	22,850	22.4	32.2	16.9	7.7	.0268
OTHER COUNTIES							
Acadia	476,279	19,761	23.6	27.8	13.7	8.0	.0199
Allen	136,844	15,151	23.6	28.6	7.9	2.5	.0065
Assumption	167,732	21,121	22.7	29.1	15.9	7.3	.0064
Avoyelles	250,075	13,094	28.6	21.6	6.5	3.0	.0124
Beauregard	253,502	19,326	23.7	28.5	13.3	6.7	.0114
Bienville	115,039	14,671	24.4	24.6	9.2	4.6	.0048
Caldwell	82,859	14,107	26.1	22.9	7.9	4.7	.0037
Cameron	94,989	24,603	22.9	27.5	19.1	11.6	.0036
Catahoula	80,521	13,370	26.5	20.6	8.1	4.8	.0037
Claiborne	139,544	17,092	23.4	25.9	12.3	6.5	.0058
Concordia	155,592	15,045	23.8	25.3	10.3	4.0	.0069
De Soto	173,230	14,207	26.9	23.5	7.5	3.6	.0076
East Carroll	48,144	8,473	24.2	13.7	3.4	3.0	.0029
East Feliciana	134,251	20,617	23.3	30.9	13.0	7.5	.0054
Evangeline	218,546	13,977	24.2	24.4	8.2	4.2	.0102
Franklin	132,300	11,683	27.8	19.9	5.2	2.6	.0069
Grant	132,450	16,682	24.5	25.5	12.4	4.8	.0050
Iberia	610,559	24,859	20.0	32.1	19.1	9.6	.0269
Iberville	254,738	20,242	21.9	25.0	17.2	8.2	.0111
Jackson	120,184	14,686	26.2	26.5	8.1	2.3	.0052
Jefferson Davis	245,122	19,322	22.5	31.0	12.1	5.4	.0114
La Salle	152,138	18,591	24.2	26.0	14.9	5.8	.0062
Lincoln	327,983	18,339	24.7	25.5	13.9	7.0	.0142
Madison	79,922	9,417	28.2	14.2	2.4	2.9	.0041
Morehouse	207,188	12,119	24.0	21.6	7.9	3.3	.0106
Natchitoches	268,069	14,491	26.2	24.6	7.4	4.6	.0123
Plaquemines	225,339	25,222	20.5	30.8	19.0	10.3	.0100
Pointe Coupee	208,827	19,600	20.2	23.7	17.0	8.6	.0085
Red River	70,220	14,750	25.9	22.9	10.0	3.8	.0033
Richland	117,534	10,859	23.9	20.9	4.9	2.9	.0067
Sabine	205,192	16,422	27.4	25.8	9.2	5.2	.0088
St. Helena	74,149	17,566	26.4	22.3	11.8	9.7	.0026
St. James	181,111	25,981	18.4	24.9	23.6	10.5	.0072
St. Landry	581,232	15,986	24.0	26.2	10.6	4.4	.0280
St. Mary	598,670	25,546	20.3	31.8	18.6	10.8	.0264
Tangipahoa	689,811	18,088	25.7	24.6	14.1	7.0	.0324
Tensas	40,266	9,175	25.7	14.3	3.5	3.7	.0020
Union	155,694	16,032	25.6	27.9	9.1	3.9	.0064
Vermilion	433,798	20,025	24.1	27.4	14.4	8.3	.0184
Vernon	415,179	16,119	36.4	26.3	8.6	3.3	.0171
Washington	312,772	15,556	26.0	24.7	10.0	4.7	.0144
Webster	383,505	19,290	22.8	27.4	14.2	6.9	.0164
West Carroll	63,233	9,529	25.4	15.1	5.2	2.7	.0035
West Feliciana	81,077	19,434	20.1	22.8	14.2	11.8	.0034
Winn	106,949	13,424	26.5	23.4	7.0	3.0	.0051
TOTAL METRO COUNTIES	**29,338,905**	**22,931**	**22.3**	**29.4**	**17.0**	**9.7**	**1.2694**
TOTAL STATE	**39,341,263**	**21,161**	**22.9**	**28.4**	**15.5**	**8.6**	**1.7151**

MAINE

MAINE

S&MM ESTIMATES

POPULATION—12/31/83 · **RETAIL SALES BY STORE GROUP 1983**

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
BANGOR	**137.9**	**.0586**	**29.7**	**16.0**	**16.8**	**17.1**	**24.0**	**47.4**	**905,417**	**208,195**	**70,656**	**106,427**	**47,850**	**162,568**	**31,224**
Penobscot	137.9	.0586	29.7	16.0	16.8	17.1	24.0	47.4	905,417	208,195	70,656	106,427	47,850	162,568	31,224
• Bangor	31.6	.0134	31.0	16.7	18.4	15.2	27.4	12.0	463,696	72,520	39,303	89,720	33,440	91,841	14,125
SUBURBAN TOTAL	106.3	.0452	29.3	15.8	16.2	17.7	23.0	35.4	441,721	135,675	31,353	16,707	14,410	70,727	17,099
LEWISTON - AUBURN	**100.3**	**.0426**	**31.5**	**12.3**	**15.9**	**16.8**	**27.6**	**36.6**	**611,832**	**141,724**	**61,361**	**77,952**	**17,776**	**106,335**	**12,724**
Androscoggin	100.3	.0426	31.5	12.3	15.9	16.8	27.6	36.6	611,832	141,724	61,361	77,952	17,776	106,335	12,724
• Auburn	23.0	.0098	33.1	11.3	15.2	17.3	29.8	8.7	231,058	48,259	21,365	32,018	5,256	75,038	3,133
• Lewiston	40.7	.0173	33.3	14.3	13.9	15.8	31.9	15.5	297,575	63,413	33,563	42,504	10,192	25,225	7,195
SUBURBAN TOTAL	36.6	.0155	29.1	10.7	18.5	17.7	21.4	12.4	83,199	30,052	6,433	3,430	2,328	6,072	2,396
PORTLAND	**221.0**	**.0939**	**32.2**	**12.3**	**17.6**	**17.4**	**27.7**	**83.6**	**1,866,616**	**339,248**	**166,826**	**247,887**	**57,611**	**243,705**	**59,085**
Cumberland	221.0	.0939	32.2	12.3	17.6	17.4	27.7	83.6	1,866,616	339,248	166,826	247,887	57,611	243,705	59,085
• Portland	61.1	.0259	32.9	14.0	18.6	14.3	31.7	26.2	556,939	110,284	69,413	39,870	17,171	87,270	14,276
SUBURBAN TOTAL	159.9	.0680	31.9	11.7	17.4	18.5	26.1	57.4	1,309,677	228,964	97,413	208,017	40,440	156,435	44,809

INSIDE
Amazing Statistics
8-County Coverage
Test Market Boom

Bangor Daily News
The Maine Choice

★★MAINE★★
EDITION

★ ★ ★

198,000 READ PAPER!

Bangor, Maine — An authoritative study reveals that Maine's own Bangor Daily News has 169,000 weekday readers. Weekends readership jumps to 198,000.

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Source: Bangor Continuing Market Study. Belden Associates. March-May 1983.

MAINE (cont.)
S&MM ESTIMATES

POPULATION—12/31/83

RETAIL SALES BY STORE GROUP 1983

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
OTHER COUNTIES															
Aroostook	88.3	.0375	29.5	13.0	16.3	17.0	24.0	29.7	481,749	115,072	35,524	62,266	21,891	78,963	17,784
Franklin	28.6	.0121	31.0	13.0	15.6	17.8	26.0	10.4	123,200	27,252	14,008	12,632	2,389	22,627	3,454
Hancock	43.9	.0186	33.8	10.8	16.5	17.2	30.9	16.7	259,903	65,886	33,844	24,591	8,955	34,958	6,981
Kennebec	113.1	.0481	31.8	11.8	16.5	17.6	27.2	41.2	684,672	148,832	60,985	91,367	27,131	114,298	20,272
Knox	33.8	.0143	34.8	9.3	16.5	16.9	32.7	13.1	191,564	48,835	17,072	14,275	3,981	28,081	6,845
Lincoln	27.6	.0117	34.6	8.5	16.4	17.7	31.6	10.3	130,861	32,718	16,959	2,055	5,001	14,599	3,113
Oxford	49.9	.0212	33.6	9.6	15.4	17.4	30.4	18.4	202,434	55,171	21,768	18,942	3,844	30,034	12,069
Piscataquis	17.9	.0076	33.4	10.0	15.1	17.4	30.1	6.5	70,841	26,980	4,682	4,315	2,465	10,443	3,235
Sagadahoc	31.4	.0133	30.5	12.3	18.3	17.8	24.0	11.0	101,312	28,946	7,345	3,467	2,228	29,004	2,721
Somerset	45.9	.0195	32.1	9.6	15.9	17.8	27.5	16.0	187,168	58,623	11,944	4,632	6,134	27,107	10,514
Waldo	29.6	.0126	31.3	10.3	17.4	17.4	26.2	10.6	96,553	29,361	11,313	4,609	2,213	13,816	5,414
Washington	35.6	.0151	33.1	10.7	15.1	16.6	30.5	12.9	155,126	52,922	13,131	15,032	4,153	14,279	5,567
York	149.4	.0634	32.0	10.9	17.4	17.1	27.6	54.7	709,251	156,326	96,851	44,511	22,462	108,909	25,192
TOTAL METRO COUNTIES	**459.2**	**.1951**	**31.3**	**13.4**	**16.9**	**17.2**	**26.6**	**167.6**	**3,383,865**	**689,167**	**298,843**	**432,266**	**123,237**	**512,608**	**103,033**
TOTAL STATE	**1,154.2**	**.4901**	**31.8**	**12.0**	**16.7**	**17.3**	**27.3**	**419.1**	**6,778,499**	**1,536,091**	**644,269**	**734,960**	**236,084**	**1,039,716**	**226,142**

MAINE
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1983

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
BANGOR	**1,095,430**	**20,211**	**28.3**	**33.5**	**12.8**	**4.2**	**.0580**
Penobscot	1,095,430	20,211	28.3	33.5	12.8	4.2	.0580
• Bangor	273,598	18,228	30.7	29.1	11.0	5.1	.0203
SUBURBAN TOTAL	821,832	20,917	27.4	35.0	13.5	3.9	.0377
LEWISTON - AUBURN	**819,851**	**19,648**	**29.9**	**33.2**	**11.6**	**4.2**	**.0416**
Androscoggin	819,851	19,648	29.9	33.2	11.6	4.2	.0416
• Auburn	196,385	19,380	29.1	30.9	12.2	5.2	.0120
• Lewiston	334,260	18,076	31.4	30.2	10.5	4.0	.0182
SUBURBAN TOTAL	289,206	21,586	28.6	38.6	12.5	3.8	.0114
PORTLAND	**2,180,973**	**22,738**	**25.7**	**33.3**	**16.0**	**7.5**	**.1128**
Cumberland	2,180,973	22,738	25.7	33.3	16.0	7.5	.1128
• Portland	585,223	18,390	29.4	28.6	11.8	5.4	.0318
SUBURBAN TOTAL	1,595,750	24,612	23.9	35.5	17.9	8.5	.0810

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1983

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
OTHER COUNTIES							
Aroostook	633,382	18,229	32.6	31.3	9.7	3.4	.0333
Franklin	242,375	20,226	29.7	32.6	12.9	5.0	.0107
Hancock	361,999	18,739	31.2	32.0	10.4	4.0	.0182
Kennebec	979,716	21,134	27.9	34.5	13.9	4.8	.0479
Knox	259,767	16,512	35.4	28.0	7.5	3.3	.0132
Lincoln	239,193	20,412	27.9	32.5	12.9	5.7	.0109
Oxford	401,055	18,992	32.0	32.2	10.7	3.9	.0180
Piscataquis	125,782	17,376	35.2	33.4	7.4	1.3	.0061
Sagadahoc	250,465	20,332	30.1	34.8	12.8	3.3	.0106
Somerset	307,183	16,602	33.3	30.4	7.3	2.1	.0152
Waldo	201,912	16,835	35.4	30.1	6.4	2.5	.0093
Washington	241,311	15,460	32.8	26.6	8.2	2.4	.0122
York	1,289,443	21,324	28.0	37.0	12.9	4.0	.0501
TOTAL METRO COUNTIES	**4,096,254**	**21,290**	**27.4**	**33.4**	**14.1**	**5.8**	**.2124**
TOTAL STATE	**9,629,837**	**19,998**	**29.3**	**33.1**	**12.3**	**4.6**	**.4761**

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LANDON
FOR RESULTS
(SEE PAGE B-26)

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MARYLAND

MD. S&MM ESTIMATES	POPULATION—12/31/83								RETAIL SALES BY STORE GROUP 1983						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
BALTIMORE	**2,248.6**	**.9548**	**31.8**	**12.6**	**17.9**	**18.9**	**25.4**	**799.3**	**10,864,791**	**2,602,330**	**1,107,833**	**1,284,602**	**422,877**	**2,021,055**	**328,896**
Anne Arundel	401.7	.1705	30.2	13.6	19.1	20.8	20.1	132.7	2,100,089	506,600	218,210	256,717	66,877	439,480	56,797
• Annapolis	34.3	.0146	31.5	13.7	20.0	17.0	25.9	13.6	303,768	43,724	32,010	10,499	6,369	117,761	12,613
Baltimore	664.8	.2823	33.4	12.5	17.8	18.9	28.2	249.2	4,590,905	1,144,847	384,451	692,346	195,228	794,245	112,652
Baltimore city	755.5	.3208	31.9	13.2	16.9	15.8	28.9	275.3	2,588,237	556,068	345,724	215,170	109,774	500,060	102,877
• Baltimore	755.5	.3208	31.9	13.2	16.9	15.8	28.9	275.3	2,588,237	556,068	345,724	215,170	109,774	500,060	102,877
Carroll	106.8	.0454	31.5	10.8	18.0	21.3	22.5	34.5	358,942	101,458	23,239	12,812	9,874	69,185	16,397
Harford	155.6	.0661	30.0	11.7	18.1	21.7	19.3	50.6	585,698	155,181	58,734	45,927	16,017	100,214	24,635
Howard	136.2	.0578	30.7	9.5	21.0	24.6	16.3	47.4	567,059	117,596	68,667	60,267	23,782	99,757	14,379
Queen Anne's	28.0	.0119	33.6	10.4	16.3	18.6	29.1	9.6	73,861	20,580	8,808	1,363	1,325	18,114	1,159
SUBURBAN TOTAL	1,458.8	.6194	31.8	12.2	18.3	20.5	23.6	510.4	7,972,786	2,002,538	730,099	1,058,933	306,734	1,403,234	213,406
CUMBERLAND	**105.9**	**.0450**	**34.9**	**11.5**	**14.2**	**17.5**	**32.2**	**38.9**	**434,556**	**106,692**	**34,312**	**59,745**	**19,052**	**71,395**	**20,333**
Allegany	77.9	.0331	36.1	11.8	13.5	17.3	34.0	28.9	368,762	89,958	29,989	52,065	16,405	58,283	18,836
• Cumberland	24.8	.0105	40.5	9.5	13.2	15.4	40.5	10.3	199,574	41,118	13,827	27,425	8,443	30,203	9,117
Mineral, W. Va.	*28.0*	*.0119*	*32.1*	*10.6*	*15.9*	*18.0*	*27.5*	*10.0*	*65,794*	*16,734*	*4,323*	*7,680*	*2,647*	*13,112*	*1,497*
SUBURBAN TOTAL	81.1	.0345	33.6	12.1	14.5	18.2	29.7	28.6	234,982	65,574	20,485	32,320	10,609	41,192	11,216
HAGERSTOWN	**114.6**	**.0487**	**32.9**	**12.2**	**16.5**	**18.5**	**28.1**	**41.0**	**625,960**	**115,928**	**44,161**	**81,640**	**21,835**	**91,742**	**20,030**
Washington	114.6	.0487	32.9	12.2	16.5	18.5	28.1	41.0	625,960	115,928	44,161	81,640	21,835	91,742	20,030
• Hagerstown	33.8	.0144	34.3	12.4	15.9	15.6	33.4	14.0	345,907	77,432	30,038	36,385	10,049	86,902	8,271
SUBURBAN TOTAL	80.8	.0343	32.4	12.1	16.9	19.7	25.9	27.0	280,053	38,496	14,123	45,255	11,786	4,840	11,759
OTHER COUNTIES															
☐ Calvert	40.3	.0171	30.1	9.6	18.3	19.5	21.4	12.8	82,693	28,012	9,265	1,551	3,341	14,706	3,603
Caroline	24.3	.0103	33.4	10.4	15.3	17.6	29.9	8.6	94,490	31,176	3,296	1,309	1,382	23,401	2,943
☐ Cecil	62.8	.0266	30.8	10.8	16.7	19.2	23.8	20.9	319,930	66,631	28,360	9,055	8,303	60,465	7,444
☐ Charles	82.7	.0351	28.1	10.9	18.0	21.8	15.7	24.8	311,581	74,950	27,012	13,513	10,987	75,215	24,794
Dorchester	30.7	.0131	35.8	10.4	14.7	17.4	33.6	11.2	104,570	30,647	8,965	6,848	2,623	9,665	3,926
☐ Frederick	126.2	.0536	30.5	11.6	18.8	19.7	21.8	41.5	618,835	126,477	43,087	76,588	18,579	116,879	17,847
• Frederick	31.2	.0132	31.5	14.2	20.0	14.8	28.1	11.9	485,208	98,439	29,914	75,997	13,080	92,814	15,502
Garrett	28.2	.0119	31.2	11.1	15.6	17.7	26.4	9.5	112,417	30,205	4,217	6,099	4,987	33,932	3,627
Kent	16.8	.0072	34.7	13.6	14.2	16.9	32.7	6.3	77,424	27,140	6,615	5,366	1,867	11,547	3,161
☐ Montgomery	599.5	.2545	33.1	10.5	18.3	21.9	24.6	220.1	4,424,712	955,503	351,818	709,782	249,806	798,780	160,245
Rockville	44.7	.0190	31.0	11.4	18.7	22.4	20.1	15.1	467,339	79,011	47,726	25,154	28,978	102,249	14,119
☐ Prince George's	663.0	.2815	28.9	14.7	20.3	20.4	17.2	229.1	4,307,777	917,406	340,638	626,788	151,521	914,016	163,359
St. Mary's	65.3	.0277	27.3	14.8	18.4	17.9	17.8	21.0	185,342	46,743	17,609	14,867	9,718	31,471	6,202
Somerset	19.2	.0082	34.2	12.8	13.8	15.8	33.0	6.6	35,461	11,841	3,537	1,223	892	5,907	901
Talbot	26.3	.0111	37.8	9.8	14.9	17.1	36.3	10.5	191,232	44,582	18,099	2,353	10,950	40,446	6,322
Wicomico	67.7	.0287	32.5	13.0	16.6	18.2	27.6	24.4	425,713	99,891	29,868	62,549	17,901	73,994	11,741
Worcester	33.6	.0143	34.5	11.2	15.7	17.4	31.8	12.9	296,406	70,989	59,247	8,215	9,018	65,228	7,990
TOTAL METRO COUNTIES	**4,015.6**	**1.7050**	**31.4**	**12.5**	**18.3**	**19.6**	**23.8**	**1,418.4**	**21,925,041**	**4,977,195**	**1,982,163**	**2,855,584**	**903,654**	**4,151,141**	**745,054**
TOTAL STATE	**4,327.7**	**1.8375**	**31.4**	**12.5**	**18.0**	**19.5**	**24.1**	**1,529.4**	**23,448,096**	**5,370,409**	**2,133,616**	**2,964,413**	**962,992**	**4,446,732**	**791,867**

Reach Maryland through its best-selling newspaper. The Washington Post.

The Washington Metro Area (MSA) includes 35% of Maryland's population, 42% of its total retail sales and 42% of its buying income. And The Washington Post is so popular here that it has more Maryland circulation than any morning, evening *or* Sunday paper published within the state. ☐ For more information, call Nick Cannistraro, Vice President, Marketing and Advertising, 202/334-4171.

Source: S&MM "Survey of Buying Power" July 1984

MD.
ESTIMATES

EFFECTIVE BUYING INCOME
1983

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
BALTIMORE	**22,817,096**	**25,938**	**20.8**	**31.7**	**20.3**	**10.9**	**.9557**
Anne Arundel	4,449,558	31,178	16.4	33.4	26.0	15.2	1827
• Annapolis	389 744	24,855	21 4	31 8	18 0	12 4	0190
Baltimore	7,782,412	28,746	19.1	35.0	23.0	12.5	.3396
Baltimore city	5,961,912	18,025	26.1	27.8	12.1	5.4	2576
• Baltimore	5,961 912	18,025	26 1	27 8	12 1	5 4	2576
Carroll	1,003,171	27,402	19.9	37.5	23.1	7.8	.0396
Harford	1,626,864	30,248	18.0	32.3	26.4	13.1	.0630
Howard	1,767,734	36,459	13.2	27.5	30.1	22.9	.0639
Queen Anne's	225,445	21,205	27.1	34.0	13.5	5.5	.0091
SUBURBAN TOTAL	16,465,440	29,987	17.9	33.8	24.8	13.8	6791
CUMBERLAND	**833,219**	**19,020**	**23.1**	**32.5**	**11.4**	**3.5**	**.0379**
Allegany	627,669	19,080	28.0	32.2	11.8	3.6	.0296
• Cumberland	207,016	16,754	28.8	27.8	10.2	3.4	0116
Mineral, W. Va.	*205,550*	*18,862*	*28.3*	*33.3*	*10.1*	*3.2*	*.0083*
SUBURBAN TOTAL	626,203	19,816	27.8	34.2	11.8	3.5	0263
HAGERSTOWN	**945,648**	**20,785**	**26.8**	**34.6**	**13.5**	**4.1**	**.0460**
Washington	945,648	20,785	26.8	34.6	13.5	4.1	.0460
• Hagerstown	260,737	16,094	32 2	28 0	7 7	2.2	0172
SUBURBAN TOTAL	684,911	23,377	24.1	38.0	16.4	5.1	.0288
OTHER COUNTIES							
☐ Calvert	364,761	27,665	19.1	34.2	23.1	9.8	.0132
Caroline	167,186	17,442	30.1	31.3	8.6	2.4	.0081
☐ Cecil	577,484	25,483	22.1	35.7	20.1	7.7	.0257
☐ Charles	751,826	30,019	16.3	34.6	27.8	9.8	.0311
Dorchester	237,448	18,231	30.4	30.7	10.3	4.0	.0103
☐ Frederick	1,204,557	27,237	20.9	34.7	22.4	9.5	.0523
• Frederick	305,859	23,302	24 6	34 2	17 5	6 7	0215
Garrett	216,186	19,966	28.5	33.5	11.9	4.5	.0098
Kent	141,158	18,784	30.3	29.0	12.1	5.3	.0064
☐ Montgomery	9,438,485	39,441	12.0	24.5	23.5	33.8	.3654
Rockville	608 663	38,460	11 5	24 6	26 2	29 8	0287
☐ Prince George's	7,893,618	32,059	16.5	31.6	25.4	18.6	.3346
St. Mary's	573,931	25,133	23.4	34.1	20 1	7.9	.0226
Somerset	137,425	17,624	31.3	28.9	9.7	4.5	.0055
Talbot	285,957	22,821	25.3	31.0	15.5	10.8	.0131
Wicomico	560,010	20,253	27.9	32.8	13.0	4.9	.0284
Worcester	264,110	17,458	32.3	29.1	9.4	4.2	.0161
TOTAL METRO COUNTIES	**44,621,144**	**28,350**	**19.0**	**30.9**	**21.4**	**15.2**	**1.8536**
TOTAL STATE	**47,204,555**	**27,677**	**19.7**	**31.0**	**20.8**	**14.5**	**1.9739**

THE SUN'S UP.

Pete Rose gets his 4,000th hit: C1

THE SUN

Hutchinson asks 24¢ rise in tax rate

The Evening Sun

Pension suit

Shuttle crew

Orioles lose to Cleveland, 6-2: B1

THE SUN

Reagan cites Latin threat to aid defense

Orioles lose to Cleveland, 6-2: B1

THE SUN

Reagan cites Latin threat to aid defense

U.S. mining helped Sandinistas

Sunday Circulation:
407,463
Up almost 14,000 in 12 months

Daily Circulation:
349,182
Up nearly 6,000 in one year

Saturday Circulation:
348,278
Up over 50,000 in 12 months

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In Baltimore, you'll make the best impression on the most people in The Sun, The Evening Sun and The Sunday Sun. For more details, contact Diana M. Zinda, Manager, National and Major Accounts, at 301-332-6395, or our national advertising representatives, Million Market Newspapers.

The Baltimore Sun
Maryland's Leading Newspapers

Sources: The Scarborough Report, 1983, Daily and Sunday circulation based on growth March/83, to March/84, ABC Fas Fax. Saturday Sun circulation based on Baltimore Sun figures. The Sun and The Evening Sun were combined on Saturdays, March 24, 1984.

What's the second strongest newspaper in New England?

The Burlington Free Press ranks second in percentage of state coverage.

27% of all Vermont families read The Burlington Free Press, making it No. 2 in New England in percentage of state coverage. In the Greater Burlington area, with nearly one-fourth of the state's total population, coverage jumps to 74%. So if you want a newspaper that's the second strongest in all of New England, look to The Burlington Free Press.

The Burlington Free Press

Burlington, VT 05401
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A Gannett Newspaper

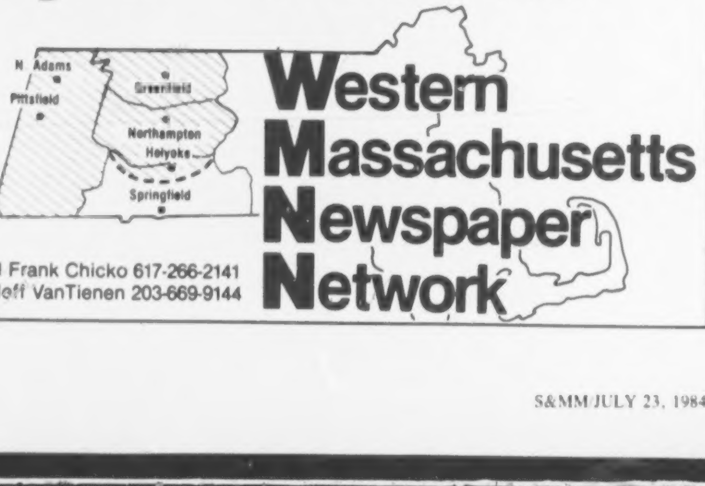
MASSACHUSETTS

MASS.
S&MM ESTIMATES

POPULATION—12/31/83

RETAIL SALES BY STORE GROUP 1983

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
BOSTON - LAWRENCE - SALEM - LOWELL - BROCKTON	**3,652.8**	**1.5509**	**32.3**	**13.2**	**17.6**	**17.7**	**27.5**	**1,336.0**	**22,190,528**	**4,997,704**	**2,820,063**	**2,757,918**	**870,686**	**2,674,978**	**724,099**
Essex	635.2	2697	33.6	11.3	16.4	17.7	29.9	236.3	4,074,307	826,840	522,945	622,888	124,258	586,448	126,186
• Gloucester	28.1	0119	33.8	10.9	17.6	16.7	31.2	11.0	176,807	50,194	27,605	12,205	1,702	24,349	9,992
• Haverhill	47.8	0203	32.9	11.8	16.4	15.3	31.2	18.1	360,491	75,832	29,552	18,478	15,238	64,873	14,064
• Lawrence	64.9	0276	31.5	12.4	16.1	13.3	31.0	25.2	275,991	71,486	30,370	5,663	20,519	57,336	11,292
• Lynn	79.3	0337	34.1	11.6	15.8	15.4	33.1	31.7	370,358	89,715	32,981	10,166	14,971	104,989	21,090
Peabody	46.1	0196	34.2	11.1	15.5	20.0	28.7	16.4	553,740	50,529	33,559	239,158	13,463	43,149	6,180
• Salem	38.2	0162	33.4	14.8	17.4	14.9	32.4	15.6	246,233	81,866	35,239	25,893	9,911	30,683	7,094
Middlesex	1,357.4	5763	32.2	13.3	18.1	18.2	26.8	488.7	8,163,301	1,915,192	857,065	966,592	364,589	1,045,172	258,303
Arlington	47.1	0200	35.6	11.0	19.2	16.5	34.1	18.7	164,419	38,965	10,262	2,164	11,782	44,766	6,412
• Cambridge	93.6	0397	29.9	22.2	26.7	14.0	22.5	39.4	904,481	129,775	109,825	186,285	33,787	40,930	18,244
• Framingham	66.2	0281	32.5	13.7	18.4	19.0	26.4	25.2	639,004	102,822	110,326	95,452	44,313	93,985	13,921
• Lowell	92.7	0394	30.3	15.6	15.9	14.2	28.3	33.9	444,836	97,024	34,768	62,133	12,540	120,134	15,591
Malden	53.0	0225	34.0	11.9	18.1	15.5	32.8	21.3	206,807	51,836	20,724	24,815	7,691	30,056	6,631
Medford	57.6	0245	34.0	14.6	15.7	15.8	32.7	20.7	298,937	91,790	20,879	14,801	11,384	41,362	22,653
Newton	82.1	0349	34.4	13.4	17.6	18.2	30.8	28.8	725,094	176,239	87,692	107,340	25,210	72,378	21,996
Somerville	76.6	0325	31.6	16.7	20.2	14.7	28.5	30.4	291,045	107,703	25,354	23,129	3,165	25,010	10,249
• Waltham	57.5	0244	31.6	19.0	18.5	15.8	28.0	21.1	441,468	82,246	60,124	29,929	38,235	40,110	12,194
Norfolk	607.1	.2578	33.6	12.0	16.5	18.6	29.2	217.0	3,850,726	949,612	390,660	451,067	173,983	488,884	115,876
Brookline	54.0	0229	34.3	13.9	23.3	16.0	32.4	24.2	219,693	66,809	35,765	3,496	24,788	16,982	6,970
Quincy	84.0	0357	35.4	13.0	16.9	15.7	34.8	34.6	531,935	123,343	62,898	47,439	28,167	61,573	28,515
Weymouth	55.1	0234	32.6	12.7	16.9	17.5	28.4	20.1	331,693	82,775	28,559	31,856	11,064	30,534	14,702
Plymouth	429.0	1821	30.9	10.4	17.2	19.0	24.1	145.0	2,395,218	562,756	294,152	311,420	83,754	307,237	73,895
• Brockton	97.9	0416	30.8	11.9	16.7	16.9	26.2	35.0	643,894	134,551	108,509	126,482	19,427	65,953	24,237
Suffolk	624.1	.2650	31.0	18.0	19.5	14.9	27.3	249.0	3,706,976	743,304	755,241	405,951	124,102	247,237	149,839
• Boston	545.5	2316	30.5	18.9	20.0	14.7	26.3	217.9	3,211,040	615,149	698,655	365,043	104,228	201,724	130,268
Revere	42.0	0178	35.9	12.6	16.4	17.0	34.1	16.7	296,653	89,796	36,897	22,114	10,794	24,435	4,946
SUBURBAN TOTAL	2,441.1	1.0364	32.9	11.5	17.1	19.0	27.5	861.9	14,485,923	3,467,044	1,542,009	1,820,189	555,815	1,829,912	446,112



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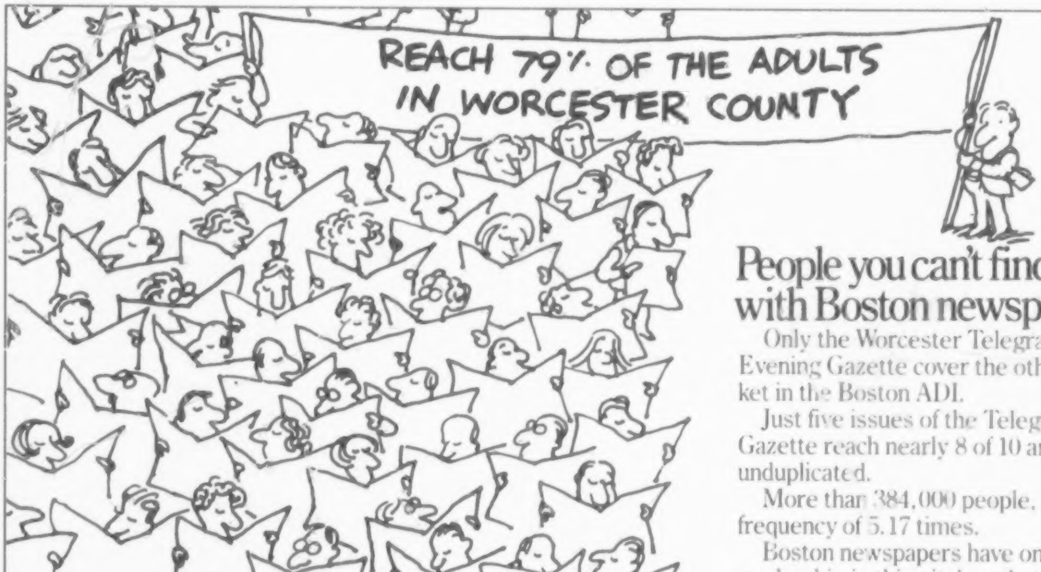
Western Massachusetts Newspaper Network

MASS. (cont.)
S&MM ESTIMATES

POPULATION—12/31/83

RETAIL SALES BY STORE GROUP 1983

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group: 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
NEW BEDFORD - FALL RIVER - ATTLEBORO	**485.9**	**.2063**	**33.0**	**11.2**	**15.8**	**17.1**	**29.7**	**174.5**	**2,568,384**	**629,758**	**270,480**	**367,232**	**136,211**	**332,852**	**75,330**
Bristol	485.9	.2063	33.0	11.2	15.5	17.1	29.7	174.5	2,568,384	629,758	270,480	367,232	136,211	332,852	75,330
• Attleboro	35.9	.0152	31.9	11.6	16.5	17.7	27.2	12.8	244,183	57,769	25,207	18,455	7,486	43,086	9,452
• Fall River	93.2	.0396	34.5	11.2	14.3	14.6	34.7	35.8	401,872	112,199	39,653	41,138	27,164	58,668	18,614
• New Bedford	99.6	.0423	34.5	11.5	14.5	14.9	34.4	38.6	403,499	74,017	50,729	15,699	57,064	67,291	15,270
Taunton	46.4	.0197	32.6	11.9	16.4	16.7	29.3	16.6	250,065	82,102	15,151	15,439	14,728	45,032	6,983
SUBURBAN TOTAL	257.2	.1092	32.1	11.1	16.7	18.8	26.4	87.3	1,518,830	385,773	154,891	291,940	44,497	163,807	31,994
PITTSFIELD	**142.5**	**.0605**	**34.1**	**12.2**	**15.2**	**16.8**	**31.8**	**53.7**	**981,415**	**265,568**	**90,618**	**117,802**	**41,584**	**104,437**	**24,417**
Berkshire	142.5	.0605	34.1	12.2	15.2	16.8	31.8	53.7	981,415	265,568	90,618	117,802	41,584	104,437	24,417
• Pittsfield	50.5	.0214	34.2	10.6	15.4	16.6	32.2	19.7	449,967	105,237	28,348	65,807	31,894	50,791	9,771
SUBURBAN TOTAL	92.0	.0391	34.0	13.1	15.0	16.9	31.7	34.0	531,448	160,331	62,270	51,995	9,690	53,646	14,646
SPRINGFIELD	**581.3**	**.2466**	**31.7**	**15.1**	**16.2**	**16.2**	**28.4**	**208.4**	**3,444,731**	**962,206**	**339,031**	**341,391**	**117,539**	**434,440**	**102,940**
Hampden	438.8	.1863	32.9	12.3	15.7	16.6	30.1	161.2	2,775,972	758,409	252,946	297,240	97,023	372,283	82,094
Chicopee	54.7	.0232	34.5	12.2	15.5	15.9	33.2	20.9	450,495	150,582	41,624	64,397	9,155	42,360	12,277
• Holyoke	43.6	.0185	34.1	11.6	13.8	14.3	34.5	16.7	201,929	52,178	18,028	10,974	10,701	42,298	10,320
• Springfield	151.3	.0642	31.5	13.8	16.0	14.3	30.1	56.6	1,065,165	265,425	85,774	117,954	47,427	117,309	32,361
• Westfield	36.8	.0156	31.2	15.2	16.2	16.8	27.1	12.9	282,072	84,324	21,574	29,053	6,856	45,734	8,113
Hampshire	142.5	.0605	28.5	23.5	17.9	14.9	23.4	47.2	668,759	203,797	86,085	44,151	20,514	62,157	20,846
• Northampton	30.0	.0127	31.5	18.7	19.4	14.4	28.8	10.9	257,146	75,801	30,830	23,390	8,608	34,028	8,366
SUBURBAN TOTAL	319.6	.1358	31.6	15.8	16.3	17.4	27.0	111.3	1,638,419	484,478	182,825	160,020	43,947	195,071	43,780
WORCESTER - FITCHBURG - LEOMINSTER	**650.9**	**.2764**	**32.3**	**12.6**	**16.2**	**16.8**	**28.9**	**234.2**	**3,616,574**	**823,881**	**333,086**	**487,970**	**187,078**	**470,133**	**122,714**
Worcester	650.9	.2764	32.3	12.6	16.2	16.8	28.9	234.2	3,616,574	823,881	333,086	487,970	187,078	470,133	122,714
• Fitchburg	40.2	.0171	31.9	16.4	14.6	14.1	31.3	15.0	219,553	67,789	15,907	31,575	7,813	31,782	13,927
• Leominster	35.7	.0152	32.1	12.3	16.3	17.3	28.1	13.4	317,485	49,719	23,009	72,552	13,552	34,056	9,398
• Worcester	159.9	.0679	32.9	16.1	14.7	13.9	33.1	59.9	1,038,364	198,164	87,704	167,130	101,635	202,621	38,506
SUBURBAN TOTAL	415.1	.1762	32.2	10.9	16.8	18.2	27.1	145.9	2,041,172	508,209	206,466	216,713	64,078	201,674	60,883
OTHER COUNTIES															
Barnstable	169.2	.0718	38.8	8.9	15.2	15.4	38.8	68.3	1,367,473	335,016	233,887	117,507	51,225	107,058	34,704
Dukes	10.2	.0044	35.4	8.3	20.4	15.8	34.6	4.5	102,822	18,882	17,885	1,263	2,509	6,426	1,790
Franklin	66.5	.0282	32.7	11.4	18.7	16.3	29.5	25.7	298,352	54,998	33,997	25,592	10,508	48,836	12,562
Nantucket	5.6	.0024	36.0	9.1	20.0	16.7	34.4	2.4	82,700	19,406	17,482	754	652	4,194	1,557
TOTAL METRO COUNTIES	**5,513.4**	**2.3409**	**32.3**	**13.1**	**17.0**	**17.4**	**28.1**	**2,006.8**	**32,801,632**	**7,679,117**	**3,853,278**	**4,072,313**	**1,353,098**	**4,016,840**	**1,049,500**
TOTAL STATE	**5,764.9**	**2.4477**	**32.5**	**13.0**	**17.0**	**17.3**	**28.4**	**2,107.7**	**34,652,979**	**8,107,419**	**4,156,529**	**4,217,429**	**1,417,992**	**4,183,354**	**1,100,113**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THE Survey OF Buying Power
DATA SERVICE
1983

The Survey of Buying Power, 1983.

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- No significant outside media infiltration.
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The Springfield Newspapers

Largest in Massachusetts Outside Boston

MASS.

S&MM ESTIMATES

$$ EFFECTIVE BUYING INCOME 1983

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
BOSTON - LAWRENCE - SALEM - LOWELL - BROCKTON	**41,518,432**	**27,633**	**19.3**	**29.4**	**20.8**	**15.0**	**1.7626**
Essex	7,105,262	27,132	19.5	29.6	20.7	13.8	.3096
• Gloucester	304,769	23,566	23.8	30.4	16.0	11.3	.0134
• Haverhill	469,945	23,205	23.7	30.7	18.2	8.1	.0230
• Lawrence	547,294	18,683	25.4	28.3	14.0	4.6	.0242
• Lynn	777,303	21,891	23.3	30.9	15.9	7.3	.0328
Peabody	523,746	30,718	15.9	30.6	25.8	14.7	.0292
• Salem	408,900	23,170	23.4	31.1	17.9	8.4	.0183
Middlesex	16,483,909	30,370	17.4	29.4	22.6	18.3	.6754
Arlington	618,066	31,060	17.6	29.4	24.7	17.6	.0214
• Cambridge	1,086,156	21,526	25.4	30.3	13.3	10.1	.0541
• Framingham	870,651	31,154	16.3	29.5	23.3	20.0	.0405
• Lowell	842,551	21,920	24.8	31.9	15.6	6.9	.0372
Malden	571,387	24,160	23.2	31.9	18.4	9.0	.0220
Medford	612,758	27,522	18.8	31.1	21.4	13.1	.0256
Newton	1,271,084	38,561	13.1	23.0	23.0	33.0	.0526
Somerville	742,710	22,031	24.2	32.6	15.7	6.6	.0298
• Waltham	656,999	28,036	18.4	31.6	22.8	13.2	.0301
Norfolk	7,716,587	32,611	15.7	28.0	24.9	20.4	.3147

Boston Area Newspaper Dailies

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DOMINATES THE BOSTON ADI... SUBURBS/EX-URBS

- Total household coverage: 566,500 (28%)
- Total readership coverage: 1,406,600 (34.8%)
- Total Non-duplicated readership in combination with largest metro paper is 85% of 2,392,800 readers giving 59% ADI coverage.
- Lowest household CPM.

SOURCE: Scarborough '83

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FOR RESULTS
(SEE PAGE B-26)

Ledger Land

READERSHIP IMPACT

The Patriot Ledger...

- #1 in circulation (89,944*) among Mass. eve. papers
- #1 in classified adv. among New England eve. papers
- #2 in retail adv. among Mass. daily papers

*Source ABC Audit Report 12/31/83. NENA Linage Report 12/31/83

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The Patriot Ledger

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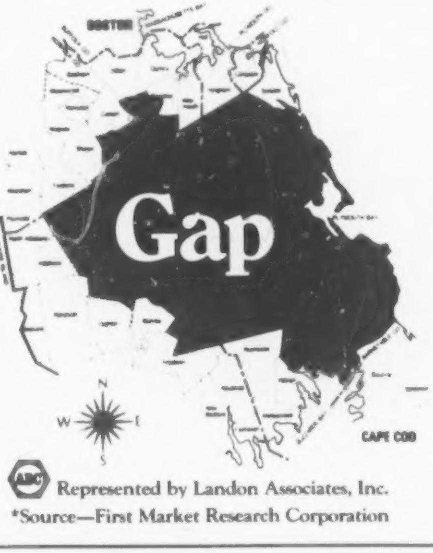
MASS. (cont.)

S&MM ESTIMATES

$$ EFFECTIVE BUYING INCOME 1983

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
Brookline	864,958	29,169	18.6	28.0	19.2	20.9	.0287
Quincy	970,731	25,963	20.7	31.4	20.8	10.6	.0414
Weymouth	626,684	29,265	17.4	30.2	25.1	14.2	.0265
Plymouth	4,197,836	26,831	20.4	33.3	21.0	10.8	.1870
• Brockton	859,130	22,196	23.0	32.0	16.6	6.3	.0430
Suffolk	6,014,838	19,617	25.6	28.3	13.4	7.4	.2759
• Boston	5,258,831	19,339	25.9	27.9	13.0	7.5	.2404
Revere	419,717	22,978	23.4	31.1	18.4	7.0	.0201
SUBURBAN TOTAL	29,435,903	31,274	16.7	29.3	23.9	18.6	1.2056
NEW BEDFORD - FALL RIVER - ATTLEBORO	**4,316,634**	**22,450**	**23.8**	**33.3**	**16.1**	**6.4**	**.1989**
Bristol	4,316,634	22,450	23.8	33.3	16.1	6.4	.1989
• Attleboro	355,896	25,402	22.6	35.1	19.2	8.6	.0169
• Fall River	707,389	17,151	28.4	31.0	8.9	2.7	.0333
• New Bedford	776,719	17,078	28.5	28.8	10.5	3.2	.0353
Taunton	409,232	22,689	23.9	34.4	15.9	6.3	.0190
SUBURBAN TOTAL	2,476,630	26,682	20.0	36.0	21.1	8.9	.1134
PITTSFIELD	**1,471,109**	**24,148**	**23.1**	**32.2**	**18.1**	**9.2**	**.0686**
Berkshire	1,471,109	24,148	23.1	32.2	18.1	9.2	.0686
• Pittsfield	540,691	24,370	22.5	31.0	17.9	10.5	.0273
SUBURBAN TOTAL	930,418	24,027	23.5	33.0	18.2	8.4	.0413
SPRINGFIELD	**5,429,800**	**23,187**	**23.2**	**32.5**	**17.4**	**7.4**	**.2531**
Hampden	4,107,574	22,885	23.1	32.2	17.2	7.2	.1957
Chicopee	494,786	21,810	24.3	33.1	17.0	4.4	.0267
• Holyoke	374,217	18,280	25.3	28.4	12.4	5.4	.0168
• Springfield	1,257,836	19,366	25.9	30.2	13.5	4.7	.0668
• Westfield	349,306	25,170	21.3	36.6	19.2	7.0	.0178
Hampshire	1,322,226	24,153	23.5	34.0	17.9	7.9	.0574
• Northampton	291,279	21,907	24.6	31.7	15.4	7.3	.0153
SUBURBAN TOTAL	3,157,162	25,762	21.6	34.1	20.1	9.1	.1364
WORCESTER - FITCHBURG - LEOMINSTER	**6,421,806**	**24,870**	**22.0**	**33.1**	**19.1**	**8.8**	**.2845**
Worcester	6,421,806	24,870	22.0	33.1	19.1	8.8	.2845
• Fitchburg	356,536	20,677	25.9	31.5	13.7	6.3	.0166
• Leominster	343,810	23,821	22.7	35.7	17.3	6.5	.0184
• Worcester	1,477,660	20,777	25.3	30.2	14.7	6.9	.0716
SUBURBAN TOTAL	4,243,800	27,129	20.2	34.2	21.7	10.0	.1779
OTHER COUNTIES							
Barnstable	1,769,432	22,608	26.6	32.8	15.7	8.1	.0868
Dukes	114,047	21,449	28.9	32.2	13.2	8.7	.0058
Franklin	625,959	21,931	26.4	34.0	15.1	5.6	.0266
Nantucket	74,608	27,431	20.0	36.0	18.5	13.3	.0042
TOTAL METRO COUNTIES	**59,157,781**	**26,160**	**20.5**	**30.6**	**19.7**	**12.6**	**2.5677**
TOTAL STATE	**61,741,827**	**25,957**	**20.8**	**30.8**	**19.5**	**12.3**	**2.6911**



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*Source—First Market Research Corporation

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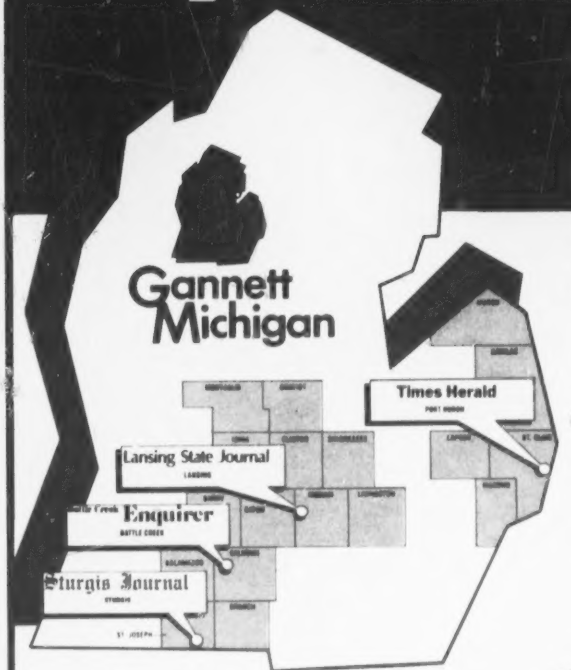
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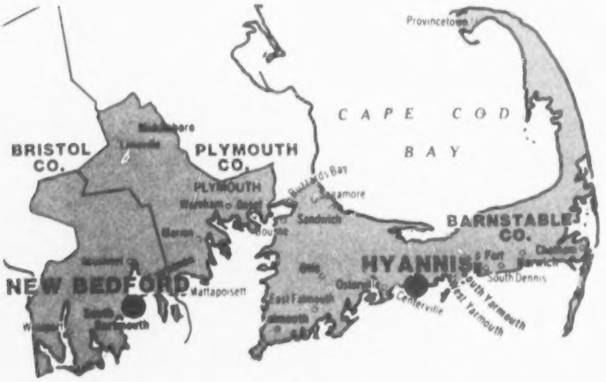
MICHIGAN

MICH. S&MM ESTIMATES	POPULATION—12/31/83								RETAIL SALES BY STORE GROUP 1983						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group: 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish / Appliance ($000)	Automotive ($000)	Drug ($000)
ANN ARBOR	**268.7**	**.1141**	**27.6**	**21.5**	**22.7**	**16.5**	**16.6**	**95.7**	**1,427,571**	**207,213**	**153,032**	**290,314**	**76,377**	**237,878**	**57,366**
Washtenaw	268.7	.1141	27.6	21.5	22.7	16.5	16.6	95.7	1,427,571	207,213	153,032	290,314	76,377	237,878	57,366
• Ann Arbor	107.5	.0456	26.2	29.1	24.5	14.1	14.4	39.4	741,724	112,128	85,964	153,220	56,964	66,392	30,760
SUBURBAN TOTAL	161.2	.0685	28.6	16.4	21.6	18.0	18.1	56.3	685,847	95,085	67,068	137,094	19,413	171,486	26,606
BATTLE CREEK	**135.9**	**.0577**	**31.8**	**11.7**	**16.4**	**17.7**	**27.1**	**49.9**	**579,580**	**97,390**	**76,210**	**127,403**	**26,285**	**78,815**	**25,283**
Calhoun	135.9	.0577	31.8	11.7	16.4	17.7	27.1	49.9	579,580	97,390	76,210	127,403	26,285	78,815	25,283
• Battle Creek	54.9	.0233	30.9	12.6	17.2	13.7	29.3	21.7	289,187	44,133	22,037	50,482	7,961	64,235	12,779
SUBURBAN TOTAL	81.0	.0344	32.5	11.1	15.8	20.4	25.6	28.2	290,393	53,257	54,173	76,921	18,324	14,580	12,504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- 88,452 daily circulation
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- 12% discount - 1 order - 1 bill

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MICH. (cont.)
S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/83								RETAIL SALES BY STORE GROUP 1983						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
BENTON HARBOR	**165.7**	**.0704**	**31.0**	**11.3**	**16.2**	**17.5**	**26.1**	**59.8**	**776,643**	**186,262**	**76,733**	**93,010**	**70,037**	**102,001**	**30,946**
Berrien	165.7	.0704	31.0	11.3	16.2	17.5	26.1	59.8	776,643	186,262	76,733	93,010	70,037	102,001	30,946
• Benton Harbor	13.8	.0059	22.2	12.2	13.4	13.0	18.8	4.4	109,995	7,892	7,075	23,626	1,922	24,579	6,239
SUBURBAN TOTAL	151.9	.0645	31.7	11.3	16.5	17.9	26.7	55.4	666,648	178,370	69,658	69,354	68,115	77,422	24,707
DETROIT	**4,346.9**	**1.8457**	**30.8**	**12.0**	**17.4**	**17.9**	**24.9**	**1,551.5**	**22,832,640**	**5,326,844**	**2,169,989**	**2,888,741**	**973,058**	**4,278,322**	**1,082,984**
Lapeer	74.8	.0317	28.2	10.8	17.7	19.6	18.4	23.0	248,507	81,271	20,852	9,928	8,962	46,952	17,243
Livingston	108.7	.0462	29.4	9.9	18.1	21.5	18.4	34.1	388,684	107,564	41,537	37,551	12,640	53,741	20,703
Macomb	697.7	.2963	30.6	12.5	17.1	19.5	22.9	239.9	4,122,409	1,087,686	351,670	528,064	187,429	812,279	168,706
Roseville	52.4	.0222	29.8	13.8	18.2	16.0	24.5	18.2	301,730	81,282	29,002	87,989	9,505	20,958	15,203
St. Clair Shores	72.9	.0310	35.3	12.4	14.6	17.6	32.7	26.6	285,496	74,189	43,078	26,987	9,542	37,475	17,194
Sterling Heights	114.0	.0484	28.7	10.2	20.3	22.2	15.1	36.9	1,124,503	245,756	62,614	243,383	42,368	264,799	22,706
Warren	155.4	.0660	32.4	13.7	14.0	20.7	25.6	53.7	771,016	277,918	83,493	66,667	34,534	107,612	23,825
Monroe	134.5	.0571	29.2	11.6	17.0	18.5	21.6	44.1	528,549	126,374	38,107	50,896	12,217	142,815	16,872
Oakland	1,014.0	.4305	31.5	11.4	18.1	19.6	24.2	368.6	6,647,396	1,434,661	677,150	876,984	355,150	1,165,674	271,054
Farmington Hills	59.4	.0252	33.1	10.9	16.7	21.7	25.0	21.4	267,465	46,784	45,256	15,671	10,326	58,959	10,207
• Pontiac	72.8	.0309	27.0	14.6	18.1	14.8	20.7	25.3	308,570	52,828	23,088	46,304	10,068	78,692	11,538
Royal Oak	67.5	.0287	33.4	11.8	20.0	15.9	31.0	27.8	408,432	60,105	41,543	22,636	21,001	113,390	11,278
Southfield	74.6	.0317	36.7	10.3	17.2	18.2	34.0	30.3	1,312,267	154,563	164,437	311,889	81,562	174,613	41,618
Troy	68.7	.0292	31.1	8.6	20.1	24.1	18.0	24.3	844,111	118,833	56,699	226,723	32,377	173,558	29,934
St. Clair	139.6	.0593	30.5	11.4	16.0	17.6	25.1	48.0	624,547	157,132	71,119	62,984	26,869	87,008	34,141
• Port Huron	33.4	.0142	30.1	14.1	15.7	14.5	27.8	12.7	279,512	52,906	29,998	28,567	19,488	31,754	10,472
Wayne	2,177.6	.9246	30.9	12.4	17.1	16.4	26.5	793.8	10,272,548	2,332,156	969,554	1,322,334	369,791	1,969,853	554,245
• Dearborn	85.4	.0363	37.6	11.6	15.2	15.5	37.2	34.0	1,304,622	99,856	121,811	201,568	68,935	358,412	73,668
Dearborn Heights	63.1	.0268	34.2	12.8	14.6	18.7	30.1	22.4	268,357	83,535	45,787	1,587	5,994	15,964	8,650
• Detroit	1,105.9	.4695	30.3	12.4	17.0	14.9	27.1	412.4	3,298,735	814,877	380,140	191,402	97,577	745,190	180,025
Lincoln Park	42.1	.0179	32.1	13.2	17.7	15.3	29.6	16.0	245,667	79,090	13,361	37,220	7,662	19,060	18,580
Livonia	101.9	.0433	33.2	11.8	14.3	21.4	26.0	32.8	930,916	220,486	58,657	127,788	67,669	123,500	58,431
Taylor	78.1	.0332	27.3	13.5	18.7	18.9	16.7	25.5	694,539	154,374	47,630	164,878	13,432	115,222	28,957
Westland	83.2	.0353	29.0	14.1	19.0	19.0	19.6	29.5	567,997	158,304	42,251	108,605	8,303	83,014	29,210
SUBURBAN TOTAL	3,049.4	1.2948	31.0	11.8	17.4	19.2	23.8	1,067.1	17,641,201	4,306,377	1,614,952	2,420,900	776,990	3,064,274	807,281
DETROIT - ANN ARBOR CONSOLIDATED AREA	***4,615.6***	***1.9598***	***30.6***	***12.6***	***17.7***	***17.8***	***24.4***	***1,647.2***	***24,260,211***	***5,534,057***	***2,323,021***	***3,179,055***	***1,049,435***	***4,516,200***	***1,140,350***
FLINT	**437.8**	**.1859**	**29.0**	**12.9**	**17.1**	**18.5**	**21.3**	**155.3**	**2,620,466**	**504,458**	**222,705**	**518,970**	**124,307**	**583,767**	**103,776**
Genesee	437.8	.1859	29.0	12.9	17.1	18.5	21.3	155.3	2,620,466	504,458	222,705	518,970	124,307	583,767	103,776
• Flint	150.0	.0637	28.2	14.2	17.3	14.9	23.4	56.0	779,489	153,336	95,549	34,119	49,116	163,382	39,546
SUBURBAN TOTAL	287.8	.1222	29.4	12.2	16.8	20.4	20.2	99.3	1,840,977	351,122	127,156	484,851	75,191	420,385	64,230
GRAND RAPIDS	**610.4**	**.2592**	**29.4**	**13.8**	**17.7**	**17.0**	**23.1**	**214.6**	**3,028,271**	**408,223**	**298,523**	**733,465**	**153,662**	**467,150**	**71,534**
Kent	448.3	.1903	29.6	14.0	17.8	16.6	23.8	161.7	2,446,384	322,443	238,307	585,403	129,243	375,336	56,873
• Grand Rapids	181.2	.0769	29.8	15.7	17.5	13.2	27.7	67.3	1,053,932	143,360	86,568	299,371	66,938	133,493	25,091
Wyoming	61.3	.0260	29.0	15.2	19.6	16.0	22.4	23.3	369,443	68,909	52,328	49,876	16,749	40,474	12,693
Ottawa	162.1	.0689	28.8	13.4	17.4	18.1	21.2	52.9	581,887	85,780	60,216	148,062	24,419	91,814	14,661
• Holland	27.1	.0115	29.9	17.7	15.4	14.5	27.7	9.7	181,913	19,956	17,504	23,521	10,873	42,889	6,976
SUBURBAN TOTAL	402.1	.1708	29.2	12.7	18.0	18.8	20.7	137.6	1,792,426	244,907	194,451	410,573	75,851	290,768	39,467
JACKSON	**150.0**	**.0637**	**30.8**	**11.9**	**18.5**	**18.1**	**24.2**	**51.4**	**618,592**	**95,341**	**52,866**	**172,064**	**23,488**	**82,040**	**15,325**
Jackson	150.0	.0637	30.8	11.9	18.5	18.1	24.2	51.4	618,592	95,341	52,866	172,064	23,488	82,040	15,325
• Jackson	38.0	.0161	30.0	13.8	16.7	13.6	28.1	14.7	225,081	34,289	30,769	14,281	14,960	42,895	11,805
SUBURBAN TOTAL	112.0	.0476	31.1	11.2	19.0	19.6	22.9	36.7	393,511	61,052	22,097	157,783	8,528	39,145	3,520

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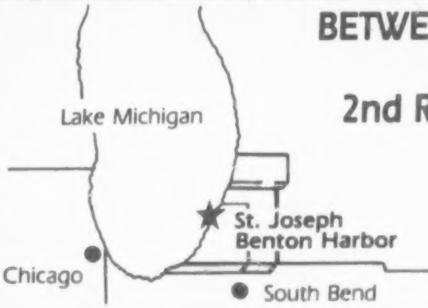

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Households - 59,800
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Food Sales - $186,262,000
Total Retail Sales - $776,643,000

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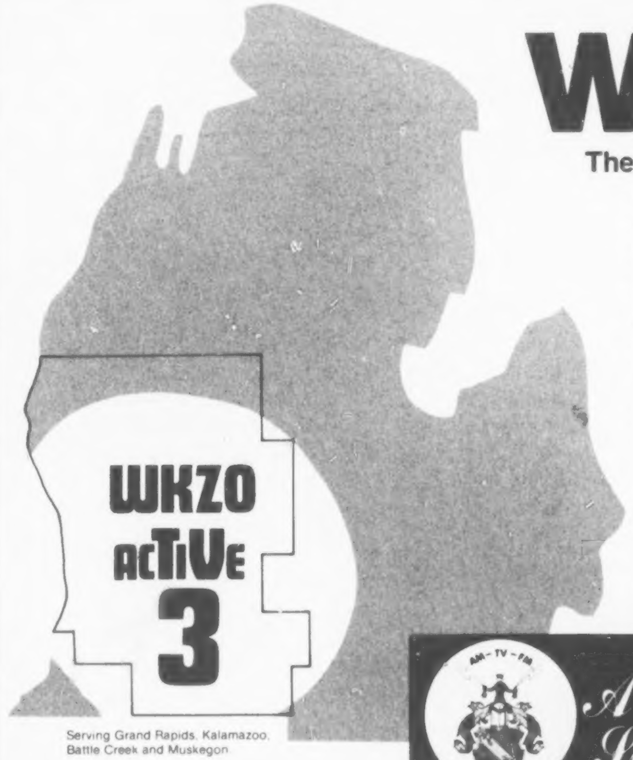
MICH. (cont.)
S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/83								RETAIL SALES BY STORE GROUP 1983						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
KALAMAZOO	**212.4**	**.0902**	**28.9**	**17.7**	**18.4**	**17.1**	**21.7**	**76.7**	**1,212,109**	**183,172**	**121,214**	**343,809**	**60,627**	**160,194**	**24,322**
Kalamazoo	212.4	.0902	28.9	17.7	18.4	17.1	21.7	76.7	1,212,109	183,172	121,214	343,809	60,627	160,194	24,322
• Kalamazoo	78.7	.0334	26.1	26.6	18.1	12.1	21.9	28.5	523,638	56,869	71,741	64,175	24,426	118,970	11,149
SUBURBAN TOTAL	133.7	.0568	30.5	12.4	18.6	20.1	21.6	48.2	688,471	126,303	49,473	279,634	36,201	41,224	13,173
LANSING - EAST LANSING	**421.1**	**.1790**	**27.5**	**18.4**	**19.2**	**16.7**	**18.9**	**145.6**	**2,096,965**	**388,231**	**220,546**	**400,894**	**91,251**	**371,538**	**45,996**
Clinton	56.8	.0242	29.0	10.8	17.1	20.2	19.6	18.2	156,606	49,828	13,527	2,584	4,361	30,201	5,285
Eaton	92.6	.0394	29.5	12.0	18.6	19.6	20.3	32.3	483,785	97,748	43,025	124,317	18,511	59,209	7,987
Ingham	271.7	.1154	26.6	22.1	19.9	15.0	18.3	95.1	1,456,574	240,655	163,994	273,993	68,379	282,128	32,724
• East Lansing	50.7	.0215	22.8	56.4	14.9	8.3	9.0	12.7	233,089	40,864	47,238	879	15,680	23,499	7,410
• Lansing	127.3	.0540	28.2	15.3	21.8	14.7	20.5	49.0	820,360	145,376	79,309	133,900	47,378	211,051	16,470
SUBURBAN TOTAL	243.1	.1035	29.5	12.1	18.6	19.6	20.1	83.9	1,043,516	201,991	93,999	266,115	28,193	136,988	22,116
MUSKEGON	**153.5**	**.0652**	**30.5**	**12.1**	**16.2**	**16.7**	**26.1**	**54.2**	**598,320**	**105,668**	**63,004**	**166,141**	**22,776**	**87,798**	**19,529**
Muskegon	153.5	.0652	30.5	12.1	16.2	16.7	26.1	54.2	598,320	105,668	63,004	166,141	22,776	87,798	19,529
• Muskegon	39.3	.0167	30.1	14.7	17.0	12.3	29.3	15.0	169,560	30,839	14,112	20,070	9,082	35,503	5,615
SUBURBAN TOTAL	114.2	.0485	30.7	11.2	15.9	18.2	25.0	39.2	428,760	74,829	48,892	146,071	13,694	52,295	13,914
SAGINAW - BAY CITY - MIDLAND	**414.7**	**.1760**	**29.5**	**12.3**	**17.1**	**17.9**	**22.7**	**142.7**	**2,060,152**	**474,943**	**234,911**	**337,418**	**83,123**	**330,671**	**72,568**
Bay	115.9	.0492	30.2	12.5	16.7	17.4	24.7	40.7	569,554	137,303	54,272	73,546	21,348	108,778	17,728
• Bay City	39.0	.0166	31.3	13.7	16.2	14.4	29.5	14.9	281,034	58,888	23,344	57,732	8,420	40,994	7,444
Midland	74.5	.0316	29.3	12.1	17.7	19.6	20.3	25.6	280,912	82,662	23,121	34,878	7,304	44,022	14,529
• Midland	37.1	.0158	29.9	13.5	17.8	19.0	22.0	13.4	251,329	74,578	19,318	34,878	7,070	41,144	12,273
Saginaw	224.3	.0952	29.2	12.3	16.8	17.6	22.6	76.4	1,209,686	254,978	157,518	228,994	54,471	177,871	40,311
• Saginaw	73.7	.0313	28.4	13.4	17.2	13.5	25.1	26.6	270,549	55,522	31,941	16,922	7,549	59,011	11,696
SUBURBAN TOTAL	264.9	.1123	29.5	11.6	17.0	19.5	21.2	87.8	1,257,240	285,955	160,308	227,886	60,084	189,522	41,155
OTHER COUNTIES															
Alcona	10.4	.0044	41.4	7.7	10.6	16.4	40.9	4.0	27,556	7,165	3,484	1,800	460	9,023	338
Alger	9.2	.0039	33.3	9.3	15.1	17.0	30.4	3.2	32,326	12,460	3,447	459	833	4,439	574
Allegan	84.1	.0357	30.0	11.4	16.9	17.6	24.0	28.5	234,424	55,788	22,005	4,155	5,815	61,034	12,610
Alpena	31.5	.0134	31.3	12.0	14.5	18.2	26.4	11.3	146,170	42,623	15,798	13,134	6,735	18,562	6,194
Antrim	17.1	.0072	33.8	9.4	14.8	16.9	31.4	6.1	48,404	17,602	5,689	560	2,126	6,798	1,508
Arenac	15.6	.0067	32.8	10.2	14.1	16.1	30.8	5.6	54,549	18,013	6,286	771	426	10,081	1,477
Baraga	8.3	.0035	32.9	9.2	15.0	15.5	31.3	3.0	32,330	8,106	2,693	3,770	258	6,285	646
Barry	47.1	.0200	31.3	10.1	16.6	19.4	24.4	16.1	82,952	29,887	7,243	1,833	1,797	10,351	2,847
Benzie	11.9	.0050	33.7	10.2	14.9	17.8	30.2	4.3	46,498	14,496	5,824		994	10,635	3,259

WKZO-TV

The #1 buy in Michigan's #1 growth market!



Serving Grand Rapids, Kalamazoo, Battle Creek and Muskegon

The most recent U. S. Census shows Kalamazoo-Grand Rapids has grown 11.3 % since 1970. It's the fastest growing of any Michigan market ranked among the nation's top 100. Kalamazoo-Grand Rapids is now America's 38th TV market with these national rankings:

- 38th in total retail sales
- 34th in effective buying income
- 36th in buying power index
- 39th in households

These busy consumers have made TV Active 3 their information station. WKZO-TV is #1 among Persons 18+, Total Women and Total Homes from 9 a.m. to Mid., Sunday through Saturday, TSA. From 9 a.m. to 4:30 p.m. weekdays, more Women 18+ turn to us than to any other station in the market. And during early fringe, 4:30 to 6 p.m., we dominate adults 18-49 and every female demographic across the board!

So if you want to reach your prime target audience in Michigan's fastest growing market, do what they do. Turn to WKZO-TV.

S & MM 1983 Survey of Buying Power Arbitron ADI, July 1983

AM–TV–FM

A Felzer Station

WKZO-TV

Channel 3 A CBS Affiliate 100,000 WATTS 1000 FT. TOWER

KALAMAZOO-GRAND RAPIDS AND GREATER WESTERN MICHIGAN

Avery-Knodel Television National Representatives

MICH. (cont.)
S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/83								RETAIL SALES BY STORE GROUP 1983						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
Branch	39.8	.0169	31.5	11.5	16.0	17.9	26.5	14.2	127,566	28,679	11,494	15,007	4,263	24,930	5,264
Cass	49.6	.0210	31.8	10.1	16.2	18.4	26.5	17.6	110,399	37,311	15,178	2,753	1,531	20,688	3,660
Charlevoix	20.5	.0088	31.8	10.9	16.0	17.9	27.0	7.7	78,291	29,097	7,603	1,995	4,103	13,104	3,100
Cheboygan	21.4	.0090	33.1	9.6	14.8	17.1	30.0	7.9	103,259	25,919	14,802	2,274	1,239	12,723	2,501
Chippewa	26.9	.0115	30.9	14.8	15.5	16.2	27.5	9.3	120,411	33,382	11,037	15,704	2,321	12,533	4,349
Clare	25.4	.0107	35.2	9.6	13.1	16.5	33.7	9.5	101,874	37,912	6,861	1,987	3,948	14,627	3,669
Crawford	10.6	.0045	32.4	10.3	14.8	17.4	28.7	3.6	55,770	12,957	7,902	5,580	716	9,059	1,023
Delta	38.6	.0163	31.7	10.2	15.4	17.0	28.0	13.6	182,908	45,989	16,510	25,636	8,053	32,767	1,937
Dickinson	25.2	.0107	35.1	9.9	14.7	15.8	34.3	9.6	111,743	18,638	10,302	24,751	5,147	17,643	2,607
Emmet	23.8	.0101	31.5	11.5	17.2	17.1	26.9	8.6	160,001	32,006	17,741	14,128	9,994	22,322	5,245
Gladwin	21.5	.0091	34.5	9.7	13.3	16.6	32.8	7.8	61,204	20,103	5,794	2,863	1,849	11,148	2,139
Gogebic	18.6	.0079	40.5	9.2	12.2	14.7	41.0	7.2	68,444	12,778	6,613	10,942	2,483	10,460	1,787
Grand Traverse	58.7	0249	30.2	12.6	19.2	17.4	23.3	21.0	341,316	55,051	41,222	34,656	19,573	60,837	9,957
Gratiot	38.9	.0165	30.1	13.0	15.2	16.9	25.6	13.3	152,155	34,337	14,666	12,790	4,449	25,025	6,825
Hillsdale	42.2	.0179	31.1	12.3	15.1	17.2	26.9	14.2	133,906	41,501	10,640	11,549	3,259	26,372	6,106
Houghton	37.8	.0161	29.4	22.9	12.3	12.8	30.4	12.8	137,906	44,362	16,518	5,057	3,694	15,643	4,346
Huron	36.1	.0153	33.2	10.1	14.0	15.2	32.2	13.0	128,279	40,297	11,723	3,430	4,562	23,287	7,521
Ionia	52.0	0221	28.2	14.5	16.5	16.6	22.1	16.3	221,254	74,491	12,008	42,608	3,257	24,782	5,022
Iosco	29.1	.0123	30.8	14.5	14.8	15.6	28.3	10.8	103,820	30,468	10,384	3,331	3,398	15,683	5,844
Iron	13.3	.0057	43.3	7.7	12.1	14.5	43.7	5.3	60,882	19,272	4,855	3,355	1,091	6,427	1,338
Isabella	55.8	0236	24.0	30.6	15.4	13.2	17.1	17.0	212,957	49,674	27,955	21,362	10,094	25,487	11,727
Kalkaska	12.7	.0054	30.5	10.0	16.3	16.5	26.2	4.5	49,565	15,023	4,659	256	301	15,528	1,262
Keweenaw	1.8	.0008	46.5	7.1	12.8	13.7	47.3	7	5,040	2,212	1,060				
Lake	8.4	.0036	41.5	7.2	11.3	14.8	41.7	3.3	18,457	4,974	4,288	958	310	195	1,020
Leelanau	14.7	.0063	33.2	9.2	17.4	17.9	28.9	5.4	37,113	7,421	5,831	1,353	596	1,447	414
Lenawee	88.9	.0377	30.4	11.6	16.5	17.6	24.9	30.1	413,392	87,593	36,368	35,983	14,377	80,955	19,699
Luce	6.5	0027	33.8	9.5	15.0	17.7	30.4	2.1	32,385	12,877	1,816	907	651	9,279	864
Mackinac	9.9	.0042	34.0	9.4	14.1	16.6	32.0	3.6	48,090	12,844	7,282	1,300	869	2,110	1,062
Manistee	23.1	.0098	34.4	10.2	14.7	16.6	32.5	9.0	73,821	16,585	5,769	7,868	1,852	14,701	3,507
Marquette	74.5	.0316	27.5	18.6	19.4	15.3	20.2	24.8	299,654	71,356	35,900	33,350	14,451	41,155	7,759
Mason	26.9	.0114	33.8	10.5	15.0	16.8	31.5	10.0	104,709	27,775	14,596	12,043	3,224	14,494	5,614
Mecosta	38.2	.0163	24.3	30.7	13.1	13.0	21.1	11.5	142,941	27,922	21,004	17,529	6,798	23,147	4,845
Menominee	25.8	.0109	32.3	10.6	15.2	15.9	30.0	9.2	98,615	23,015	11,879	22,178	1,757	18,700	1,002
Missaukee	10.8	.0046	31.2	10.4	15.1	16.6	27.6	3.6	24,926	7,573	2,148	546	395	3,721	313
Montcalm	48.9	0208	31.3	10.7	15.1	17.2	27.2	17.0	223,445	40,848	16,451	50,395	6,721	40,763	6,983
Montmorency	8.1	.0034	37.7	9.0	12.3	14.6	38.1	3.1	29,951	6,338	4,232	430	320	3,611	1,334
Newaygo	36.3	.0154	32.4	9.7	14.3	17.4	28.9	13.0	91,576	31,598	9,986	4,237	2,417	13,715	2,030
Oceana	22.7	.0097	31.5	10.0	14.8	17.5	27.3	7.8	57,384	21,473	4,858	1,629	1,133	9,157	2,028
Ogemaw	17.8	.0075	34.9	9.6	13.3	16.4	33.4	6.5	80,956	28,131	3,501	3,079	2,444	11,003	3,465
Ontonagon	9.2	.0039	35.9	7.3	13.4	18.7	32.6	3.3	35,339	8,024	3,947	1,437	468	8,974	917
Osceola	19.8	.0085	31.9	10.0	14.7	17.0	28.5	7.0	53,157	19,344	4,287	1,215	563	4,141	2,513
Oscoda	7.4	.0031	37.8	8.7	11.7	16.7	36.8	2.8	19,812	7,314	3,973	133	499	661	1,187
Otsego	16.1	.0068	30.7	10.1	16.1	18.0	25.0	5.5	97,240	25,033	14,774	1,000	2,174	9,804	3,089
Presque Isle	14.2	.0060	34.2	9.5	13.6	16.3	32.6	5.1	37,529	13,087	3,200	2,275	2,250	5,318	1,537
Roscommon	18.3	.0078	41.5	8.6	11.8	14.8	42.1	7.5	80,015	28,525	10,714	1,235	1,438	6,965	3,426
St. Joseph	56.9	.0241	31.2	11.0	16.5	17.2	26.5	20.3	235,170	60,213	19,419	22,479	4,897	46,310	10,146
Sanilac	40.9	.0174	32.2	10.4	14.4	16.1	29.8	14.4	126,980	36,153	8,439	2,533	4,300	23,892	6,660
Schoolcraft	8.5	.0036	34.0	9.4	14.3	15.7	32.9	3.0	34,433	13,215	3,715	646	926	4,507	1,122
Shiawassee	70.9	.0301	29.2	11.2	17.0	18.6	21.5	23.5	254,738	67,536	21,171	25,234	7,833	54,121	13,068
Tuscola	57.6	.0245	29.6	11.0	16.6	18.2	22.9	18.7	155,947	38,069	12,919	4,207	3,093	33,963	6,001
Van Buren	69.2	0293	31.1	10.3	16.4	17.3	26.3	24.5	195,399	68,713	15,422	6,248	4,728	47,842	7,206
Wexford	26.2	.0111	32.1	10.4	15.3	16.9	28.8	9.5	168,794	42,107	11,933	12,170	8,543	34,094	8,422
TOTAL METRO COUNTIES	**7,317.1**	**3.1071**	**30.1**	**13.1**	**17.7**	**17.7**	**23.7**	**2,597.4**	**37,851,309**	**7,977,745**	**3,689,733**	**6,072,229**	**1,704,991**	**6,780,174**	**1,549,629**
TOTAL STATE	**9,129.3**	**3.8761**	**30.3**	**13.0**	**17.2**	**17.5**	**24.4**	**3,230.1**	**44,657,436**	**9,781,000**	**4,369,551**	**6,635,322**	**1,923,787**	**7,927,202**	**1,803,544**

S&MM'S FOUR SURVEY ISSUES

Survey of Buying Power, published in July, includes the most current estimates of the demographic and socioeconomic factors of regions, states, metropolitan markets, counties, and cities.

Survey of Buying Power—Part II, published in October, rearranges the basic *Survey* data in terms of TV and newspaper markets so that markets can be evaluated in media terms; it also gives a five-year projection of metropolitan markets, as well as current data on merchandise line sales for several product categories.

Survey of Selling Costs, published in February, includes detailed information on the basic selling costs of the leading metropolitan markets in the U.S. and Canada, plus data on such marketing-related expenses as sales incentives, sales training, sales meetings, car rentals, and salespeople's compensation.

Survey of Industrial & Commercial Buying Power, published in April, provides data on 4-digit SIC Industries, both manufacturing and nonmanufacturing, as well as leading counties for the more than 400 customer industries listed that buy goods and services from consumer and industrial establishments.

MICH.

S&MM ESTIMATES

$$ EFFECTIVE BUYING INCOME 1983

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
ANN ARBOR	**2,986,140**	**27,537**	**20.2**	**30.8**	**21.5**	**13.7**	**.1231**
Washtenaw	2,986,140	27,537	20.2	30.8	21.5	13.7	.1231
• Ann Arbor	1,206,532	24,695	23.7	29.1	17.4	14.2	.0538
SUBURBAN TOTAL	1,779,608	29,368	17.8	32.1	24.3	13.3	.0693
BATTLE CREEK	**1,340,195**	**24,590**	**22.3**	**32.3**	**19.4**	**8.3**	**.0551**
Calhoun	1,340,195	24,590	22.3	32.3	19.4	8.3	.0551
• Battle Creek	499,559	19,693	25.0	29.0	13.9	6.4	.0227
SUBURBAN TOTAL	840,636	28,098	20.1	35.1	23.5	9.7	.0324
BENTON HARBOR	**1,596,486**	**23,896**	**23.6**	**31.0**	**18.8**	**8.7**	**.0680**
Berrien	1,596,486	23,896	23.6	31.0	18.8	8.7	.0680
• Benton Harbor	77,918	14,231	30.8	22.5	8.6	2.8	.0056
SUBURBAN TOTAL	1,518,568	24,758	23.1	31.6	19.6	9.2	.0624
DETROIT	**45,930,560**	**27,435**	**18.5**	**31.0**	**21.8**	**12.4**	**1.9325**
Lapeer	641,912	26,731	19.7	36.8	21.8	7.6	.0264
Livingston	1,115,022	31,505	15.7	33.1	27.5	13.9	.0429
Macomb	7,183,539	29,006	17.6	36.2	25.0	9.9	.3178
Roseville	476,220	25,399	20.7	41.4	17.9	5.9	.0223
St. Clair Shores	801,028	29,279	17.9	35.5	23.6	11.2	.0306
Sterling Heights	1,206,617	32,528	13.1	37.3	32.4	10.4	.0640
Warren	1,608,390	28,766	17.7	35.4	25.1	10.3	.0672
Monroe	1,456,294	32,098	16.5	29.3	27.4	16.0	.0561
Oakland	13,280,038	32,712	15.0	29.5	24.7	20.8	.5393
Farmington Hills	891,519	38,707	11.1	25.2	27.0	29.9	.0309
• Pontiac	601,543	21,398	21.8	31.4	15.3	6.5	.0269
Royal Oak	867,531	29,775	18.8	32.7	24.8	13.3	.0347
Southfield	1,146,650	33,849	15.5	27.7	22.9	25.0	.0641
Troy	976,539	39,081	9.5	25.2	31.6	26.9	.0481
St. Clair	1,317,097	25,609	20.7	32.7	20.4	9.2	.0558
• Port Huron	303,804	20,893	24.0	30.0	15.1	6.8	.0164
Wayne	20,936,656	24,075	20.5	29.9	19.0	9.3	.8942
• Dearborn	1,032,128	28,170	20.2	28.5	22.5	14.4	.0624
Dearborn Heights	736,019	31,559	15.6	33.3	26.3	15.4	.0280
• Detroit	8,962,142	18,555	24.1	27.9	13.6	5.4	.3697
Lincoln Park	439,253	26,696	21.0	37.1	21.6	7.4	.0192
Livonia	1,229,328	36,803	10.1	29.1	33.2	21.3	.0586
Taylor	723,811	28,135	17.4	37.2	24.5	7.5	.0397
Westland	869,979	28,958	16.3	38.5	24.8	8.8	.0401
SUBURBAN TOTAL	35,030,943	30,758	16.1	32.4	25.2	15.2	1.4571
DETROIT - ANN ARBOR CONSOLIDATED AREA	***48,916,700***	***27,440***	***18.6***	***31.1***	***21.8***	***12.4***	***2.0556***
FLINT	**4,447,675**	**27,282**	**18.4**	**32.2**	**22.8**	**10.4**	**.1988**
Genesee	4,447,675	27,282	18.4	32.2	22.8	10.4	.1988
• Flint	1,384,272	22,591	21.8	31.4	17.1	7.1	.0622
SUBURBAN TOTAL	3,063,403	29,872	16.7	32.5	26.1	12.3	.1366
GRAND RAPIDS	**6,177,525**	**26,426**	**21.0**	**35.0**	**20.0**	**10.0**	**.2611**
Kent	4,559,426	25,606	21.9	34.3	18.9	9.7	.1979
• Grand Rapids	1,684,424	21,689	25.6	32.2	14.6	7.2	.0782
Wyoming	623,351	25,310	22.3	39.3	18.7	6.8	.0279
Ottawa	1,618,099	28,667	18.3	37.1	23.3	10.8	.0632
• Holland	278,145	24,741	25.1	33.2	17.7	10.0	.0129
SUBURBAN TOTAL	4,214,956	28,592	18.4	36.4	22.8	11.4	.1700
JACKSON	**1,439,980**	**25,922**	**21.1**	**33.8**	**20.6**	**9.1**	**.0592**
Jackson	1,439,980	25,922	21.1	33.8	20.6	9.1	.0592
• Jackson	345,625	20,829	24.8	31.3	14.3	6.3	.0163
SUBURBAN TOTAL	1,094,355	28,008	19.7	34.9	23.0	10.2	.0429
KALAMAZOO	**2,345,242**	**27,329**	**20.7**	**31.2**	**21.1**	**12.9**	**.0990**
Kalamazoo	2,345,242	27,329	20.7	31.2	21.1	12.9	.0990
• Kalamazoo	782,453	21,799	25.1	29.6	15.6	8.9	.0367
SUBURBAN TOTAL	1,562,789	30,473	18.2	32.0	24.3	15.3	.0623
LANSING - EAST LANSING	**4,401,794**	**27,333**	**20.3**	**32.4**	**21.8**	**11.9**	**.1833**
Clinton	539,419	28,676	17.6	37.0	25.1	9.2	.0203
Eaton	908,058	26,936	20.2	37.1	22.4	7.8	.0396
Ingham	2,954,317	27,173	20.9	30.0	21.0	13.8	.1234
■ East Lansing	459,127	22,665	25.7	22.5	16.0	17.5	.0201
• Lansing	1,370,724	25,765	21.8	31.9	20.5	10.1	.0610
SUBURBAN TOTAL	2,571,943	28,583	18.6	34.3	23.4	12.1	.1022
MUSKEGON	**1,381,984**	**23,246**	**24.3**	**33.2**	**17.8**	**6.7**	**.0577**
Muskegon	1,381,984	23,246	24.3	33.2	17.8	6.7	.0577
• Muskegon	316,779	17,829	29.0	29.9	11.0	3.3	.0144
SUBURBAN TOTAL	1,065,205	25,373	22.5	34.5	20.4	8.0	.0433

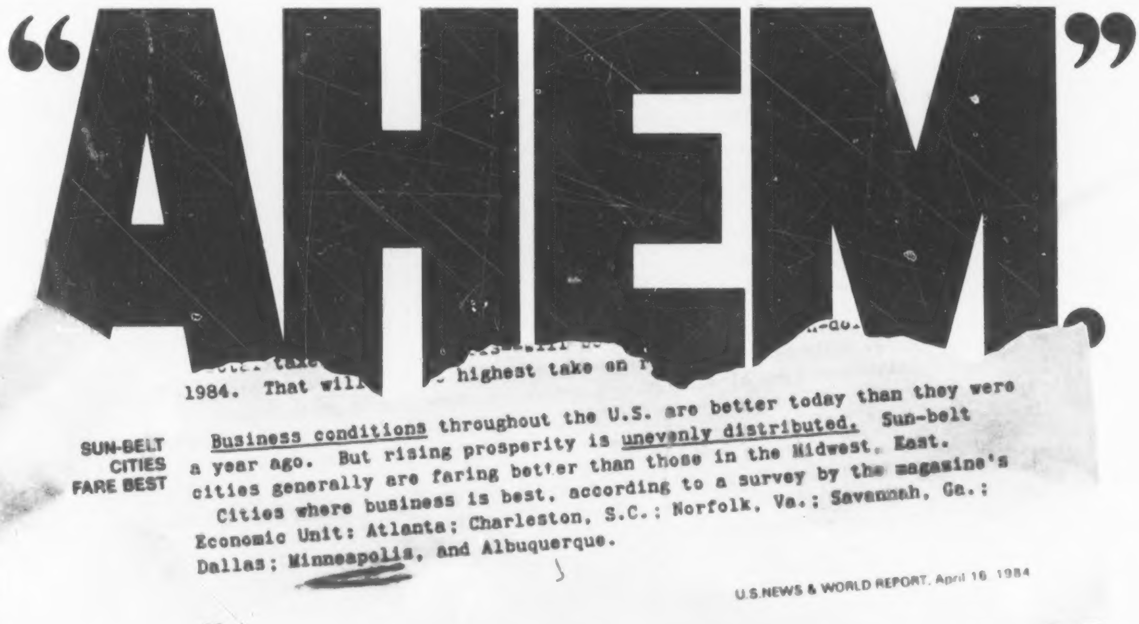
S&MM ESTIMATES

$$ EFFECTIVE BUYING INCOME 1983

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
SAGINAW - BAY CITY - MIDLAND	**3,959,727**	**26,179**	**19.4**	**33.0**	**20.5**	**9.5**	**.1724**
Bay	1,063,802	24,852	20.3	33.9	19.2	7.2	.0471
• Bay City	342,369	20,479	23.0	31.4	14.7	4.9	.0178
Midland	855,027	31,485	16.4	29.1	24.3	17.7	.0318
■ Midland	495,451	34,308	15.0	25.4	25.0	23.6	.0202
Saginaw	2,040,898	25,357	20.0	33.8	19.9	8.0	.0935
• Saginaw	576,419	19,168	23.3	30.6	13.3	4.3	.0255
SUBURBAN TOTAL	2,545,488	28,025	18.2	35.4	22.9	9.7	.1089
OTHER COUNTIES							
Alcona	73,640	15,374	35.1	25.8	7.8	2.5	.0032
Alger	68,174	20,013	26.5	36.0	11.5	2.5	.0030
Allegan	729,322	23,712	24.7	36.4	16.9	5.9	.0288
Alpena	254,075	20,626	25.7	34.2	13.8	3.6	.0119
Antrim	125,961	18,152	31.5	31.9	9.3	3.2	.0053
Arenac	114,989	17,561	31.8	29.6	10.4	3.3	.0052
Baraga	58,048	16,152	29.8	30.0	9.2	1.3	.0027
Barry	398,714	23,223	24.9	37.7	15.8	4.8	.0147
Benzie	101,567	20,966	28.6	33.4	13.7	5.5	.0044
Branch	337,989	21,575	27.9	35.1	14.4	4.6	.0137
Cass	415,923	21,693	26.8	35.5	14.7	4.5	.0159
Charlevoix	152,376	17,170	31.2	30.1	9.5	2.5	.0070
Cheboygan	151,330	16,913	32.8	30.5	8.3	2.0	.0076
Chippewa	175,165	15,738	31.9	28.7	7.3	1.7	.0091
Clare	190,490	16,174	34.2	26.0	10.3	3.5	.0089
Crawford	84,286	18,568	33.0	27.3	13.5	5.6	.0042
Delta	313,643	21,143	24.9	34.1	14.2	4.2	.0146
Dickinson	198,566	18,423	27.3	32.8	10.6	2.7	.0092
Emmet	205,221	20,786	26.9	31.7	14.0	6.2	.0105
Gladwin	154,848	16,612	31.0	28.5	10.8	2.3	.0068
Gogebic	138,826	16,215	34.6	28.4	7.9	2.2	.0062
Grand Traverse	538,397	22,673	25.6	34.3	16.2	6.8	.0253
Gratiot	353,879	23,764	23.8	32.1	18.0	8.3	.0147
Hillsdale	317,224	19,944	28.9	34.2	11.4	4.2	.0138
Houghton	256,016	16,093	32.6	28.1	8.3	2.3	.0122
Huron	288,913	19,385	29.4	31.9	11.9	4.5	.0124
Ionia	436,231	24,725	22.7	34.7	19.2	7.1	.0193
Iosco	218,806	16,506	36.5	28.6	9.0	2.3	.0099
Iron	97,160	15,263	30.7	27.9	7.9	1.8	.0047
Isabella	465,629	22,473	26.8	31.4	16.4	8.5	.0202
Kalkaska	88,233	17,285	31.9	31.7	8.0	2.5	.0042
Keweenaw	10,224	12,000	34.8	20.2	3.6	.6	.0004
Lake	42,516	10,441	32.0	16.9	2.6	.5	.0022
Leelanau	122,519	20,112	29.9	34.3	11.6	4.4	.0048
Lenawee	822,894	25,283	22.4	35.7	20.3	7.4	.0357
Luce	45,627	18,818	31.7	31.4	12.0	3.0	.0024
Mackinac	68,139	16,848	33.9	31.9	7.1	1.5	.0035
Manistee	185,753	18,445	28.6	32.7	9.8	3.3	.0077
Marquette	617,023	22,519	26.1	35.4	15.3	4.8	.0272
Mason	204,807	18,353	30.3	33.0	9.7	2.3	.0093
Mecosta	253,393	17,338	32.5	28.6	10.8	3.0	.0124
Menominee	174,947	17,570	31.7	32.8	7.7	1.7	.0084
Missaukee	67,595	16,467	35.5	29.7	7.1	1.8	.0029
Montcalm	394,777	20,920	26.9	33.4	14.0	4.9	.0183
Montmorency	51,626	13,820	35.6	23.3	5.1	2.0	.0026
Newaygo	264,028	18,074	29.6	32.2	9.9	2.8	.0111
Oceana	161,896	18,322	30.3	32.4	9.2	3.5	.0068
Ogemaw	113,995	14,020	32.9	24.5	7.0	2.2	.0060
Ontonagon	68,763	18,403	29.2	33.0	10.9	2.4	.0032
Osceola	157,562	19,866	29.3	31.9	13.3	4.4	.0065
Oscoda	45,110	13,621	36.0	24.5	4.1	1.4	.0020
Otsego	124,798	20,023	32.7	34.1	11.7	4.3	.0065
Presque Isle	98,798	16,320	26.6	29.6	8.1	3.6	.0044
Roscommon	130,503	14,369	36.8	22.7	7.6	1.7	.0063
St. Joseph	514,464	22,862	27.2	34.7	16.7	6.3	.0219
Sanilac	311,978	19,017	30.8	32.2	11.1	3.9	.0133
Schoolcraft	64,058	18,537	30.4	31.2	11.5	3.4	.0031
Shiawassee	621,813	25,531	21.7	37.0	19.2	6.7	.0258
Tuscola	498,524	24,962	22.8	33.9	20.4	7.1	.0195
Van Buren	565,442	20,824	26.4	33.0	14.8	4.4	.0228
Wexford	201,865	18,155	32.4	30.5	10.4	3.8	.0108
TOTAL METRO COUNTIES	**76,007,308**	**26,994**	**19.3**	**31.8**	**21.4**	**11.6**	**3.2102**
TOTAL STATE	**90,516,386**	**25,525**	**21.1**	**31.9**	**19.8**	**10.2**	**3.8476**

MINNESOTA

MINN. S&MM ESTIMATES	POPULATION—12/31/83								RETAIL SALES BY STORE GROUP 1983						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
DULUTH	**264.2**	**.1122**	**31.8**	**13.3**	**16.6**	**15.6**	**29.0**	**98.5**	**1,191,339**	**286,528**	**121,168**	**150,310**	**47,805**	**150,168**	**34,893**
St. Louis	220.5	.0936	31.7	13.4	16.6	15.7	28.9	82.0	1,020,880	251,268	96,051	134,797	44,078	131,195	29,789
• Duluth	91.2	.0387	31.8	16.1	16.5	14.4	30.4	35.3	496,507	108,819	66,007	102,810	27,236	50,565	16,719
Douglas, Wisc.	*43.7*	*.0186*	*31.9*	*13.0*	*16.3*	*15.3*	*29.6*	*16.5*	*170,459*	*35,260*	*25,117*	*15,513*	*3,727*	*18,973*	*5,104*
• Superior	*29.0*	*.0123*	*31.9*	*14.9*	*16.3*	*14.0*	*30.9*	*11.5*	*138,353*	*28,208*	*18,190*	*14,911*	*3,539*	*18,808*	*5,104*
SUBURBAN TOTAL	144.0	.0612	31.7	11.3	16.8	16.7	27.7	51.7	556,479	149,501	36,971	32,589	17,030	80,795	13,070
FARGO - MOORHEAD	**145.3**	**.0617**	**28.0**	**19.9**	**18.7**	**15.2**	**21.7**	**53.0**	**922,540**	**160,664**	**106,937**	**118,882**	**39.252**	**177,197**	**27,411**
Clay	49.7	.0211	26.8	22.9	15.1	14.9	22.7	16.9	215,107	57,050	30,222	3,999	14,908	28,847	9,072
• Moorhead	29.9	.0127	24.7	30.9	14.6	13.0	21.2	10.1	170,186	49,005	26,583	3,596	12,997	23,278	5,888
Cass, N. D.	*95.6*	*.0406*	*28.4*	*18.4*	*20.6*	*15.3*	*21.1*	*36.1*	*707,433*	*103,614*	*76,715*	*114,883*	*24,344*	*148,350*	*18,339*
• Fargo	*65.4*	*.0278*	*28.2*	*21.8*	*20.5*	*14.4*	*21.6*	*25.7*	*609,961*	*82,917*	*67,433*	*99,003*	*22,458*	*136,191*	*16,789*
SUBURBAN TOTAL	50.0	.0212	29.5	11.0	18.7	17.6	22.0	17.2	142,393	28,742	12,921	16,283	3,797	17,728	4,734
MINNEAPOLIS - ST. PAUL	**2,200.2**	**.9343**	**30.1**	**13.2**	**19.5**	**18.3**	**22.2**	**810.3**	**13,410,481**	**2,814,476**	**1,422,226**	**1,915,224**	**496,822**	**2,236,645**	**368,738**
Anoka	210.8	.0895	27.3	12.1	20.1	21.0	13.6	67.2	917,243	183,353	95,472	229,748	24,482	106,430	16,340
Carver	40.0	.0170	28.8	12.9	17.9	18.6	20.3	13.2	129,101	30,410	9,383	1,044	3,732	32,591	2,490
Chisago	28.8	.0122	30.6	9.8	15.9	18.4	24.6	9.3	127,861	33,679	10,127	763	1,805	30,104	2,471
Dakota	214.9	.0912	28.3	11.6	19.8	20.7	16.1	73.0	1,381,751	363,803	131,837	191,121	51,087	204,169	53,042
Hennepin	938.9	.3987	31.4	13.9	20.4	17.7	24.9	373.8	6,934,966	1,318,005	754,767	1,030,910	294,674	1,060,661	176,086
• Bloomington	82.1	.0349	31.3	13.4	17.5	23.1	20.4	29.6	814,941	77,545	146,967	82,067	13,297	190,143	32,034
Brooklyn Park	45.7	.0194	26.3	15.8	25.2	18.5	9.6	16.5	177,617	59,626	14,197	6,736	8,693	36,540	2,824
Edina	46.2	.0196	40.1	8.7	12.2	21.7	35.8	18.4	661,482	123,219	38,590	148,871	51,685	61,865	7,128
• Minneapolis	363.9	.1545	31.5	16.6	22.9	13.2	28.7	163.2	1,731,164	321,572	237,566	226,331	98,843	156,503	67,259
St. Louis Park	42.3	.0180	34.0	12.9	20.3	16.6	31.3	17.9	339,878	41,156	32,948	17,442	18,988	91,830	17,875
Isanti	25.8	.0110	29.6	10.2	17.1	19.0	21.7	8.4	67,810	21,644	4,514	4,773	2,335	10,154	2,921
Ramsey	456.7	.1939	30.7	14.8	18.7	16.2	25.7	174.8	2,767,019	572,123	321,951	423,102	95,147	553,437	80,498
• St. Paul	265.7	.1128	31.3	15.2	19.1	13.6	29.4	107.9	1,500,271	395,647	223,360	191,127	50,229	224,176	45,714
Scott	48.2	.0205	28.1	11.3	18.0	19.7	17.8	15.1	164,009	34,082	15,579	1,898	1,165	39,267	4,883
Washington	124.4	.0528	28.6	10.6	19.2	21.7	16.0	39.6	513,400	149,070	46,046	19,744	10,575	94,780	17,979
Wright	65.7	.0279	28.5	10.6	17.1	17.6	21.3	20.6	255,953	64,833	19,288	5,123	8,710	72,668	5,198
St. Croix, Wisc.	*46.0*	*.0196*	*29.4*	*11.7*	*17.5*	*18.0*	*22.3*	*15.3*	*151,368*	*43,474*	*13.262*	*6,998*	*3,110*	*32,384*	*6,830*
SUBURBAN TOTAL	1,488.5	.6321	29.5	12.0	19.0	20.1	19.3	509.6	9,364,105	2,019,712	814,333	1,415,699	334,453	1,665,823	223,731
ROCHESTER	**94.2**	**.0400**	**29.7**	**13.5**	**18.9**	**19.1**	**20.9**	**34.2**	**654,406**	**119,065**	**63,558**	**93,146**	**22,614**	**114,344**	**24,008**
Olmsted	94.2	.0400	29.7	13.5	18.9	19.1	20.9	34.2	654,406	119,065	63,558	93,146	22,614	114,344	24,008
• Rochester	59.3	.0252	30.0	15.3	19.8	17.7	22.5	23.0	574,036	108,793	59,903	93,091	22,073	64,676	22,476
SUBURBAN TOTAL	34.9	.0148	29.0	10.5	16.8	21.7	18.3	11.2	80,370	10,272	3,655	55	541	49,668	1,532



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SUN-BELT CITIES FARE BEST Business conditions throughout the U.S. are better today than they were a year ago. But rising prosperity is unevenly distributed. Sun-belt cities generally are faring better than those in the Midwest, East.

Cities where business is best, according to a survey by the magazine's Economic Unit: Atlanta; Charleston, S.C.; Norfolk, Va.; Savannah, Ga.; Dallas; Minneapolis, and Albuquerque.

U.S.NEWS & WORLD REPORT, April 16, 1984

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MINN. (cont.)

S&MM ESTIMATES

POPULATION—12/31/83

RETAIL SALES BY STORE GROUP 1983

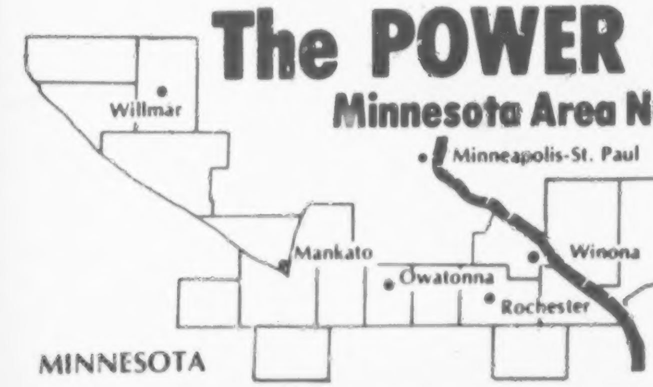
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
ST. CLOUD	**173.2**	**.0735**	**26.6**	**17.2**	**16.4**	**15.3**	**20.9**	**53.5**	**912,449**	**120,698**	**65,538**	**86,674**	**23,990**	**114,841**	**16,433**
Benton	26.8	.0114	28.1	13.5	18.2	14.9	22.6	9.0	104,123	31,977	14,993	922	3,148	6,679	2,191
Sherburne	33.9	.0143	27.3	12.8	18.7	17.8	17.9	10.2	75,899	5,320	7,774	516	1,393	22,132	1,568
Stearns	112.5	.0478	25.8	19.5	15.2	14.6	21.5	34.3	732,427	83,401	42,771	85,236	19,449	86,030	12,724
• St. Cloud	44.0	.0187	25.5	28.3	16.0	12.1	22.7	14.8	585,737	38,599	33,738	83,184	12,881	44,155	11,026
SUBURBAN TOTAL	129.2	.0548	26.9	13.5	16.5	16.3	20.4	38.7	326,712	82,099	31,800	3,490	11,109	70,686	5,457
OTHER COUNTIES															
Aitkin	14.3	.0061	37.7	8.2	12.8	15.7	37.4	5.3	49,527	11,143	5,440	3,618	169	7,387	2,101
Becker	30.9	.0131	31.7	10.4	14.6	16.1	29.1	10.8	124,034	29,834	8,737	8,565	2,839	19,550	2,694
Beltrami	32.8	.0139	27.6	18.5	15.7	15.3	23.0	10.8	160,049	36,877	20,156	13,769	6,716	29,882	2,521
Big Stone	7.5	.0032	37.9	8.9	12.5	15.4	37.7	2.8	37,289	4,528	5,464	879	389	5,399	1,631
Blue Earth	52.0	.0221	27.9	21.7	16.6	13.9	24.3	18.1	332,696	77,069	41,054	28,662	12,472	72,321	11,709
Brown	28.4	.0120	32.2	13.0	14.0	15.2	30.8	10.0	124,099	39,300	10,605	5,121	2,553	19,270	3,929
Carlton	30.3	.0129	32.1	9.9	15.6	17.4	28.0	10.3	143,401	39,020	10,101	9,539	2,281	28,038	4,630
Cass	22.5	.0095	37.3	7.6	12.6	16.4	36.4	8.0	74,066	21,219	6,910	1,011	522	7,039	1,014
Chippewa	14.7	.0063	34.7	9.6	14.4	15.3	34.3	5.6	57,410	12,571	3,754	5,183	1,142	10,299	2,635
Clearwater	8.9	.0038	33.9	9.2	12.3	16.6	32.1	3.0	24,488	5,628	1,870	2,160	683	2,777	1,423
Cook	4.3	.0018	34.7	9.0	17.2	18.7	30.9	1.8	20,226	3,365	3,001	1,119	120	1,491	559
Cottonwood	14.6	.0062	35.1	9.0	13.9	15.6	34.5	5.3	64,581	15,562	4,519	4,113	2,177	13,957	1,253
Crow Wing	44.0	.0187	33.8	9.9	14.6	16.6	31.7	16.3	216,311	47,720	24,047	18,252	7,578	36,621	6,997
Dodge	15.7	.0067	30.7	10.2	16.2	17.0	26.0	5.3	46,324	11,924	3,418	334	458	9,285	962
Douglas	29.5	.0125	32.8	12.5	14.0	15.8	31.1	10.8	142,534	24,812	16,621	7,741	8,904	20,830	7,056
Faribault	19.1	.0081	35.9	9.7	13.4	15.8	35.3	7.3	69,012	14,200	7,135	823	1,725	15,310	2,464
Fillmore	21.6	.0092	35.6	8.9	13.4	15.9	34.8	7.9	79,622	24,391	4,988	962	3,534	19,007	2,222
Freeborn	35.3	.0150	33.9	10.3	14.7	17.0	31.4	13.3	192,728	38,925	14,825	16,076	5,610	54,506	6,880
Goodhue	40.1	.0170	33.0	10.0	15.3	16.8	30.1	14.2	184,691	60,369	19,415	11,897	5,652	29,921	5,856
Grant	7.5	.0032	36.3	11.9	12.8	14.8	36.6	2.6	23,795	5,918	2,361	159	191	8,105	964
Houston	18.9	.0080	32.2	10.3	15.6	16.0	29.6	6.2	53,288	13,028	4,916	1,334	1,295	3,969	854
Hubbard	15.6	.0066	34.7	8.5	13.6	17.2	32.4	5.6	68,942	23,325	5,175	1,380	1,558	10,043	2,654
Itasca	45.3	.0192	31.5	10.2	16.0	16.8	27.6	16.1	207,720	55,865	17,481	14,053	2,438	29,143	4,866
Jackson	13.4	.0057	33.7	11.9	13.8	15.2	33.1	4.9	38,698	10,549	2,886	124	1,557	9,825	2,015
Kanabec	13.0	.0055	32.3	9.7	13.8	17.5	28.8	4.7	41,523	14,022	3,415	1,310	592	7,486	1,017
Kandiyohi	38.7	.0164	31.2	13.6	16.0	15.5	28.4	13.7	169,331	30,376	15,171	25,317	5,445	19,337	5,956
Kittson	6.6	.0028	36.3	8.7	14.3	15.6	35.8	2.4	23,032	6,530	1,891	672	812	3,639	1,289
Koochiching	17.3	.0074	31.4	10.5	15.9	17.3	27.0	6.1	85,352	18,578	8,299	5,452	3,050	11,262	4,504
Lac qui Parle	10.4	.0044	37.1	9.3	13.0	14.8	37.3	3.8	29,782	6,399	1,828	661	1,605	7,326	1,101
Lake	12.6	.0053	32.7	10.6	15.9	19.3	26.9	4.4	50,717	12,906	3,521	672	309	15,126	1,453
Lake of the Woods	3.8	.0017	36.3	8.8	12.8	18.0	33.7	1.4	12,960	1,826	1,576	327		677	349
Le Sueur	23.7	.0100	31.8	10.2	14.5	16.6	28.8	8.3	68,504	15,593	6,565	720	1,935	11,596	3,407
Lincoln	8.0	.0034	36.9	8.3	11.8	15.8	36.4	2.9	30,558	3,667	3,075	871	1,153	6,601	1,272
Lyon	25.5	.0108	29.9	15.6	14.8	14.9	27.5	8.8	119,296	20,790	11,073	11,444	3,776	15,045	5,127
McLeod	30.5	.0130	31.9	10.5	16.0	16.7	28.3	10.8	133,328	31,568	8,949	8,749	5,022	28,093	5,238
Mahnomen	5.3	.0022	32.0	8.8	11.6	15.4	31.2	1.7	18,781	4,731	1,164	1,294	321	3,360	561
Marshall	12.7	.0054	32.8	8.9	14.0	15.8	31.1	4.4	41,447	8,132	3,506	887	287	8,447	565
Martin	24.7	.0105	34.1	10.5	15.0	15.7	33.0	9.5	119,270	43,720	11,131	8,512	5,980	18,397	4,028
Meeker	21.2	.0090	33.1	9.5	14.5	15.5	31.8	7.5	63,619	14,224	6,662	3,772	1,953	8,242	1,648
Mille Lacs	19.3	.0082	33.0	9.7	13.9	16.2	31.0	6.9	83,333	20,066	4,049	1,902	1,566	16,534	1,639
Morrison	30.1	.0128	30.5	9.9	13.6	15.3	28.6	9.9	99,556	19,965	12,634	5,244	1,433	12,452	5,156
Mower	38.7	.0164	35.2	10.2	13.6	15.7	34.6	14.7	175,697	46,004	16,450	15,528	10,496	28,665	9,595
Murray	11.3	.0048	33.7	9.1	13.8	14.9	33.3	4.0	38,192	12,502	3,545	1,017	2,005	5,334	1,778
Nicollet	27.8	.0118	28.0	18.2	16.9	16.0	22.2	9.1	78,558	22,254	12,756	964	1,919	14,644	4,106
Nobles	21.2	.0090	33.3	11.3	13.8	16.1	31.5	7.7	99,267	18,154	9,419	7,488	4,538	19,946	3,313
Norman	8.9	.0038	37.6	8.0	12.4	15.4	37.4	3.3	25,062	6,213	1,800	124	324	6,585	1,093
Otter Tail	53.8	.0229	35.7	9.8	13.6	16.2	34.5	19.3	202,924	37,579	19,593	7,516	8,396	37,966	6,368
Pennington	15.5	.0065	30.8	13.3	15.8	15.8	27.5	5.7	91,013	17,528	6,929	7,745	3,723	12,787	2,708
Pine	21.2	.0090	32.9	9.8	14.2	16.7	30.4	7.3	75,242	18,148	8,365	1,645	828	22,926	1,105
Pipestone	11.1	.0047	34.8	10.9	12.6	14.8	35.0	4.2	46,397	9,458	3,549	3,104	1,843	5,440	1,060
Polk	34.8	.0148	32.2	12.2	14.3	15.3	30.7	12.5	176,968	45,770	20,102	5,447	5,230	18,149	10,591
Pope	11.8	.0050	36.7	9.0	13.0	15.1	36.7	4.4	24,430	6,698	3,854	821	115	2,851	1,201
Red Lake	5.4	.0023	31.5	10.5	12.7	15.7	29.8	1.8	16,438	3,649	1,993	216	875	2,714	230
Redwood	18.7	.0080	34.4	9.5	13.4	15.4	33.9	6.7	65,162	15,289	4,319	1,791	2,837	11,291	3,096
Renville	19.9	.0084	34.4	10.0	13.5	15.0	34.1	7.3	49,874	12,445	5,071	866	1,083	12,539	2,059
Rice	47.5	.0202	28.0	18.7	14.9	16.3	23.4	15.1	174,050	42,526	25,501	5,461	5,890	28,038	2,937
Rock	10.6	.0045	33.5	10.0	13.9	15.2	32.8	3.8	30,465	6,629	3,957	960	786	8,546	666
Roseau	12.9	.0055	32.0	10.3	14.3	16.0	29.8	4.5	48,382	14,274	3,845	3,663	1,779	8,016	1,730
Sibley	15.2	.0065	34.2	9.9	13.2	16.6	32.2	5.4	40,346	8,187	4,247	1,780	1,080	5,910	931
Steele	31.2	.0132	30.6	12.7	16.6	16.2	26.4	10.8	136,349	28,901	17,160	10,247	6,991	23,939	4,147
Stevens	11.2	.0048	29.6	18.3	13.4	14.0	28.7	3.8	47,718	12,353	4,644	2,426	1,510	5,823	2,954
Swift	12.7	.0054	34.4	9.6	13.1	14.5	34.7	4.6	50,639	14,503	3,399	3,049	539	5,221	2,686
Todd	26.1	.0110	32.3	9.5	13.4	15.7	30.7	9.0	83,978	23,080	5,894	2,701	640	14,341	2,515
Traverse	5.3	.0023	39.3	8.4	11.0	16.0	38.4	1.8	20,712	4,931	1,887	480	1,159	3,816	611
Wabasha	20.0	.0085	32.2	10.0	15.5	15.6	30.1	7.2	61,093	13,540	4,658	790	1,306	9,251	2,897
Wadena	14.6	.0062	33.3	9.9	12.6	16.1	31.8	5.0	68,270	14,297	3,483	4,652	2,620	11,749	1,756
Waseca	19.0	.0081	30.5	12.9	16.1	14.7	28.1	6.7	75,188	20,250	7,854	5,112	2,066	10,438	2,290
Watonwan	12.1	.0051	35.4	10.1	13.9	16.1	34.3	4.7	49,222	10,659	6,511	1,965	1,365	14,044	1,634
Wilkin	8.2	.0035	32.6	11.3	13.7	15.6	31.2	2.8	35,574	8,771	3,567	462	1,027	4,819	2,663
Winona	46.1	.0196	29.2	18.9	15.1	14.8	26.5	15.7	181,464	50,106	19,364	18,170	5,475	29,178	4,857
Yellow Medicine	13.2	.0056	35.1	11.8	12.5	15.1	35.0	4.7	46,037	11,206	4,151	1,615	1,179	6,166	2,133
TOTAL METRO COUNTIES	**2,691.8**	**1.1429**	**30.0**	**13.7**	**19.0**	**17.9**	**22.6**	**931.6**	**16,061,955**	**3,319,083**	**1,664,333**	**2,226,842**	**599,302**	**2,593,488**	**441,260**
TOTAL STATE	**4,168.4**	**1.7699**	**30.7**	**13.0**	**17.4**	**17.2**	**25.3**	**1,504.7**	**22,102,586**	**4,780,222**	**2,251,588**	**2,579,327**	**786,728**	**3,642,185**	**651,169**

MINN.
S&MM ESTIMATES

SS EFFECTIVE BUYING INCOME 1983

% of Hslds. by EBI Group
(A) $10,000–$19,999
(B) $20,000–$34,999
(C) $35,000–$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	A	B	C	D	Buying Power Index
DULUTH	**2,613,873**	**24,676**	**21.9**	**32.2**	**19.9**	**7.2**	**.1088**
St. Louis	2,209,566	25,273	21.3	32.1	20.6	7.5	.0921
• Duluth	922,984	22,527	24.4	30.5	17.4	7.6	.0401
Douglas, Wisc.	*404,307*	*22,197*	*25.1*	*32.3*	*16.9*	*5.6*	*.0167*
• *Superior*	*280,731*	*21,379*	*25.8*	*30.1*	*16.9*	*5.9*	*.0120*
SUBURBAN TOTAL	1,410,158	27,046	19.3	33.9	22.3	7.1	.0567
FARGO - MOORHEAD	**1,484,406**	**24,609**	**23.0**	**32.9**	**19.0**	**8.9**	**.0676**
Clay	423,435	22,011	25.6	34.4	15.5	5.4	.0188
• Moorhead	260,067	21,863	25.9	33.5	15.9	5.6	.0124
Cass, N.D.	*1,060,971*	*26,061*	*21.8*	*32.1*	*20.6*	*10.6*	*.0488*
• *Fargo*	*751,404*	*25,353*	*22.7*	*31.0*	*20.1*	*10.4*	*.0371*
SUBURBAN TOTAL	472,935	25,330	21.8	35.2	19.1	8.7	.0181
MINNEAPOLIS - ST. PAUL	**25,708,882**	**29,316**	**18.6**	**31.5**	**23.8**	**13.9**	**1.0777**
Anoka	2,225,021	32,655	13.3	36.4	31.5	11.5	.0889
Carver	420,560	29,276	17.5	32.5	25.1	13.1	.0156
Chisago	235,655	24,426	22.0	38.5	17.5	4.5	.0108
Dakota	2,496,961	32,877	15.5	31.8	28.5	16.3	.1067
Hennepin	12,012,153	28,826	19.4	29.3	22.5	15.5	.5129
• Bloomington	1,141,308	36,570	11.7	29.6	29.3	24.2	.0521
Brooklyn Park	521,051	31,598	15.3	35.5	30.7	10.1	.0196
Edina	863,784	41,182	12.6	22.8	20.9	37.7	.0392
• Minneapolis	4,121,207	21,217	25.5	29.3	15.8	7.8	.1632
St. Louis Park	600,759	30,423	19.2	31.3	24.4	16.0	.0251
Isanti	205,956	23,089	24.2	38.3	15.4	4.9	.0083
Ramsey	5,260,604	27,103	21.0	31.3	21.6	12.1	.2216
• St. Paul	2,882,531	23,209	24.4	31.4	17.2	8.7	.1224
Scott	469,091	29,736	18.0	35.0	25.1	11.3	.0183
Washington	1,418,473	34,658	12.4	31.0	31.7	17.4	.0540
Wright	518,496	23,669	23.5	39.6	15.9	5.0	.0232
St. Croix, Wisc.	*445,912*	*27,554*	*19.4*	*34.4*	*22.0*	*10.1*	*.0174*
SUBURBAN TOTAL	17,563,836	32,414	15.5	32.2	27.6	16.3	.7400
ROCHESTER	**1,051,556**	**28,527**	**19.9**	**32.6**	**23.6**	**12.2**	**.0472**
Olmsted	1,051,556	28,527	19.9	32.6	23.6	12.2	.0472
• Rochester	699,100	28,075	20.8	31.4	23.6	11.8	.0346
SUBURBAN TOTAL	352,456	29,317	18.1	35.0	23.6	12.9	.0126
ST. CLOUD	**1,358,856**	**22,645**	**25.3**	**36.1**	**15.2**	**5.8**	**.0668**
Benton	224,627	23,039	23.9	35.6	16.7	5.5	.0097
Sherburne	272,205	25,331	20.8	40.9	18.3	5.8	.0105
Stearns	862,024	21,703	26.9	34.9	13.9	5.9	.0466
• St. Cloud	371,407	20,979	27.0	33.1	14.3	5.1	.0265
SUBURBAN TOTAL	987,449	23,264	24.5	37.4	15.5	6.1	.0403
OTHER COUNTIES							
Aitkin	75,082	12,150	36.0	20.4	2.7	.4	.0040
Becker	196,485	15,508	34.4	27.4	6.2	2.5	.0100
Beltrami	226,272	17,216	29.8	28.3	10.4	3.7	.0117
Big Stone	59,526	18,512	29.6	31.4	9.2	5.1	.0029
Blue Earth	429,761	20,278	29.4	34.0	11.7	5.0	.0221
Brown	220,947	19,779	28.5	35.3	10.1	3.9	.0102
Carlton	243,274	22,346	23.9	36.8	15.4	4.0	.0115
Cass	144,837	15,293	34.1	26.4	6.9	2.3	.0069
Chippewa	114,164	17,754	31.1	30.5	9.6	3.3	.0051
Clearwater	48,302	13,184	31.3	24.5	5.2	1.3	.0023
Cook	34,823	16,981	30.7	29.4	9.5	2.3	.0017
Cottonwood	110,834	18,012	31.3	30.1	8.9	4.9	.0053
Crow Wing	338,148	17,928	29.2	31.0	9.9	3.7	.0165
Dodge	111,794	19,782	29.0	37.0	9.4	2.9	.0049
Douglas	211,149	16,942	31.2	30.4	8.0	2.7	.0106
Faribault	137,068	16,375	33.8	29.9	6.6	2.4	.0064
Fillmore	137,288	15,072	33.1	27.7	5.0	2.2	.0062
Freeborn	299,817	20,789	26.4	36.1	12.4	3.7	.0144
Goodhue	344,329	22,255	24.8	36.2	14.6	5.1	.0155
Grant	52,318	17,026	32.1	28.9	8.0	4.5	.0023
Houston	135,915	19,882	28.6	34.3	11.7	3.7	.0060
Hubbard	104,870	15,895	33.6	27.5	7.4	2.5	.0052
Itasca	336,743	19,850	26.9	37.0	10.5	[illegible]	.0164
Jackson	97,820	17,787	31.0	31.8	8.3	3.4	.0043
Kanabec	90,921	17,077	32.1	30.3	8.4	2.4	.0040
Kandiyohi	311,121	19,614	30.0	32.9	11.1	4.9	.0143
Kittson	46,872	17,056	31.1	30.4	8.1	3.1	.0021
Koochiching	121,703	19,036	26.6	35.6	10.2	1.5	.0062
Lac qui Parle	66,838	15,134	33.8	26.8	6.2	1.7	.0032
Lake	106,677	22,745	25.3	43.3	11.3	4.2	.0045
Lake of the Woods	22,608	14,429	37.0	27.1	2.9	1.1	.0012
Le Sueur	175,905	19,314	28.5	34.6	9.8	3.6	.0075
Lincoln	42,298	11,828	35.5	17.9	3.2	1.6	.0024
Lyon	192,356	19,148	29.1	33.3	10.6	3.6	.0092
McLeod	246,854	21,422	26.3	37.5	12.8	3.8	.0113
Mahnomen	29,595	14,656	35.1	24.2	7.2	1.9	.0017
Marshall	76,479	15,321	34.1	26.7	7.1	1.3	.0036
Martin	233,323	21,519	27.8	33.8	13.7	6.8	.0101
Meeker	158,223	18,338	29.4	31.0	10.5	3.8	.0068
Mille Lacs	132,887	16,722	31.1	30.8	7.5	2.5	.0068
Morrison	183,512	15,997	30.9	28.3	7.1	2.9	.0089
Mower	353,957	21,569	25.2	31.8	15.8	6.2	.0153
Murray	73,211	16,194	34.9	27.5	6.6	2.9	.0036
Nicollet	247,778	24,146	23.9	35.0	17.8	7.1	.0096
Nobles	153,207	17,280	32.3	30.0	8.4	3.6	.0076
Norman	70,135	18,170	29.3	30.1	9.7	5.1	.0029
Otter Tail	391,193	17,187	30.3	29.9	8.8	3.6	.0181
Pennington	98,493	15,225	36.1	26.1	6.0	1.5	.0057
Pine	128,398	13,243	32.1	28.4	6.2	1.3	.0064
Pipestone	62,703	12,497	35.2	18.9	4.4	1.4	.0035
Polk	264,610	18,475	28.0	31.4	10.4	4.3	.0131
Pope	74,837	14,355	33.3	25.4	5.2	2.5	.0033
Red Lake	29,911	14,268	31.4	25.5	6.2	1.3	.0014
Redwood	132,451	16,836	31.8	29.6	7.7	3.4	.0062
Renville	147,457	18,388	30.8	33.9	8.0	3.0	.0061
Rice	374,625	21,783	26.4	35.6	14.9	4.4	.0165
Rock	71,922	16,548	33.6	31.0	5.8	2.9	.0031
Roseau	81,009	16,361	32.1	30.1	7.0	1.5	.0041
Sibley	106,847	17,717	32.0	31.9	7.6	3.1	.0047
Steele	275,165	23,493	24.1	38.0	16.0	5.5	.0119
Stevens	74,803	16,342	31.9	28.9	6.9	3.6	.0038
Swift	87,412	16,270	31.6	27.8	6.9	4.0	.0043
Todd	157,988	14,990	32.4	25.8	6.6	2.3	.0077
Traverse	37,337	17,370	[illegible]	29.0	8.7	4.6	.0018
Wabasha	161,875	20,188	26.9	33.8	12.1	4.6	.0067
Wadena	97,140	16,145	30.9	25.5	10.8	2.6	.0051
Waseca	156,825	21,245	26.4	34.7	14.5	4.4	.0068
Watonwan	90,236	17,514	32.0	31.9	7.5	2.4	.0043
Wilkin	64,415	20,776	28.6	35.5	11.0	5.5	.0030
Winona	390,966	21,440	26.5	33.7	14.4	5.7	.0168
Yellow Medicine	107,954	19,871	27.5	31.0	12.5	6.1	.0046
TOTAL METRO COUNTIES	**30,306,383**	**28,419**	**19.4**	**31.8**	**23.0**	**12.7**	**1.2852**
TOTAL STATE	**41,320,981**	**24,365**	**22.9**	**31.8**	**18.5**	**9.6**	**1.7999**



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Minnesota Area Newspapers Rank No. 2 In Minnesota

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MISSISSIPPI

MISS. S&MM ESTIMATES	POPULATION—12/31/83								RETAIL SALES BY STORE GROUP 1983						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish / Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
BILOXI - GULFPORT	**192.6**	**.0818**	**28.6**	**15.1**	**16.5**	**16.9**	**22.6**	**66.5**	**855,821**	**238,545**	**91,427**	**164,236**	**27,863**	**119,767**	**26,887**
Hancock	27.9	.0118	31.6	10.1	14.1	17.2	28.1	9.6	76,915	34,636	3,428	6,398	512	12,316	2,314
Harrison	164.7	.0700	28.2	15.9	17.0	16.9	21.6	56.9	778,906	203,909	87,999	157,838	27,351	107,451	24,573
• Biloxi	51.3	.0218	25.9	23.0	17.1	14.0	20.5	17.3	250,181	41,728	24,936	93,915	9,304	19,739	10,254
• Gulfport	42.0	.0178	32.1	13.0	16.2	16.6	28.7	16.3	443,820	138,473	60,494	42,541	17,303	72,503	11,776
SUBURBAN TOTAL	99.3	.0422	28.6	11.9	16.3	18.6	21.0	32.7	161,820	58,344	5,997	27,780	1,256	27,525	4,857
JACKSON	**385.5**	**.1636**	**28.8**	**13.7**	**18.1**	**16.9**	**21.9**	**132.9**	**1,714,014**	**428,771**	**159,824**	**277,782**	**74,003**	**297,648**	**54,978**
Hinds	260.9	.1107	28.8	14.7	18.2	16.1	22.6	92.5	1,404,252	338,626	124,411	240,849	61,212	250,626	45,264
• Jackson	211.1	.0896	29.0	14.6	18.9	15.8	22.9	77.0	1,250,503	280,988	121,137	235,914	60,871	238,653	26,617
Madison	45.5	.0193	27.4	12.9	17.0	14.8	22.3	14.4	110,448	32,499	4,258	14,504	2,439	24,062	3,833
Rankin	79.1	.0336	29.7	10.6	18.6	20.5	19.7	26.0	199,314	57,646	31,155	22,429	10,352	22,960	5,881
SUBURBAN TOTAL	174.4	.0740	28.7	12.5	17.3	18.2	20.8	55.9	463,511	147,883	38,687	41,868	13,132	58,995	28,361
PASCAGOULA	**127.7**	**.0542**	**27.8**	**12.4**	**17.3**	**19.4**	**18.2**	**42.5**	**457,609**	**142,013**	**35,594**	**86,164**	**14,464**	**53,068**	**17,718**
Jackson	127.7	.0542	27.8	12.4	17.3	19.4	18.2	42.5	457,609	142,013	35,594	86,164	14,464	53,068	17,718
• Pascagoula	31.0	.0132	28.4	15.0	17.9	18.1	20.1	11.1	304,049	85,589	23,941	71,016	11,573	40,399	13,165
SUBURBAN TOTAL	96.7	.0410	27.7	11.5	17.1	19.8	17.6	31.4	153,560	56,424	11,653	15,148	2,891	12,669	4,553
OTHER COUNTIES															
Adams	38.0	.0161	30.4	11.9	14.9	16.5	26.6	13.1	232,727	62,545	19,509	36,187	9,385	45,931	6,607
Alcorn	34.6	.0147	32.2	10.3	16.0	18.8	26.8	12.9	134,380	22,726	11,475	15,106	7,146	24,831	3,440
Amite	13.1	.0055	31.4	10.4	12.7	15.0	30.4	4.4	21,339	8,403	874	1,607	680	3,883	1,042
Attala	19.5	.0083	33.9	9.6	12.6	15.8	32.8	6.8	58,917	17,733	2,019	7,782	3,284	9,083	1,999
Benton	8.4	.0036	30.2	11.6	12.5	15.1	28.9	2.5	7,778	5,218	281	312	184	564	183
Bolivar	44.3	.0188	25.5	13.6	13.9	12.6	24.2	13.6	124,919	43,526	7,829	11,961	4,399	18,888	6,053
Calhoun	15.7	.0067	32.5	10.8	14.1	16.1	30.4	5.6	46,055	14,908	1,347	2,681	1,333	9,836	2,064
Carroll	9.9	.0042	31.9	10.6	13.0	16.2	29.8	3.3	13,069	2,852	239	229	149	260	130
Chickasaw	18.1	.0077	30.3	11.0	14.8	16.3	26.8	6.0	60,512	24,694	1,848	3,340	5,646	12,318	1,445
Choctaw	9.1	.0038	31.4	10.3	13.6	16.1	29.0	3.0	14,709	7,746	264	1,118	662	1,049	638
Claiborne	12.9	.0055	25.2	20.8	13.2	12.6	24.4	3.8	27,002	11,975	2,454	701	460	4,093	203
Clarke	17.5	.0074	31.6	10.5	14.3	16.2	29.0	6.1	34,799	15,769	1,643	2,013	621	5,251	874
Clay	21.7	.0092	28.5	13.0	15.3	15.2	24.9	7.1	56,630	18,279	3,530	6,797	3,326	8,526	2,289
Coahoma	35.5	.0151	27.4	11.6	13.0	13.8	26.4	11.6	127,971	44,161	6,537	10,386	4,288	20,216	3,163
Copiah	26.9	.0114	29.7	13.5	13.4	14.8	28.1	8.7	75,039	23,905	3,586	5,530	3,283	14,370	2,733
Covington	16.5	.0070	30.7	10.9	13.3	16.7	27.5	5.5	35,340	11,311	862	5,232	617	9,905	1,547
☐ De Soto	59.3	.0252	28.7	10.1	16.9	21.5	17.9	18.9	134,142	59,197	6,823	17,917	3,484	21,995	4,033
Forrest	68.5	.0291	28.3	18.4	16.1	14.9	24.2	24.5	362,266	49,021	52,199	76,894	19,498	49,992	19,350
Hattiesburg	42.2	.0179	27.0	23.3	15.9	12.6	24.7	15.4	363,503	48,868	50,816	74,228	19,320	58,409	17,194
Franklin	8.3	.0035	32.9	10.7	13.4	15.7	31.5	2.9	15,135	2,325	155	395	360	2,908	3,709
George	16.1	.0069	29.2	10.5	14.9	17.9	23.4	5.2	36,168	16,924	961	4,381	966	5,256	1,648
Greene	10.2	.0043	29.3	10.9	14.3	16.8	25.0	3.1	12,035	5,776	181	786	72	1,690	406
Grenada	21.2	.0090	30.4	11.3	14.8	16.2	27.0	7.3	130,089	36,353	4,487	12,435	5,776	42,768	4,340
Holmes	22.8	.0097	27.4	12.6	11.3	12.3	29.0	7.1	56,434	23,023	1,332	3,359	581	7,732	2,175
Humphreys	13.8	.0059	26.3	11.7	11.8	13.4	26.3	4.4	29,946	6,559	1,084	2,505	758	5,515	1,840
Issaquena	2.5	.0010	26.4	12.8	13.4	15.7	22.7	.8	785	738	47				
Itawamba	21.5	.0092	33.1	11.2	14.6	18.3	28.9	7.6	54,822	21,362	1,733	1,780	1,459	13,050	1,640
Jasper	17.6	.0075	30.4	10.9	14.0	15.6	28.1	5.9	31,975	8,100	532	3,150	279	7,383	2,266
Jefferson	9.3	.0039	27.2	12.6	13.5	13.6	25.9	2.8	12,184	7,181	434	209	76	2,607	420
Jefferson Davis	14.1	.0060	29.4	10.4	13.8	14.8	27.5	4.4	29,608	13,049	306	1,429	191	5,629	523
Jones	63.3	.0269	31.8	11.9	15.5	17.2	27.9	22.4	290,119	78,606	22,703	41,890	15,480	39,393	9,029
Kemper	10.1	.0043	30.5	11.0	13.7	14.1	29.7	3.3	13,450	6,650	181	2,212		757	
Lafayette	30.8	.0130	27.3	22.8	15.8	15.5	22.3	11.2	88,599	31,281	8,302	10,541	2,398	8,485	3,194
Lamar	26.7	.0114	28.5	12.6	17.3	18.1	20.7	8.8	87,410	44,120	3,099	2,616	143	17,053	2,118
Lauderdale	79.9	.0339	30.7	12.9	16.0	16.1	26.9	28.6	426,029	112,385	31,525	78,220	13,521	62,567	14,088
Meridian	47.9	.0203	32.7	10.9	15.5	15.4	31.0	18.4	396,679	105,999	27,623	76,010	13,116	61,727	14,088
Lawrence	12.9	.0055	30.1	11.4	13.9	16.9	26.3	4.3	28,812	11,377	447	1,301	1,566	7,201	464
Leake	19.3	.0082	32.9	10.2	13.6	15.9	31.2	6.7	51,236	20,265	2,237	8,357	2,041	6,532	1,707
Lee	60.6	.0257	30.8	11.2	16.7	18.7	24.4	21.7	377,046	89,511	34,183	63,336	14,507	65,021	8,882

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MISS. (cont.)
S&MM ESTIMATES

POPULATION—12/31/83

RETAIL SALES BY STORE GROUP 1983

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish / Appliance ($000)	Automotive ($000)	Drug ($000)
				18-24 Years	25-34 Years	35-49 Years	50 & Over								
Leflore	41.0	0174	26.9	15.0	13.5	13.6	25.5	13.1	164,925	47,758	13,057	21,346	6,900	19,879	4,494
Lincoln	31.2	0133	31.0	10.7	15.1	16.0	27.9	10.7	101,644	33,907	6,655	6,444	4,889	17,234	4,042
Lowndes	59.4	0252	27.6	15.3	17.1	16.6	20.7	19.9	259,836	63,968	20,388	37,091	9,228	32,105	8,398
Marion	26.4	0112	30.6	11.1	14.3	15.8	27.9	8.9	94,092	43,661	3,805	6,372	2,777	12,889	2,344
Marshall	31.1	0132	27.3	13.4	13.7	15.9	23.5	9.3	64,755	31,432	2,664	1,211	597	10,990	1,309
Monroe	36.7	0156	31.0	10.6	14.8	16.9	27.2	12.5	125,371	37,284	5,766	16,706	3,461	25,388	5,335
Montgomery	13.4	0057	33.9	10.0	12.3	15.6	33.1	4.5	38,666	11,097	2,480	3,982	2,446	6,639	2,114
Neshoba	24.6	0104	31.5	10.1	14.8	15.9	28.9	8.7	77,932	27,580	1,390	9,925	2,841	15,138	2,976
Newton	20.1	0086	33.4	11.6	13.4	15.9	31.9	7.1	49,048	20,881	2,196	1,934	1,128	3,068	1,284
Noxubee	12.8	0054	28.0	11.9	12.7	13.8	27.3	4.0	29,925	11,989	316	4,918	1,006	2,034	1,574
Oktibbeha	37.7	0160	24.1	28.8	15.0	13.5	17.7	11.8	119,415	31,826	9,709	16,141	3,998	10,459	3,106
Panola	28.6	0122	29.5	11.0	13.5	14.7	27.8	9.3	84,375	36,592	2,679	4,914	1,201	14,009	3,369
Pearl River	36.0	0152	30.1	11.3	14.9	18.6	24.0	12.0	113,273	45,467	8,679	14,627	6,467	15,188	4,204
Perry	10.2	0044	29.1	11.1	14.5	17.7	23.8	4.4	19,673	9,735	652	3,075	93	2,313	949
Pike	37.5	0159	30.8	10.9	14.3	15.5	28.5	12.9	178,855	46,508	13,445	12,237	5,250	44,685	8,627
Pontotoc	22.2	0094	32.4	10.5	15.1	16.7	29.3	7.8	54,010	14,393	1,520	10,284	961	9,867	2,101
Prentiss	25.3	0108	32.1	11.6	14.7	17.6	28.2	8.8	84,517	33,783	2,958	10,487	3,533	16,793	2,157
Quitman	11.5	0048	28.2	10.6	12.5	13.3	28.2	3.8	24,846	10,897	735	1,608	1,030	2,160	1,45[illegible]
Scott	25.3	0108	30.2	10.9	14.7	16.6	26.4	8.7	80,399	34,650	2,077	8,926	2,901	15,137	2,605
Sharkey	7.8	0033	26.1	11.6	13.9	13.4	24.2	2.3	17,393	9,016	591	1,107	645	1,95[illegible]	1,033
Simpson	24.5	0104	30.9	10.4	15.0	16.5	27.4	8.0	70,349	24,855	3,126	5,524	1,302	13,627	3,074
Smith	15.4	0065	31.5	10.5	14.6	17.0	27.9	5.2	28,812	14,510	334	1,114	447	5,402	1,344
Stone	10.2	0043	29.0	15.5	14.5	16.2	25.0	3.3	31,002	7,845	1,538	2,20[illegible]	503	6,191	1,271
Sunflower	33.7	0144	27.0	13.5	15.3	13.4	24.3	9.7	84,281	49,492	1,502	3,93[illegible]	1,572	8,340	2,537
Tallahatchie	16.2	0068	28.4	10.8	12.3	14.2	27.6	5.2	24,458	11,963	287	77[illegible]	252	5,206	828
Tate	20.5	0087	28.1	15.1	14.0	16.3	24.1	6.3	77,867	35,961	4,428	7,76[illegible]	485	9,592	2,205
Tippah	19.4	0083	32.5	11.0	13.9	16.9	29.6	6.7	59,607	16,465	1,382	5,463	2,048	[illegible],409	2,0[illegible]4
Tishomingo	19.3	0082	33.8	10.2	15.7	18.6	29.6	7.2	42,754	12,292	1,778	4,737	1,293	8,786	2,076
Tunica	9.0	0038	25.0	10.9	12.3	11.5	26.2	2.8	22,340	6,174	1,567	2,032	706	4,050	449
Union	22.4	0095	33.1	9.9	15.2	16.8	30.3	8.3	65,064	21,826	3,096	11,309	1,473	[illegible],359	2,387
Walthall	14.0	0059	30.5	10.3	13.3	15.8	28.3	4.6	37,388	14,061	1,499	1,611	495	10,918	1,025
Warren	53.2	0226	29.5	11.4	16.4	16.7	24.3	18.4	221,520	78,324	18,583	35,572	7,637	2[illegible],763	6,678
Washington	72.0	0306	27.4	11.4	14.8	14.6	24.1	23.1	304,521	90,247	16,770	73,025	13,754	48,951	10,217
Greenville	41.4	0176	28.3	11.3	14.5	14.5	25.8	13.6	269,553	76,370	15,659	70,913	12,106	43,653	8,546
Wayne	20.1	0085	28.5	12.2	15.3	16.6	23.5	6.4	62,030	19,387	2,885	3,748	3,458	11,501	2,172
Webster	10.3	0044	35.4	10.3	12.5	16.8	33.7	3.6	30,800	9,447	2,356	1,118	782	5,986	374
Wilkinson	9.8	0042	31.2	11.4	13.4	14.5	30.5	3.1	26,092	11,402	723	2,074	138	4,980	1,274
Winston	19.5	0083	31.9	9.9	14.3	15.6	30.0	6.6	47,973	16,206	2,635	3,122	2,150	10,571	2,589
Yalobusha	13.3	0056	32.7	10.9	13.5	14.5	32.5	4.8	33,193	8,251	1,305	2,190	1,428	2,809	803
Yazoo	27.2	0115	30.0	11.0	13.1	14.7	28.7	9.1	81,278	24,859	2,090	12,915	5,279	11,595	2,116
TOTAL METRO COUNTIES	**765.1**	**.3248**	**28.6**	**13.5**	**17.5**	**17.7**	**21.1**	**260.8**	**3,161,586**	**868,526**	**293,668**	**546,099**	**119,814**	**492,478**	**103,616**
TOTAL STATE	**2,605.1**	**1.1060**	**29.3**	**12.8**	**15.6**	**16.4**	**24.8**	**879.7**	**9,501,199**	**2,864,874**	**693,799**	**1,346,437**	**351,503**	**1,528,982**	**324,793**

MISS.
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1983

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
BILOXI - GULFPORT	**1,609,221**	**19,443**	**29.1**	**29.0**	**13.0**	**6.4**	**.0724**
Hancock	215,166	18,342	29.8	27.7	11.6	6.1	.0089
Harrison	1,394,055	19,629	28.9	29.3	13.3	6.4	.0635
• Biloxi	433,131	18,060	32.6	27.9	10.6	5.6	0200
• Gulfport	387,664	18,784	29.0	27.5	12.9	6.4	0231
SUBURBAN TOTAL	788,426	20,681	27.0	30.5	14.5	6.8	0293
JACKSON	**3,496,808**	**22,065**	**24.6**	**29.3**	**16.1**	**9.3**	**.1514**
Hinds	2,433,308	21,585	25.1	28.9	15.2	9.5	1101
• Jackson	2,017,169	21,348	25.9	29.3	14.7	9.2	0929
Madison	329,241	18,034	26.7	24.7	13.5	7.4	0137
Rankin	734,259	26,090	21.9	32.5	21.0	9.5	0276
SUBURBAN TOTAL	1,479,639	23,186	22.9	29.1	18.1	9.4	0585
PASCAGOULA	**1,194,836**	**25,887**	**21.3**	**34.5**	**20.8**	**8.9**	**.0482**
Jackson	1,194,836	25,887	21.3	34.5	20.8	8.9	0482
• Pascagoula	317,443	24,339	23.8	32.3	18.4	9.7	0171
SUBURBAN TOTAL	877,393	26,381	20.5	35.2	21.6	8.6	0311
OTHER COUNTIES							
Adams	282,058	16,801	24.8	25.1	12.0	6.4	.0152
Alcorn	252,325	16,379	29.5	27.1	8.9	3.9	0118
Amite	93,379	16,505	26.3	23.5	12.7	5.9	0036
Attala	109,50[illegible]	12,857	29.9	23.1	4.6	2.4	.0056
Benton	43,671	14,944	33.0	24.9	6.6	2.2	0018
Bolivar	240,258	12,816	27.3	20.0	6.8	4.9	.0121
Calhoun	87,151	12,929	32.7	22.7	4.8	1.1	0043
Carroll	53,717	13,103	29.6	22.8	6.0	2.2	0024
Chickasaw	105,025	15,023	31.2	28.4	5.5	1.9	0053
Choctaw	44,883	12,139	33.3	18.4	4.2	2.1	00[illegible]
Claiborne	77,257	14,523	21.4	20.6	12.3	6.5	0[illegible]
Clarke	119,805	17,209	25.5	30.4	9.1	3.7	.00[illegible]

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1983

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
Clay	144,398	17,711	26.9	30.3	9.6	3.7	.0064
Coahoma	187,556	11,872	27.1	20.2	6.3	2.5	.0104
Copiah	157,844	13,839	29.6	23.5	7.1	3.2	.0075
Covington	104,126	14,596	29.5	23.5	8.3	4.5	0046
☐ De Soto	484,276	25,021	21.8	35.1	19.9	5.7	.0188
Forrest	524,815	17,035	27.6	26.5	11.3	5.2	.0261
Hattiesburg	332,933	16,151	27.3	24.4	10.7	6.0	0199
Franklin	53,500	14,849	24.9	24.9	11.1	2.4	0023
George	117,512	20,591	23.8	33.8	12.4	5.1	.0048
Greene	55,361	15,277	27.6	28.7	8.2	1.6	0024
Grenada	139,668	16,313	27.8	28.1	8.7	3.3	.0081
Holmes	89,058	8,621	25.6	13.4	3.4	1.3	.0052
Humphreys	53,329	8,151	24.5	13.2	2.8	1.8	0030
Issaquena	10,347	8,860	27.5	10.7	4.1	2.6	0006
Itawamba	139,211	16,223	32.9	30.9	5.4	2.0	.0060
Jasper	101,486	14,423	31.7	25.3	5.8	2.5	.0045
Jefferson	45,257	11,557	25.1	20.4	7.3	2.8	.0020
Jefferson Davis	83,642	14,985	29.6	24.1	8.3	4.8	0038
Jones	478,409	18,234	28.2	30.7	10.0	4.6	.0229
Kemper	47,945	11,567	30.7	20.8	3.9	1.1	.0023
Lafayette	238,397	16,507	26.8	25.[illegible]	10.6	4.8	0100
Lamar	199,631	19,986	25.3	32.2	12.5	5.3	0087
Lauderdale	639,762	17,670	27.3	27.4	11.3	5.5	0314
Meridian	192,776	16,898	25.9	26.5	10.9	5.5	0225
Lawrence	89,127	17,245	25.0	27.3	13.0	3.8	0037
Leake	98,815	11,908	31.7	20.0	4.4	1.4	0050
Lee	471,297	18,929	29.1	32.7	10.2	4.2	0247
Leflore	235,734	13,170	28.6	20.5	7.7	4.0	.0128
Lincoln	209,863	16,657	26.8	28.2	9.9	3.4	0098

MISS. (cont.)
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1983

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
Lowndes	405,636	16,858	31.2	28.7	8.8	3.5	.0202
Marion	191,034	17,074	29.0	24.9	12.9	5.1	.0087
Marshall	154,918	13,833	30.3	25.8	5.0	2.2	.0077
Monroe	219,484	15,234	29.9	27.9	7.0	1.8	.0109
Montgomery	68,577	12,440	30.7	20.8	4.3	2.1	.0036
Neshoba	156,308	14,812	31.3	24.8	7.4	2.8	.0074
Newton	129,917	15,014	28.8	24.5	8.7	2.8	.0057
Noxubee	54,822	10,799	31.0	17.0	3.0	2.1	.0031
Oktibbeha	260,929	16,111	27.6	22.6	10.8	7.2	.0118
Panola	147,500	12,321	30.3	20.9	4.5	2.8	.0077
Pearl River	249,758	17,171	27.9	26.8	11.8	4.3	.0113
Perry	75,150	18,602	22.0	27.1	13.1	6.1	.0030
Pike	259,109	15,929	28.8	24.9	10.4	4.5	.0132
Pontotoc	124,670	13,426	33.5	24.2	3.5	1.8	.0060
Prentiss	151,441	14,476	32.1	26.0	5.2	2.2	.0075
Quitman	44,126	8,526	27.3	12.8	1.4	1.5	.0025
Scott	156,167	14,590	31.3	23.8	7.2	3.2	.0075
Sharkey	36,046	10,487	28.6	16.1	3.5	4.2	.0020
Simpson	162,522	17,236	28.3	28.9	11.4	3.2	.0073
Smith	97,057	14,974	29.2	24.6	9.6	3.1	.0041
Stone	73,379	19,506	25.1	30.4	13.8	4.5	.0032
Sunflower	152,411	11,521	29.3	19.6	5.0	2.3	.0083
Tallahatchie	70,782	9,682	27.1	15.0	4.1	2.3	.0035
Tate	109,507	14,420	30.6	26.9	5.1	1.6	.0061
Tippah	103,821	13,325	36.5	20.3	4.1	1.4	.0054
Tishomingo	111,114	13,815	36.2	24.0	3.1	1.1	.0051
Tunica	31,610	7,355	21.1	10.6	2.4	2.2	.0020
Union	144,096	14,961	31.2	28.3	4.7	2.5	.0066
Walthall	86,755	14,626	27.0	24.7	7.6	4.7	.0039
Warren	463,903	22,307	22.0	28.3	18.1	8.3	.0202
Washington	415,892	14,003	28.3	23.4	7.3	3.7	.0227
Greenville	240,246	13,867	28.9	22.5	7.3	3.3	.0155
Wayne	120,490	15,022	28.1	24.5	8.6	4.1	.0059
Webster	61,161	14,491	30.8	27.1	3.9	2.4	.0030
Wilkinson	53,795	14,216	30.1	22.3	6.9	3.6	.0025
Winston	114,741	14,234	31.0	25.6	5.6	2.5	.0054
Yalobusha	78,634	13,877	32.2	23.0	6.9	1.4	.0037
Yazoo	148,657	12,308	28.8	20.8	5.0	3.6	.0075
TOTAL METRO COUNTIES	**6,785,141**	**22,162**	**25.1**	**30.4**	**16.4**	**8.2**	**.2908**
TOTAL STATE	**18,501,182**	**17,020**	**27.5**	**26.7**	**10.8**	**5.1**	**.8586**

MISSOURI

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POPULATION—12/31/83

RETAIL SALES BY STORE GROUP 1983

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop	% of Population by Age Group: 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/Furnish./Appliance ($000)	Automotive ($000)	Drug ($000)
COLUMBIA	**105.8**	**.0449**	**26.0**	**27.0**	**20.1**	**14.6**	**17.2**	**38.0**	**585,137**	**129,387**	**70,666**	**82,531**	**16,602**	**99,462**	**26,576**
Boone	105.8	.0449	26.0	27.0	20.1	14.6	17.2	38.0	585,137	129,387	70,666	82,531	16,602	99,462	26,576
• Columbia	64.9	.0276	24.5	35.9	18.3	12.3	16.7	22.9	540,612	119,332	68,116	79,840	16,177	85,492	25,207
SUBURBAN TOTAL	40.9	.0173	29.0	12.6	23.1	18.2	17.9	15.1	44,525	10,055	2,550	2,691	425	13,970	1,369
JOPLIN	**131.1**	**.0557**	**33.4**	**11.5**	**15.2**	**17.4**	**30.1**	**49.8**	**786,172**	**163,431**	**68,683**	**99,723**	**28,477**	**171,390**	**29,325**
Jasper	88.4	.0376	33.2	12.0	15.4	16.7	30.6	34.1	658,553	125,419	58,332	89,887	25,310	140,393	27,612
• Joplin	39.1	.0166	33.6	13.8	15.6	15.4	32.4	16.1	521,639	95,994	42,891	78,986	22,751	111,468	23,184
Newton	42.7	.0181	33.8	10.5	14.5	19.0	29.3	15.7	127,619	38,012	10,351	9,836	3,167	30,997	1,713
SUBURBAN TOTAL	92.0	.0391	33.3	10.5	14.8	18.3	29.3	33.7	264,533	67,437	25,792	20,737	5,726	59,922	6,141
KANSAS CITY	**913.7**	**.3876**	**31.7**	**12.0**	**17.7**	**18.4**	**25.8**	**350.6**	**5,445,777**	**1,217,490**	**605,862**	**834,727**	**149,238**	**1,110,883**	**148,400**
Cass	54.6	.0231	30.9	10.3	16.2	21.1	22.2	18.9	183,786	43,067	19,138	17,273	3,638	37,985	7,486
Clay	139.7	.0593	30.9	12.6	18.8	20.0	22.2	52.5	927,633	180,763	85,724	174,190	27,403	243,894	18,328
Jackson	615.3	.2612	31.9	12.3	17.7	17.4	27.1	241.7	4,019,647	894,914	473,936	622,949	113,197	782,645	110,050
Independence	111.7	.0474	32.2	12.0	17.3	18.5	26.6	43.0	1,139,309	198,589	136,567	259,106	27,979	254,073	22,426
• Kansas City	435.5	.1849	31.8	12.8	18.1	16.7	27.6	172.7	2,445,979	564,166	312,344	370,849	75,999	384,659	72,203
Lafayette	30.5	.0129	35.4	9.9	14.0	18.0	32.5	11.2	108,575	36,465	7,576	7,307	3,070	18,869	3,445
Platte	51.3	.0217	30.3	10.9	19.5	21.9	19.0	18.4	135,057	43,722	15,450	10,824	942	11,053	5,156
Ray	22.3	.0094	33.5	9.5	14.6	20.1	27.7	7.9	71,079	18,559	4,038	2,184	988	16,437	3,935
SUBURBAN TOTAL	478.2	.2027	31.5	11.3	17.4	19.9	24.0	177.9	2,999,798	653,324	293,518	463,878	73,239	726,224	76,197
NEWLY DESIGNATED METRO	*1,452.0*	*.6161*	*31.5*	*11.7*	*18.0*	*18.6*	*25.1*	*550.1*	*8,666,751*	*1,806,534*	*925,757*	*1,370,567*	*287,490*	*1,775,004*	*222,077*

The Kansas City, MO, metro area, as of June 29, 1984, has been merged with the Kansas City, KS, metro by order of the Office of Management and Budget (OMB). Because of the date of this announcement, data in this section of the *1984 Survey of Buying Power* could not be changed. Data in italics on the line above are the correct figures for the new metro, which was formerly defined as the Kansas City, MO–Kansas City, KS, Consolidated Area. For a more in-depth explanation, see the "Bulletin" in Section C.

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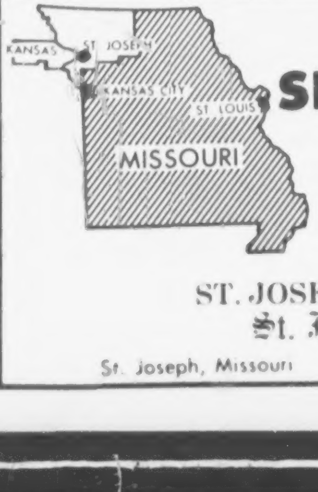

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POPULATION—12/31/83

RETAIL SALES BY STORE GROUP 1983

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
ST. JOSEPH	**86.7**	**.0368**	**33.2**	**12.1**	**15.1**	**15.9**	**31.4**	**32.5**	**528,248**	**116,844**	**52,704**	**92,326**	**19,442**	**92,636**	**19,257**
Buchanan	86.7	.0368	33.2	12.1	15.1	15.9	31.4	32.5	528,248	116,844	52,704	92,326	19,442	92,636	19,257
● St. Joseph	75.7	.0321	33.3	12.4	15.0	15.3	32.1	28.7	515,820	115,268	51,551	92,270	18,049	91,010	19,257
SUBURBAN TOTAL	11.0	.0047	32.7	10.4	14.8	20.1	26.6	3.8	12,428	1,576	1,153	56	1,393	1,626	
ST. LOUIS	**1,812.0**	**.7694**	**31.9**	**11.7**	**17.0**	**18.1**	**26.6**	**662.5**	**10,047,219**	**2,563,648**	**1,075,036**	**1,451,999**	**351,243**	**1,683,771**	**281,231**
Franklin	77.1	.0328	30.7	11.2	15.4	18.1	25.2	26.0	363,245	110,700	29,356	31,843	8,948	62,607	3,619
Jefferson	159.4	.0676	28.9	11.4	18.8	19.6	19.0	51.9	496,266	188,246	28,933	53,602	12,247	79,659	13,259
St. Charles	160.4	.0681	28.7	11.2	19.5	20.8	17.0	53.0	715,021	191,159	63,621	72,580	22,906	125,424	11,747
● St. Charles	41.5	.0176	31.1	13.6	16.5	19.4	24.2	15.4	426,198	129,474	46,650	11,429	15,347	103,389	8,796
St. Louis	968.8	.4113	32.5	11.5	17.1	19.4	26.3	353.3	6,429,278	1,552,999	634,523	1,046,616	251,912	1,135,385	181,152
Florissant	56.6	.0240	31.3	13.4	15.5	20.0	24.3	18.7	319,295	114,439	42,686	18,631	5,657	44,183	7,855
University City	41.0	.0174	33.4	10.6	18.4	18.0	29.2	16.5	94,633	24,243	11,525	17,570	6,578	7,023	6,403
St. Louis city	425.6	.1808	33.4	12.8	15.0	13.7	33.9	170.9	1,981,381	502,536	310,934	244,908	53,069	269,397	69,638
● St. Louis	425.6	.1808	33.4	12.8	15.0	13.7	33.9	170.9	1,981,381	502,536	310,934	244,908	53,069	269,397	69,638
Monroe, Ill.	*20.7*	*.0088*	*33.1*	*11.1*	*14.4*	*18.5*	*28.8*	*7.4*	*62,028*	*18,008*	*7,669*	*2,450*	*2,161*	*11,299*	*1,816*
SUBURBAN TOTAL	1,344.9	.5710	31.5	11.3	17.6	19.5	24.3	476.2	7,639,640	1,931,638	717,452	1,195,662	282,827	1,310,985	202,797
ST. LOUIS - EAST ST. LOUIS - ALTON CONSOLIDATED AREA	***2,375.8***	***1.0088***	***31.7***	***11.9***	***16.5***	***17.9***	***26.7***	***867.6***	***12,633,282***	***3,183,124***	***1,342,941***	***1,842,714***	***446,090***	***2,136,393***	***361,590***
SPRINGFIELD	**219.1**	**.0930**	**30.8**	**15.4**	**17.1**	**17.3**	**25.6**	**83.1**	**1,311,145**	**260,245**	**131,699**	**176,541**	**53,890**	**279,977**	**30,183**
Christian	25.1	.0106	31.7	10.4	16.2	19.5	25.2	8.9	66,384	20,576	2,546	3,493	815	19,932	798
Greene	194.0	.0824	30.7	16.1	17.2	17.0	25.6	74.2	1,244,761	239,669	129,153	173,048	53,075	260,045	29,385
● Springfield	138.9	.0590	30.5	18.7	17.1	15.1	27.2	55.3	1,128,895	234,845	123,793	167,872	52,225	197,980	28,424
SUBURBAN TOTAL	80.2	.0340	31.4	9.8	17.1	21.1	22.8	27.8	182,250	25,400	7,906	8,669	1,665	81,997	1,759
OTHER COUNTIES															
Adair	25.1	.0107	27.3	25.6	16.2	13.2	24.4	9.2	154,590	33,805	16,719	15,760	6,366	32,922	3,463
Andrew	14.7	.0062	33.7	9.7	14.7	17.9	30.2	5.1	32,390	4,457	1,369	834	130	11,922	457
Atchison	8.2	.0035	36.4	10.5	14.0	15.6	36.0	3.2	35,504	9,026	1,623	333	450	4,955	864
Audrain	26.1	.0111	33.6	10.1	14.7	15.9	32.1	9.7	142,297	39,166	6,216	13,597	8,542	23,527	4,155
Barry	26.3	.0112	38.0	8.9	12.3	17.0	36.6	9.8	105,454	24,983	6,971	9,908	1,130	18,835	4,088
Barton	11.6	.0049	37.6	10.2	12.9	15.1	37.7	4.6	47,271	9,638	3,748	1,551	2,486	13,613	1,726
Bates	15.8	.0067	38.2	8.8	12.7	16.7	37.0	6.0	76,483	14,956	2,652	3,792	1,346	31,833	1,557
Benton	12.9	.0055	42.8	7.4	10.8	16.7	42.2	5.1	40,501	10,526	3,298	1,860	533	9,063	1,300
Bollinger	10.8	.0046	34.9	9.9	13.3	16.9	33.0	4.0	26,365	10,446	506	224	381	8,530	478
Butler	38.7	.0164	34.4	9.9	14.6	17.6	31.5	14.6	234,859	54,914	14,427	32,707	7,656	53,591	10,309
Caldwell	8.5	.0036	38.4	8.2	12.1	17.2	37.0	3.2	22,763	6,908	915	409	129	4,459	301
Callaway	34.1	.0145	30.3	14.5	16.8	17.1	25.1	11.4	128,844	29,492	17,109	10,292	4,081	17,589	3,640
Camden	22.9	.0097	39.7	8.9	13.2	17.2	33.5	9.1	132,968	31,988	14,643	9,669	4,188	30,742	1,988
Cape Girardeau	60.9	.0259	30.3	18.0	16.5	16.0	26.2	22.0	369,285	80,114	[illegible]	67,038	17,619	48,744	13,137
Carroll	11.8	.0050	36.9	9.2	13.4	15.8	36.4	4.7	35,943	11,399	1,718	4,988	652	4,671	754
Carter	6.0	.0026	33.5	9.3	14.5	17.8	30.1	2.0	15,330	5,324	1,301	279	78	3,912	169
Cedar	12.7	.0054	42.6	7.8	11.5	15.9	42.4	5.0	52,986	20,204	2,263	4,096	1,248	8,779	1,548
Chariton	10.4	.0045	38.7	9.3	12.9	15.5	38.4	4.0	36,920	8,886	3,490	1,335	1,082	6,425	1,090
Clark	8.5	.0036	33.7	9.8	14.1	16.4	31.4	3.0	23,923	4,960	1,960	1,288	252	3,220	135
Clinton	16.9	.0072	33.6	9.0	14.2	[illegible]	28.5	6.0	58,877	12,947	7,453	5,966	2,241	11,688	1,789
Cole	60.2	.0256	30.6	13.9	19.4	17.5	23.9	21.2	361,972	76,987	21,271	52,635	15,739	80,112	8,172
Cooper	14.5	.0061	35.0	10.0	13.7	16.0	34.0	5.4	62,173	16,440	3,554	6,281	964	14,935	1,817
Crawford	19.3	.0082	34.8	9.7	13.0	16.9	32.8	6.9	88,434	18,350	3,930	12,468	1,181	18,427	1,289
Dade	7.5	.0032	41.5	8.2	11.9	15.4	41.7	3.1	20,781	5,849	753	136	618	1,496	403
Dallas	12.9	.0055	37.7	8.8	12.3	17.1	36.2	4.6	34,125	8,773	2,609	1,093	3,093	6,013	448
Daviess	8.9	.0038	38.0	9.0	12.1	15.7	37.5	3.4	22,655	5,010	894	782	231	8,439	572
De Kalb	8.5	.0036	37.1	9.1	12.8	17.5	35.3	3.1	19,415	3,392	1,698	949	1,263	3,831	171
Dent	15.4	.0065	35.0	9.9	13.7	17.5	32.6	5.6	61,920	17,540	3,269	7,141	4,099	9,389	1,050
Douglas	12.4	.0053	35.4	9.0	13.4	18.1	32.4	4.5	41,161	9,801	2,865	5,663	544	10,416	2,452
Dunklin	36.4	.0154	33.8	9.8	13.8	17.0	31.3	13.6	184,908	54,068	8,636	15,350	6,529	32,483	4,713
Gasconade	13.5	.0057	39.6	9.1	12.5	15.7	39.2	5.2	54,195	15,515	1,069	2,190	1,676	11,552	1,143
Gentry	7.8	.0033	41.0	8.8	11.9	15.5	40.9	3.0	35,266	10,146	2,012	1,015	3,061	5,761	1,418
Grundy	11.9	.0050	37.8	9.3	14.0	16.8	36.5	4.7	52,020	16,632	5,164	7,808	790	5,644	1,977
Harrison	9.6	.0041	40.7	9.6	11.7	16.0	40.2	4.2	37,387	8,392	2,022	3,409	614	8,442	306
Henry	19.9	.0085	37.9	9.0	13.2	16.1	37.3	7.8	88,815	20,727	7,371	6,884	5,390	12,527	6,083
Hickory	7.0	.0029	46.9	6.6	10.0	15.1	46.9	2.9	14,416	4,176	1,037	904	354	474	529
Holt	6.8	.0029	40.3	7.9	12.9	14.7	40.8	2.7	43,387	4,056	1,240	336	305	10,723	272
Howard	9.8	.0042	34.9	13.4	13.1	14.9	34.9	3.6	25,354	7,253	1,734	365	416	6,292	1,621
Howell	30.7	.0130	35.4	9.4	13.8	18.1	32.5	11.5	166,941	46,133	13,061	20,201	6,634	40,844	4,721
Iron	11.5	.0049	34.5	9.2	13.7	17.4	31.8	3.9	50,674	20,509	1,955	3,080	860	8,332	601
Johnson	40.1	.0171	24.8	27.3	15.4	14.7	19.2	12.9	113,669	28,934	13,885	12,182	3,712	17,714	3,370
Knox	5.6	.0024	38.6	8.9	11.6	16.6	37.6	2.1	14,296	3,463	623	1,154	467	3,217	469
Laclede	26.0	.0110	34.0	10.0	14.4	18.1	30.4	9.6	162,227	33,954	10,175	13,243	5,008	35,768	2,726
Lawrence	30.3	.0129	35.7	9.2	13.2	17.3	33.6	11.3	111,408	28,608	10,196	9,522	4,782	28,243	4,109
Lewis	10.7	.0046	33.5	12.9	13.3	17.0	31.0	3.9	40,036	20,769	1,306	1,139	1,497	9,347	194
Lincoln	23.7	.0100	33.1	10.4	14.1	17.8	29.5	8.1	70,186	25,769	5,608	7,733	1,690	9,718	1,302
Linn	15.5	.0066	40.7	9.1	12.6	15.3	40.7	6.3	77,383	17,337	5,924	7,507	3,580	16,527	3,000
Livingston	15.7	.0067	35.7	9.4	14.2	16.5	34.3	6.1	95,378	21,540	3,513	13,642	3,173	17,813	2,772
McDonald	15.8	.0067	34.8	9.6	13.2	19.3	30.4	5.8	50,885	12,917	2,135	3,249	609	5,617	424
Macon	16.3	.0069	38.0	8.8	13.2	16.2	37.3	6.2	52,805	13,656	3,718	2,088	2,886	11,405	1,873
Madison	11.4	.0048	37.9	9.5	12.6	16.2	37.1	4.4	43,155	17,057	3,203	1,432	1,267	3,759	1,271
Maries	7.7	.0033	36.0	8.9	13.3	17.6	33.6	2.9	15,063	4,764	1,261	282	470	2,480	
Marion	28.8	.0122	33.9	10.6	14.8	15.4	33.0	10.8	179,892	45,166	17,191	24,926	4,992	24,657	4,536
Mercer	4.6	.0020	43.4	9.6	11.3	15.5	42.8	1.8	10,077	3,023	642	225	384	2,528	300
Miller	20.1	.0085	33.9	9.9	14.5	6.7	31.7	7.4	100,359	15,900	12,811	8,477	3,590	20,463	1,042
Mississippi	15.1	.0064	32.4	10.2	13.3	[illegible]	30.2	5.3	68,073	10,696	2,042	2,021	1,739	9,361	2,010
Moniteau	12.5	.0053	34.4	10.1	14.5	16.7	32.4	4.3	54,066	12,877	1,887	1,011	438	21,492	1,031
Monroe	9.6	.0041	35.4	10.1	13.3	16.4	34.1	3.5	33,831	5,763	2,534	835	790	10,509	901
Montgomery	11.6	.0049	37.1	9.2	12.1	16.9	35.7	4.2	43,000	8,067	3,562	1,518	1,323	8,389	1,251
Morgan	15.2	.0065	40.9	7.9	11.4	16.6	40.3	5.7	55,145	12,653	3,567	1,091	3,431	12,308	372

Kansas City is now the 25th largest CMSA/MSA and 27th largest MSA/PMSA.

Sometimes while reading trade publications you may catch a few sliders, curves and fast pitches about how remarkable a given market may be.

We'd like to offer you a change of pace: plain facts about a city on the plains.

Kansas City is the nation's 25th largest CMSA/MSA. It has recently been reranked as the 27th largest MSA/PMSA. The Kansas City market is larger than the Denver, Milwaukee, San Jose and New Orleans MSA/PMSAs.

A single fact puts Kansas City's buying power into perspective: The Kansas City CMSA has almost 75 percent of the total retail sales of all of Manhattan.

How do you connect with this Midwestern market?

Consider *The Kansas City Star/Times*. On a daily basis, *The Star/Times* reaches 556,000 adults; on Sunday *The Star* reaches 725,000 adults — three-quarters of the metro area.

Call Jack Wyss, our general advertising manager, at (816) 234-4125 for complete information about Kansas City and about the area's dominant ad medium, *The Star/Times*. He'll send you a free copy of our colorful booklet, "Kansas City: A Few Things We Do Very, Very Well." That will complete the picture of a market worth considering.

Sources:
1983 Survey of Buying Power
Belden Associates 1983 "Kansas City CMS"
Office of Management and Budget, June, 1984

THE KANSAS CITY STAR.
The Kansas City Times

MO.
ESTIMATES

METRO AREA County City	POPULATION—12/31/83								RETAIL SALES BY STORE GROUP 1983						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
New Madrid	22.4	.0095	31.5	10.1	13.7	16.3	28.9	7.8	99,935	15,267	3,650	14,409	3,340	14,969	1,060
Nodaway	21.5	.0092	29.7	20.3	13.7	13.9	28.9	7.7	102,395	22,989	8,567	13,161	3,422	12,054	1,374
Oregon	10.5	.0044	37.3	8.6	12.7	17.0	35.9	3.9	37,418	7,261	1,888	2,476	429	8,317	1,166
Osage	12.2	.0052	31.3	11.6	13.3	15.3	29.8	4.0	24,491	6,295	1,549	238	738	4,680	
Ozark	8.7	.0037	38.5	8.4	12.6	17.1	36.9	3.3	33,317	9,765	1,004	1,650	483	6,746	455
Pemiscot	24.1	.0102	31.7	10.1	12.8	14.6	31.1	8.5	92,740	30,374	6,911	8,914	2,859	11,137	2,060
Perry	17.3	.0074	32.6	10.6	14.5	14.9	31.6	5.9	78,920	9,462	7,420	25,412	2,133	9,840	1,735
Pettis	36.6	.0155	34.4	11.1	14.3	17.2	32.0	13.9	196,546	46,919	16,801	28,396	5,810	37,408	3,553
Phelps	34.9	.0148	28.9	21.0	13.8	16.0	25.6	11.9	190,799	47,641	19,637	18,692	3,538	35,252	1,557
Pike	17.5	.0075	33.8	9.9	13.6	17.2	31.2	6.1	64,075	16,878	3,092	8,796	1,127	7,116	2,441
Polk	19.8	.0084	34.4	13.6	12.5	16.3	33.0	7.1	101,003	24,989	4,015	11,257	2,143	21,223	2,635
Pulaski	40.1	.0171	23.6	30.3	16.9	13.3	13.6	9.9	113,235	20,841	8,234	14,198	4,285	32,725	1,657
Putnam	6.0	.0025	40.2	8.4	11.1	16.6	39.4	2.3	29,766	8,090	1,143	882	398	8,041	857
Ralls	9.2	.0039	33.8	9.4	15.2	16.7	31.4	3.4	14,396	3,985	359	454	262	4,858	46
Randolph	26.5	.0113	32.9	11.8	16.6	15.6	30.9	9.5	144,717	39,125	11,326	9,673	7,614	34,383	3,227
Reynolds	7.5	.0032	33.5	9.9	14.3	17.1	30.7	2.9	25,357	9,210	615	491	104	7,879	434
Ripley	13.3	.0057	37.5	8.9	12.0	17.3	35.7	4.9	33,747	10,157	794	5,569	445	7,502	2,075
St. Clair	8.9	.0038	41.1	8.0	11.2	15.8	41.1	3.4	32,060	3,173	4,243	322	504	13,987	642
Ste. Genevieve	15.9	.0067	31.3	11.2	14.4	17.1	27.6	5.4	55,089	15,232	7,239	3,698	1,017	8,763	792
St. Francois	44.5	.0189	34.2	10.1	14.0	17.2	31.8	16.0	205,059	59,009	12,147	31,273	6,568	25,932	4,507
Saline	24.8	.0106	34.8	10.9	14.7	15.9	33.9	9.5	100,632	25,282	6,211	11,845	2,146	13,742	3,897
Schuyler	4.9	.0020	38.0	9.1	12.7	16.5	37.1	2.0	22,501	2,621	1,011	228		8,134	184
Scotland	5.3	.0023	39.0	8.5	11.3	16.1	38.6	2.1	20,242	4,172	1,877	2,510	836	4,782	1,063
Scott	41.2	.0175	30.8	11.2	15.9	17.0	26.3	14.6	245,742	72,528	22,0[illegible]	13,659	8,123	46,744	6,604
Shannon	8.0	.0034	34.1	9.8	13.9	18.0	30.8	2.9	14,739	6,480	528	434	254	1,934	131
Shelby	7.7	.0033	39.0	9.6	12.0	15.0	39.3	3.0	30,223	7,274	1,299	2,487	241	8,093	873
Stoddard	29.6	.0125	34.9	9.9	14.0	17.8	32.1	11.0	123,496	18,903	12,410	11,329	4,525	32,535	3,071
Stone	17.7	.0075	41.8	7.4	11.7	17.5	40.6	7.1	40,275	14,543	2,054	1,079	224	7,034	691
Sullivan	7.2	.0031	40.6	8.5	12.1	16.4	40.1	2.9	14,618	3,227	519	825	646	2,299	190
Taney	23.1	.0098	41.4	11.3	11.3	15.8	41.3	9.1	120,424	28,541	19,313	11,451	1,786	19,186	3,214
Texas	21.9	.0093	35.8	9.5	12.9	18.3	32.8	8.2	95,074	15,555	2,354	7,376	1,007	22,083	1,382
Vernon	20.4	.0087	35.2	10.1	14.6	16.3	33.9	7.6	83,126	20,656	10,405	9,321	4,111	18,973	1,195
Warren	16.7	.0071	33.8	9.8	14.6	18.0	30.3	5.7	52,907	16,934	6,060	4,789	622	7,803	493
Washington	18.7	.0079	30.0	10.7	14.9	17.4	25.1	6.3	52,567	18,239	3,477	3,077	452	9,693	1,426
Wayne	12.3	.0052	39.1	8.8	11.5	17.3	37.7	4.7	41,007	10,058	2,240	3,123	1,534	11,628	1,515
Webster	22.0	.0094	32.1	10.0	14.3	19.0	26.9	7.5	60,119	17,732	3,569	5,350	1,554	8,685	1,061
Worth	2.9	.0012	42.3	7.4	11.8	15.4	42.3	1.1	7,746	2,791	157	58	784	1,375	168
Wright	17.1	.0072	35.7	9.6	12.7	17.2	33.5	6.3	60,124	13,075	2,846	13,689	1,275	8,168	852
TOTAL METRO COUNTIES	**3,247.7**	**1.3786**	**31.6**	**12.6**	**17.2**	**17.9**	**26.2**	**1,209.1**	**18,641,670**	**4,433,037**	**1,996,981**	**2,735,397**	**616,731**	**3,426,820**	**332,156**
TOTAL STATE	**4,990.3**	**2.1189**	**32.3**	**12.3**	**16.1**	**17.5**	**28.1**	**1,843.8**	**26,132,783**	**6,267,111**	**2,553,856**	**3,486,401**	**854,759**	**4,888,99[illegible]**	**719,098**

MO.
ESTIMATES

SS EFFECTIVE BUYING INCOME 1983

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
COLUMBIA	**1,087,441**	**23,461**	**24.5**	**28.9**	**18.6**	**10.3**	**.0471**
Boone	1,087,441	23,461	24.5	28.9	18.6	10.3	.0471
● Columbia	647,846	20,975	26.5	24.8	16.7	10.7	.0331
SUBURBAN TOTAL	439,595	26,684	21.6	35.1	21.4	9.7	.0140
JOPLIN	**1,036,143**	**17,628**	**30.3**	**29.3**	**9.9**	**4.0**	**.0533**
Jasper	717,928	17,744	29.8	29.3	10.2	4.3	.0395
● Joplin	331,591	16,830	29.9	27.3	9.5	4.4	.0236
Newton	318,215	17,399	31.3	29.5	9.2	3.4	.0138
SUBURBAN TOTAL	704,552	17,994	30.4	30.4	10.1	3.8	.0297
KANSAS CITY	**9,367,125**	**24,311**	**23.0**	**32.6**	**19.0**	**8.3**	**.4162**
Cass	482,110	23,938	23.2	35.5	17.8	6.3	.0197
Clay	1,524,623	27,705	20.0	36.7	23.5	8.3	.0679
Jackson	6,458,103	23,822	23.4	31.0	18.6	9.0	.2925
Independence	1,199,063	26,774	21.1	34.0	22.8	7.9	.0640
● Kansas City	4,448,024	22,366	24.5	30.2	16.8	8.5	.1943
Lafayette	243,967	19,541	27.7	33.4	12.1	3.3	.0106
Platte	485,252	25,359	22.2	39.8	18.9	5.5	.0181
Ray	173,070	20,152	27.2	34.8	12.1	3.5	.0074
SUBURBAN TOTAL	4,919,101	26,063	21.6	35.1	21.1	8.0	.2219
NEWLY DESIGNATED METRO	*15,903,239*	*26,142*	*21.2*	*32.0*	*20.4*	*11.0*	*.6835*

The Kansas City, MO, metro area, as of June 29, 1984, has been merged with the Kansas City, KS, metro by order of the Office of Management and Budget (OMB). Because of the date of this announcement, data in this section of the *1984 Survey of Buying Power* could not be changed. Data in italics on the line above are the correct figures for the new metro, which was formerly defined as the Kansas City, MO–Kansas City, KS, Consolidated Area. For a more in-depth explanation, see the "Bulletin" in Section C (page C-1).

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
ST. JOSEPH	**779,088**	**20,616**	**27.2**	**30.9**	**14.6**	**6.0**	**.0375**
Buchanan	779,088	20,616	27.2	30.9	14.6	6.0	.0375
● St. Joseph	672,066	19,983	27.9	30.7	13.6	5.6	.0339
SUBURBAN TOTAL	107,022	25,460	22.1	32.6	21.9	8.6	.0036
ST. LOUIS	**19,541,194**	**26,647**	**20.6**	**32.1**	**20.7**	**11.6**	**.8278**
Franklin	617,126	21,860	25.3	35.7	14.6	4.8	.0291
Jefferson	1,433,029	26,906	19.9	40.0	21.7	6.2	.0569
St. Charles	1,722,774	31,535	14.9	36.1	28.7	11.9	.0688
● St. Charles	461,003	27,892	20.4	33.7	22.8	11.0	.0242
St. Louis	11,998,470	30,820	17.4	32.6	24.5	16.3	.5024
Florissant	622,927	32,212	14.4	36.5	29.6	13.4	.0263
University City	479,728	25,369	22.7	29.8	19.2	12.6	.0162
St. Louis city	3,585,323	17,038	28.1	26.7	11.3	4.7	.1633
● St. Louis	3,585,323	17,038	28.1	26.7	11.3	4.7	.1633
Monroe, Ill.	*184,472*	*23,598*	*23.1*	*37.1*	*16.0*	*5.8*	*.0073*
SUBURBAN TOTAL	15,494,868	29,850	17.9	33.8	24.1	14.1	.6403
ST. LOUIS - EAST ST. LOUIS - ALTON CONSOLIDATED AREA	***24,629,362***	***25,666***	***21.1***	***32.1***	***19.9***	***10.4***	***1.0502***
SPRINGFIELD	**2,017,114**	**20,612**	**27.3**	**31.7**	**13.7**	**6.2**	**.0951**
Christian	206,751	20,648	27.1	33.8	12.6	5.3	.0083
Greene	1,810,363	20,607	27.4	31.3	13.9	6.3	.0868
● Springfield	1,269,000	18,883	29.3	29.9	12.0	5.2	.0676
SUBURBAN TOTAL	748,114	24,050	23.3	35.2	17.2	8.2	.0275
OTHER COUNTIES							
Adair	195,466	16,376	29.8	26.8	10.0	4.2	.0102
Andrew	108,906	19,127	32.0	34.3	9.3	3.6	.0045
Atchison	69,177	18,275	31.1	32.1	8.0	5.0	.0031
Audrain	215,744	20,198	27.8	35.6	10.6	4.4	.0104
Barry	177,473	14,936	32.6	24.8	7.1	3.1	.0086
Barton	79,645	14,645	37.4	24.2	5.0	2.0	.0040
Bates	108,294	14,856	29.9	25.4	7.8	2.9	.0056
Benton	79,964	12,235	34.1	19.1	4.5	2.0	.0038
Bollinger	61,495	13,114	32.9	22.4	5.0	1.1	.0029
Butler	272,283	14,624	28.2	24.0	8.0	4.2	.0150
Caldwell	57,951	15,146	29.4	26.7	7.3	2.5	.0026
Callaway	296,227	23,872	22.8	36.5	16.6	6.2	.0125
Camden	193,093	17,703	33.4	28.1	10.6	4.5	.0094
Cape Girardeau	531,323	20,420	27.5	31.4	13.8	5.8	.0260
Carroll	79,419	13,971	32.9	22.6	6.4	2.6	.0036
Carter	33,522	13,608	33.7	22.3	6.1	2.3	.0016
Cedar	74,117	11,674	33.9	18.2	3.6	1.6	.0040
Chariton	71,294	14,267	31.1	23.6	7.0	3.3	.0033
Clark	53,414	15,105	33.3	25.0	6.4	2.9	.0025
Clinton	130,988	19,766	26.6	33.6	11.5	4.3	.0058
Cole	588,125	25,155	23.5	34.1	19.4	8.0	.0269

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St. Louis Globe-Democrat

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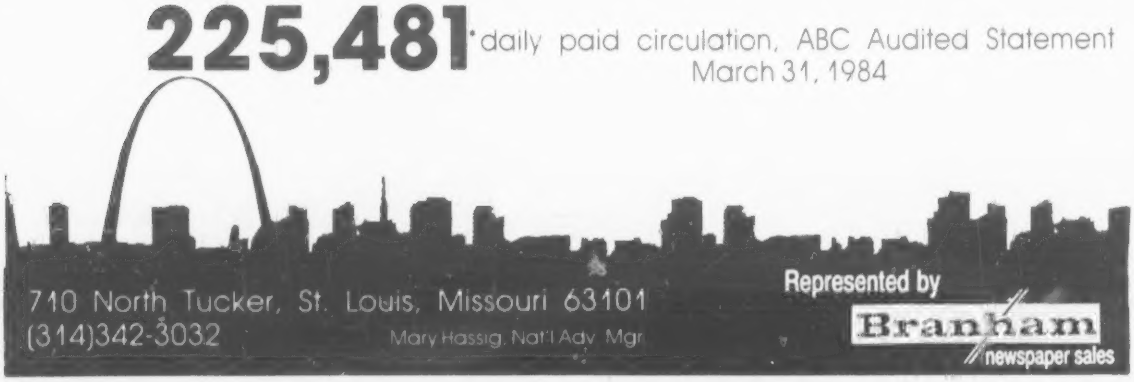

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S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1983

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
Cooper	103,216	16,901	32.5	29.6	7.7	2.7	.0049
Crawford	136,831	16,601	30.2	28.8	9.5	3.0	.0070
Dade	48,198	12,818	35.3	20.6	4.1	1.7	.0021
Dallas	78,665	13,019	31.7	21.1	5.8	3.3	.0037
Daviess	63,986	15,122	33.5	24.1	7.6	3.2	.0027
De Kalb	59,650	16,000	29.4	26.9	8.7	3.8	.0025
Dent	95,700	14,276	32.9	25.2	5.0	2.5	.0049
Douglas	72,333	12,509	33.6	20.1	4.4	2.4	.0036
Dunklin	244,087	14,208	29.9	24.3	6.7	3.3	.0130
Gasconade	104,879	17,544	29.8	30.5	9.5	3.2	.0047
Gentry	51,567	14,029	33.1	23.3	5.8	2.9	.0027
Grundy	82,899	15,088	32.4	26.1	5.9	2.6	.0042
Harrison	71,958	13,562	31.7	20.5	6.2	3.8	.0032
Henry	149,066	15,266	29.1	25.4	9.2	3.2	.0071
Hickory	39,554	10,859	33.2	16.4	3.2	1.5	.0019
Holt	54,276	17,295	30.0	29.0	8.8	4.6	.0027
Howard	66,316	14,906	31.1	25.8	6.3	3.1	.0029
Howell	191,747	13,642	33.9	23.5	3.7	2.9	.0111
Iron	83,861	18,337	28.0	31.4	10.3	4.4	.0040
Johnson	270,806	16,835	32.9	28.7	9.3	2.8	.0122
Knox	29,184	11,388	34.2	16.8	3.3	1.3	.0013
Laclede	190,874	16,218	31.6	27.3	8.0	4.3	.0104
Lawrence	202,364	15,177	33.5	27.0	6.1	2.4	.0098
Lewis	77,043	17,965	29.4	32.1	9.4	2.2	.0035
Lincoln	172,817	19,311	28.6	33.0	12.1	2.9	.0075
Linn	123,605	15,670	33.5	26.3	7.8	3.8	.0059
Livingston	124,780	16,856	29.7	28.2	9.0	4.0	.0066
McDonald	93,616	13,575	34.2	23.6	3.4	2.3	.0045
Macon	95,305	12,961	35.2	20.8	4.1	1.5	.0048
Madison	78,616	14,184	29.6	25.0	6.3	3.5	.0038
Maries	45,661	13,622	34.8	23.1	3.7	1.8	.0019
Marion	248,823	20,004	27.3	32.1	13.4	4.4	.0124
Mercer	28,371	12,726	31.6	21.7	4.3	2.6	.0012
Miller	146,811	17,075	31.9	29.2	9.6	3.1	.0075
Mississippi	89,397	13,059	31.2	20.7	5.8	3.1	.0048
Moniteau	75,898	14,858	35.0	25.7	6.5	2.2	.0041
Monroe	70,461	17,708	30.1	30.6	9.3	3.3	.0032
Montgomery	83,863	17,159	32.5	28.4	8.8	3.9	.0039
Morgan	93,952	13,452	34.9	21.9	5.2	2.2	.0047
New Madrid	138,085	13,720	28.9	21.9	7.7	3.5	.0073
Nodaway	186,529	19,474	28.3	29.4	12.5	6.8	.0085
Oregon	52,177	10,576	33.0	16.0	2.6	1.3	.0028
Osage	85,720	19,540	24.8	35.2	8.9	4.8	.0035
Ozark	54,803	13,179	33.6	21.1	4.5	3.4	.0028
Pemiscot	147,597	13,536	30.6	21.4	7.5	2.8	.0076
Perry	100,891	15,287	34.5	28.5	4.4	1.4	.0055
Pettis	314,639	18,674	29.5	29.6	12.2	5.2	.0149
Phelps	263,643	17,794	27.7	29.8	10.0	4.9	.0135
Pike	117,910	15,761	32.3	27.6	6.4	4.1	.0056
Polk	128,816	14,312	32.2	24.5	5.3	3.4	.0071
Pulaski	280,038	17,885	36.5	30.9	9.0	2.8	.0123
Putnam	42,963	14,649	30.2	25.2	7.3	3.6	.0021
Ralls	69,263	18,540	30.0	35.0	8.7	2.1	.0027
Randolph	193,655	17,057	29.0	29.3	9.5	3.8	.0101
Reynolds	55,168	16,108	24.6	29.8	10.1	1.7	.0025
Ripley	68,444	11,286	34.5	16.8	2.9	1.4	.0033
St. Clair	51,768	11,742	31.0	18.4	5.2	2.2	.0026
Ste. Genevieve	131,076	22,206	27.4	35.4	15.0	5.4	.0056
St. Francois	342,022	18,836	28.0	32.0	11.4	3.5	.0163
Saline	171,079	15,589	32.8	27.9	6.4	2.1	.0083
Schuyler	28,322	11,692	33.2	18.6	2.9	1.8	.0016
Scotland	29,594	10,500	31.1	14.8	4.7	1.7	.0017
Scott	314,543	18,504	27.1	29.8	12.2	4.5	.0164
Shannon	44,979	12,617	32.0	23.1	5.0	1.0	.0021
Shelby	48,125	13,238	34.5	22.6	4.8	1.6	.0023
Stoddard	191,403	14,183	32.8	24.1	5.8	2.6	.0098
Stone	124,665	14,843	37.0	24.2	5.9	2.5	.0052
Sullivan	34,022	9,097	31.6	10.7	2.2	1.0	.0017
Taney	202,221	18,411	33.6	29.2	10.7	5.0	.0094
Texas	127,566	12,612	34.3	20.6	3.9	2.3	.0070
Vernon	155,116	16,493	30.5	28.7	8.6	3.6	.0071
Warren	138,564	21,217	27.0	31.6	15.7	5.4	.0057
Washington	115,294	15,967	30.0	29.6	6.7	2.3	.0055
Wayne	71,576	11,541	32.4	18.6	3.9	2.1	.0035
Webster	150,049	16,753	29.2	29.8	7.8	3.3	.0066
Worth	15,229	10,707	33.3	15.5	3.3	1.7	.0009
Wright	100,255	12,601	34.1	18.5	4.0	3.0	.0050
TOTAL METRO COUNTIES	**33,643,633**	**24,829**	**22.4**	**31.9**	**19.1**	**9.8**	**1.4697**
TOTAL STATE	**46,150,398**	**21,460**	**25.3**	**30.2**	**15.5**	**7.7**	**2.0753**

MONTANA

MONT.
S&MM ESTIMATES

POPULATION—12/31/83 | RETAIL SALES BY STORE GROUP 1983

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/Furnish./Appliance ($000)	Automotive ($000)	Drug ($000)
BILLINGS	**117.5**	**.0499**	**30.0**	**13.0**	**19.0**	**18.0**	**22.5**	**45.4**	**994,809**	**209,564**	**71,027**	**148,869**	**51,218**	**181,589**	**40,679**
Yellowstone	117.5	.0499	30.0	13.0	19.0	18.0	22.5	45.4	994,809	209,564	71,027	148,869	51,218	181,589	40,679
• Billings	72.1	.0306	30.9	14.3	18.5	16.8	25.6	29.7	823,743	156,439	64,362	145,571	[illegible]	170,808	39,794
SUBURBAN TOTAL	45.4	.0193	28.6	10.8	19.4	19.8	17.8	15.7	171,066	53,125	6,665	3,298	[illegible]	10,781	885
GREAT FALLS	**80.5**	**.0342**	**30.1**	**13.8**	**17.2**	**18.5**	**23.2**	**30.8**	**576,650**	**109,097**	**41,587**	**76,606**	**33,380**	**121,566**	**21,240**
Cascade	80.5	.0342	30.1	13.8	17.2	18.5	23.2	30.8	576,650	109,097	41,587	76,606	33,380	121,566	21,240
• Great Falls	56.5	.0240	31.8	12.9	16.4	18.5	26.2	22.9	526,177	102,372	36,793	62,212	30,331	118,224	21,215
SUBURBAN TOTAL	24.0	.0102	26.7	16.0	18.7	18.4	16.2	7.9	50,473	6,725	4,794	14,394	3,049	[illegible]	25
OTHER COUNTIES															
Beaverhead	8.3	.0035	30.7	13.2	16.8	17.5	25.4	3.0	39,867	11,190	3,621	1,091	2,005	7,415	1,734
Big Horn	11.3	.0048	27.1	11.6	17.4	16.7	19.6	3.3	45,886	14,443	4,357	471	588	10,090	818
Blaine	7.2	.0030	29.2	10.9	15.8	15.4	25.4	2.5	23,324	4,058	1,589	1,028	324	9,726	666
Broadwater	3.6	.0016	32.5	9.4	15.3	18.0	28.2	1.5	19,667	7,016	2,059	644		4,221	453
Carbon	8.6	.0036	36.2	7.6	15.1	16.7	34.7	3.6	28,954	8,684	4,007	219	255	2,691	1,065
Carter	1.8	.0008	36.3	8.9	13.4	19.7	32.1	.6	2,836	1,109	510	86			51
Chouteau	6.0	.0025	33.5	9.2	15.6	16.7	30.9	2.2	13,981	3,858	1,840	380	22	3,834	515
Custer	13.4	.0057	31.8	11.6	15.6	16.0	29.1	5.3	84,924	19,671	8,316	2,325	2,673	11,218	2,514
Daniels	2.8	.0012	35.9	7.9	15.0	16.9	34.1	1.0	11,791	3,678	1,133	76	438	2,691	375
Dawson	12.0	.0051	29.0	13.8	17.4	16.3	23.2	4.5	92,811	20,512	6,903	3,244	4,498	12,023	3,667
Deer Lodge	11.3	.0048	33.8	9.8	15.0	16.0	32.3	4.2	53,134	19,399	6,195		1,351	11,272	2,627
Fallon	3.7	.0015	30.0	11.4	16.1	16.8	25.2	1.4	20,062	5,041	1,992	863	810	6,114	1,109
Fergus	13.1	.0056	34.2	9.9	14.8	16.2	32.5	5.0	71,732	19,258	5,951	2,531	4,031	12,104	3,456
Flathead	55.9	.0237	31.0	10.3	18.9	18.3	24.1	21.2	358,064	97,261	33,551	19,647	14,877	60,772	11,822

MONT. (cont.)
S&MM ESTIMATES

POPULATION—12/31/83

RETAIL SALES BY STORE GROUP 1983

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
Gallatin	46.5	.0198	26.5	24.3	20.1	15.0	18.0	16.7	303,807	51,166	26,171	16,440	22,200	41,579	10,970
Garfield	1.7	.0007	31.4	11.2	15.9	16.8	27.5	.6	3,021	807	642	255		71	61
Glacier	10.8	.0046	28.1	11.3	17.0	16.1	22.3	3.5	54,025	13,094	4,672	7,165	1,769	8,968	790
Golden Valley	1.0	.0004	35.2	7.4	12.6	17.6	32.7	.4	841	149	135				
Granite	2.8	.0012	34.3	8.4	15.4	17.0	31.9	1.0	7,055	2,074	753			1,494	324
Hill	18.3	.0078	28.6	15.0	17.4	15.3	23.6	6.7	124,289	25,842	8,141	13,054	4,177	16,851	7,578
Jefferson	8.1	.0034	30.5	8.8	19.4	17.2	22.1	2.8	7,678	2,292	1,687	293	224	574	420
Judith Basin	2.6	.0011	34.5	8.1	15.2	18.4	30.8	1.0	7,410	1,807	745		99	865	38
Lake	20.7	.0088	31.7	9.6	15.6	16.7	28.1	7.4	69,956	21,955	5,847	980	2,370	9,892	3,420
Lewis and Clark	46.2	.0196	30.2	12.3	19.6	17.9	22.8	18.0	285,252	66,311	26,691	30,940	16,289	56,778	8,778
Liberty	2.3	.0010	31.9	10.9	15.8	18.6	26.5	.9	12,372	2,904	752		63	6,522	583
Lincoln	17.7	.0075	29.8	9.8	17.6	19.7	21.1	6.2	64,423	25,807	5,471	4,388	1,532	10,555	2,555
McCone	2.7	.0012	30.9	9.3	14.9	16.9	27.0	.9	7,033	2,516	335	161	47	387	
Madison	5.7	.0024	35.5	8.4	15.4	17.9	32.8	2.2	12,508	4,626	2,297	410		663	396
Meagher	2.2	.0009	33.9	9.3	16.0	19.0	29.4	.8	8,876	4,660	1,162			1,376	67
Mineral	3.9	.0017	30.0	10.9	18.2	18.4	22.5	1.4	12,222	1,836	1,511	2,175		1,531	558
Missoula	80.9	.0343	28.9	16.7	21.4	17.9	19.0	31.2	571,427	106,187	49,975	49,682	37,831	122,502	19,177
Musselshell	4.8	.0021	33.7	7.7	16.6	14.8	33.0	1.9	17,019	3,482	1,961	1,165	822	2,255	164
Park	13.7	.0058	33.7	9.2	17.8	17.3	30.4	5.5	65,210	20,902	5,492	1,052	2,659	5,043	1,153
Petroleum	.7	.0003	31.0	9.4	16.0	16.7	26.9	.2	785	395	56				
Phillips	5.5	.0023	31.6	10.9	14.8	16.1	28.8	2.0	26,347	5,632	2,390	447	624	5,893	1,488
Pondera	6.9	.0029	31.8	9.9	15.0	17.4	27.8	2.5	37,735	9,107	1,536	936	1,886	15,257	2,311
Powder River	2.4	.0011	31.4	9.3	18.3	17.0	26.3	.9	10,436	3,349	959	398		2,280	111
Powell	7.0	.0029	32.3	11.[illegible]	18.6	18.2	26.7	2.4	29,838	7,034	3,202	226		4,003	1,476
Prairie	1.8	.0008	35.6	7.9	14.1	15.9	34.8	.7	5,408	1,413	1,013	77		836	58
Ravalli	25.7	.0109	33.7	7.6	15.8	19.4	28.5	9.6	74,146	17,046	6,199	2,524	2,855	10,093	5,002
Richland	13.1	.0056	28.6	13.9	17.6	15.3	23.4	4.7	70,066	22,164	3,731	4,913	3,136	14,436	1,075
Roosevelt	10.6	.0045	28.7	11.2	16.8	15.5	23.9	3.4	54,676	14,943	5,409	1,387	1,209	10,041	2,178
Rosebud	12.6	.0053	26.5	11.8	18.9	16.9	17.1	4.1	29,294	9,038	3,447	691	235	4,295	186
Sanders	9.1	.0039	33.1	8.2	16.1	18.2	28.8	3.6	32,800	7,746	2,638	2,144	30	11,010	1,297
Sheridan	5.4	.0023	34.6	10.7	14.6	15.7	33.8	2.0	27,546	4,422	3,620	854	1,377	1,252	1,528
Silver Bow	36.1	.0153	33.5	10.8	15.0	16.5	31.2	14.3	276,624	58,166	18,526	26,423	19,951	56,521	11,126
Stillwater	6.0	.0025	34.6	8.0	16.0	17.0	32.4	2.2	22,166	4,436	2,564	459	196	786	1,405
Sweet Grass	3.3	.0014	37.7	8.0	13.8	17.7	35.7	1.3	21,135	8,505	747	252	192	2,831	1,485
Teton	6.6	.0029	34.7	8.1	14.0	17.8	31.8	2.5	25,028	4,517	1,879	397	760	11,146	863
Toole	5.7	.0024	31.6	10.7	16.2	16.2	28.3	2.3	29,709	10,142	3,150	455	1,180	2,067	744
Treasure	1.0	.0004	33.6	8.4	15.6	18.7	29.1	.4	1,181	592	262	146			
Valley	9.6	.0041	31.0	10.0	16.0	17.5	26.1	3.7	55,869	11,948	4,014	4,663	1,857	12,362	1,927
Wheatland	2.4	.0010	35.5	7.9	14.9	16.8	33.7	.9	9,499	2,428	1,067	184	221	620	154
Wibaux	1.5	.0006	31.0	9.0	16.8	15.0	28.3	.5	4,491	173	400		50	66	283
TOTAL METRO COUNTIES	**198.0**	**.0841**	**30.0**	**13.3**	**18.2**	**18.2**	**22.8**	**76.2**	**1,571,459**	**318,661**	**112,614**	**225,475**	**84,598**	**303,155**	**61,919**
TOTAL STATE	**822.6**	**.3492**	**30.4**	**12.6**	**17.8**	**17.4**	**24.5**	**308.8**	**4,917,695**	**1,115,452**	**405,887**	**433,816**	**242,311**	**911,027**	**184,520**

MONT.
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1983

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds by EBI Group (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
BILLINGS	**1,190,446**	**23,477**	**24.2**	**34.3**	**16.8**	**7.5**	**.0608**
Yellowstone	1,190,446	23,477	24.2	34.3	16.8	7.5	.0608
• Billings	765,535	22,352	26.7	31.3	18.1	7.8	.0434
SUBURBAN TOTAL	424,911	25,043	21.5	39.3	18.2	7.1	.0174

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1983

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds by EBI Group (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
GREAT FALLS	**761,209**	**21,745**	**26.8**	**33.4**	**15.4**	**5.8**	**.0378**
Cascade	761,209	21,745	26.8	33.4	15.4	5.8	.0378
• Great Falls	564,331	22,041	25.4	33.0	16.3	5.9	.0302
SUBURBAN TOTAL	196,878	21,033	30.6	34.9	12.8	5.4	.0076

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*SALES FIGURE BASED ON 20% OR BETTER COVERAGE COUNTIES
SOURCE: Market Economics Guide 1982-83 ABC Fas-Fax, September 30, 1982
Represented by BRANHAM Newspaper Sales

MONT. (cont.)

S&MM ESTIMATES

SS EFFECTIVE BUYING INCOME 1983

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
OTHER COUNTIES							
Beaverhead	58,698	16,573	31.7	28.7	8.4	3.0	.0030
Big Horn	68,546	18,282	30.7	30.4	11.5	3.2	.0035
Blaine	40,516	13,975	31.2	25.8	3.8	2.2	.0021
Broadwater	24,515	14,317	40.5	23.5	4.8	.9	.0013
Carbon	63,943	15,672	34.5	28.0	5.4	2.4	.0029
Carter	8,388	11,524	32.8	17.8	4.0	1.2	.0004
Chouteau	49,695	19,197	32.9	31.4	10.8	5.5	.0019
Custer	111,365	17,659	28.7	29.1	11.2	4.2	.0057
Daniels	20,189	17,167	32.3	28.9	9.1	4.0	.0009
Dawson	114,371	24,119	23.3	36.8	17.9	6.2	.0058
Deer Lodge	90,429	19,769	26.7	37.1	10.0	2.1	.0043
Fallon	37,257	24,758	22.7	37.9	15.3	8.1	.0016
Fergus	93,584	15,359	32.3	26.5	7.4	3.3	.0049
Flathead	507,659	21,907	26.5	36.0	13.5	5.5	.0248
Gallatin	397,908	20,298	28.7	33.0	12.4	5.4	.0200
Garfield	11,416	15,273	37.4	22.7	7.5	4.8	.0006
Glacier	82,469	19,776	28.1	27.0	16.2	6.3	.0040
Golden Valley	6,116	13,562	38.1	19.4	4.3	2.0	.0003
Granite	20,035	17,500	28.0	32.9	8.1	3.1	.0008
Hill	166,475	21,860	27.6	30.9	16.4	6.7	.0083
Jefferson	52,055	17,058	36.8	30.4	7.0	1.7	.0020
Judith Basin	19,702	16,952	35.7	26.9	7.1	4.8	.0008
Lake	139,005	15,910	32.8	28.0	6.7	3.2	.0065
Lewis and Clark	447,526	22,605	26.1	35.0	16.5	5.4	.0208
Liberty	24,764	21,840	25.9	28.3	15.2	11.6	.0010
Lincoln	126,873	19,614	29.4	37.6	9.9	1.2	.0059
McCone	15,125	14,786	33.2	27.2	5.2	1.2	.0007
Madison	39,404	15,293	33.9	28.6	6.1	1.9	.0016
Meagher	13,167	13,966	33.6	25.4	5.4	1.0	.0007
Mineral	25,730	18,255	30.3	36.9	6.4	.3	.0013
Missoula	774,955	21,680	26.7	33.5	14.4	6.5	.0379
Musselshell	33,758	15,273	31.6	28.6	6.5	1.9	.0015
Park	113,764	18,603	30.0	32.7	10.4	3.3	.0053
Petroleum	3,213	12,875	39.0	15.5	1.0	5.5	.0001
Phillips	33,942	15,068	34.9	26.2	4.7	1.9	.0020
Pondera	56,128	19,983	26.4	34.7	10.1	5.2	.0026
Powder River	16,621	15,742	37.0	29.8	7.2	1.6	.0009
Powell	48,085	17,907	34.2	31.7	8.0	3.1	.0023
Prairie	9,319	10,906	35.1	15.0	2.9	1.1	.0006
Ravalli	185,256	16,823	31.8	29.9	8.5	2.4	.0080
Richland	129,532	25,267	20.1	34.1	19.3	10.4	.0056
Roosevelt	84,715	21,463	28.1	34.2	11.6	8.4	.0041
Rosebud	98,301	21,716	25.5	29.4	18.6	5.2	.0040
Sanders	58,756	13,987	37.4	24.9	3.0	1.9	.0028
Sheridan	55,757	24,191	22.0	33.5	17.1	10.3	.0024
Silver Bow	320,262	19,939	24.6	32.3	12.7	4.9	.0170
Stillwater	43,803	17,716	31.0	30.1	11.3	2.0	.0019
Sweet Grass	21,188	13,392	35.8	23.7	4.4	1.7	.0013
Teton	55,369	19,164	28.5	31.1	10.8	5.7	.0024
Toole	55,386	20,788	28.0	31.0	12.8	7.3	.0024
Treasure	6,311	13,937	39.5	20.2	6.3	.8	.0003
Valley	75,215	17,971	30.8	29.4	12.4	2.4	.0038
Wheatland	17,680	17,233	35.3	31.0	5.2	4.8	.0008
Wibaux	9,605	15,929	30.0	27.6	5.6	5.4	.0004
TOTAL METRO COUNTIES	**1,951,655**	**22,737**	**25.2**	**34.0**	**16.2**	**6.8**	**.0986**
TOTAL STATE	**7,135,501**	**20,253**	**27.8**	**32.5**	**13.0**	**5.2**	**.3474**

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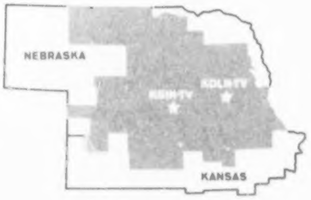

Television/Radio Age and Arbitron, May, 1983

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Avery-Knodel Television National Representatives

NEBRASKA

NEB. S&MM ESTIMATES	POPULATION—12/31/83								RETAIL SALES BY STORE GROUP 1983						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
LINCOLN	**201.8**	**.0857**	**29.0**	**19.2**	**19.6**	**15.7**	**22.5**	**77.1**	**1,101,377**	**235,796**	**132,002**	**150,321**	**37,107**	**191,267**	**29,862**
Lancaster	201.8	.0857	29.0	19.2	19.6	15.7	22.5	77.1	1,101,377	235,796	132,002	150,321	37,107	191,269	29,862
• Lincoln	179.9	.0764	28.8	20.4	19.8	15.1	22.6	69.8	1,052,306	226,007	123,545	150,321	36,220	189,919	29,540
SUBURBAN TOTAL	21.9	.0093	31.1	9.5	17.8	21.1	21.9	7.3	49,071	9,789	8,457		887	1,350	322
OMAHA	**597.2**	**.2537**	**29.7**	**12.3**	**18.4**	**17.8**	**22.5**	**219.8**	**3,073,914**	**717,495**	**397,056**	**423,936**	**151,748**	**584,007**	**98,552**
Douglas	400.8	.1702	30.2	13.1	18.5	17.0	24.1	152.1	2,307,321	515,117	298,968	301,453	134,448	445,657	74,462
• Omaha	321.5	.1365	31.1	13.8	16.8	16.2	27.3	124.8	2,064,692	422,772	275,273	287,790	130,726	374,267	70,437
Sarpy	93.8	.0399	26.6	13.1	20.5	21.8	11.0	29.6	283,114	83,627	36,774	65,513	7,221	37,092	4,456
Washington	16.3	.0069	31.9	11.4	15.1	18.7	26.7	5.8	57,773	12,332	5,975	1,610	898	15,343	1,909
Pottawattamie, Iowa	*86.3*	*.0367*	*31.1*	*11.7*	*15.7*	*17.3*	*26.6*	*32.3*	*425,706*	*106,419*	*55,339*	*55,360*	*9,181*	*85,915*	*17,725*
• *Council Bluffs*	*56.1*	*.0238*	*30.9*	*12.9*	*16.0*	*15.9*	*27.5*	*21.8*	*364,210*	*95,163*	*39,206*	*55,145*	*8,648*	*81,115*	*15,990*
SUBURBAN TOTAL	219.6	.0934	27.8	11.4	21.1	20.7	14.2	73.2	645,012	199,560	82,577	81,001	12,374	128,625	12,125
OTHER COUNTIES															
Adams	30.5	.0130	32.6	14.1	15.7	15.8	30.5	12.0	194,916	31,323	18,451	34,418	5,148	34,732	3,023
Antelope	8.7	.0037	34.6	8.7	14.0	14.9	34.5	3.2	36,249	6,665	2,666	297	427	10,881	953
Arthur	.5	.0002	36.7	9.6	11.8	20.4	32.0	.2	524		100		27		
Banner	.9	.0004	34.7	8.9	13.8	20.3	29.2	.3	112		36		17		
Blaine	.9	.0003	33.4	9.6	12.8	18.8	29.2	.3	2,149	265	47			201	
Boone	7.2	.0031	35.1	9.5	12.6	15.3	34.8	2.6	35,742	7,006	2,280	3,199	652	9,661	977
Box Butte	15.3	.0065	29.3	13.6	19.0	14.4	24.8	5.6	71,521	24,376	5,166	5,745	1,112	10,678	2,987
Boyd	3.3	.0014	42.8	9.5	11.1	14.8	42.5	1.3	7,251	2,257	855	138	52	367	34
Brown	4.4	.0019	35.4	9.0	13.8	16.3	34.2	1.7	18,984	3,789	2,458	411	1,052	4,261	296
Buffalo	36.2	.0153	27.8	20.4	16.7	14.0	24.0	12.9	220,862	37,297	26,997	28,828	12,541	47,300	2,179
Burt	8.6	.0037	39.4	8.1	12.7	15.7	38.9	3.4	26,674	8,651	2,741	320	985	6,354	915
Butler	9.3	.0039	36.6	8.9	12.9	15.2	36.5	3.4	24,996	5,924	3,303	474	438	5,783	571
Cass	21.3	.0091	32.2	10.3	15.7	18.5	27.1	7.6	60,062	15,547	5,402	2,754	375	16,076	832
Cedar	11.1	.0047	32.5	9.7	12.7	13.8	33.1	3.9	38,587	5,508	3,801	499	250	4,445	764
Chase	5.0	.0021	33.7	8.6	14.2	16.8	31.4	1.9	22,845	6,614	939	629	718	3,807	857
Cherry	6.9	.0029	33.9	10.4	14.6	18.0	30.5	2.6	36,983	6,281	6,057	2,791	1,538	5,768	927
Cheyenne	9.8	.0042	34.3	11.1	14.0	16.2	32.8	3.9	66,702	13,210	2,937	1,638	1,133	10,791	1,626
Clay	8.1	.0034	34.7	9.8	13.6	16.1	33.5	3.0	19,249	4,926	1,736	168	1,342	2,942	184
Colfax	9.9	.0042	35.8	9.9	12.7	14.9	36.0	3.7	34,719	7,759	5,080	1,795	892	6,962	377
Cuming	11.5	.0049	34.1	9.7	13.0	15.7	33.2	4.0	45,720	12,728	2,853	1,499	798	14,454	934
Custer	13.8	.0059	37.2	8.4	13.6	15.7	36.7	5.2	56,735	13,933	4,921	2,639	1,676	10,768	1,436
☐ Dakota	17.9	.0076	29.0	11.8	18.5	16.3	22.6	6.3	86,121	23,752	10,062	644	2,514	15,512	4,009
Dawes	9.5	.0040	29.8	19.4	14.7	13.4	28.9	3.5	51,198	14,311	6,347	2,861	1,504	8,385	1,434
Dawson	23.1	.0098	32.1	10.1	16.4	16.6	28.6	8.6	117,294	25,259	8,528	8,169	3,830	21,129	4,388
Deuel	2.4	.0010	40.6	7.6	11.2	15.8	40.5	1.0	11,282	428	1,073	263	968	1,418	179
Dixon	7.1	.0031	34.6	9.5	13.2	15.4	34.0	2.6	10,850	2,789	1,438	264	54	1,545	629
Dodge	35.9	.0152	33.1	11.7	14.8	16.9	30.3	13.6	195,471	46,163	20,304	20,148	7,137	42,014	5,335
Dundy	2.9	.0012	40.2	8.8	13.5	14.6	40.5	1.2	9,548	2,565	1,043	1,112	167	1,680	148
Fillmore	7.9	.0034	37.6	7.9	13.8	16.3	36.7	3.0	24,327	5,631	4,115	1,539	199	2,932	807
Franklin	4.4	.0018	43.4	7.5	11.2	15.3	43.4	1.7	10,440	3,475	1,010	555	76	1,875	147
Frontier	3.6	.0016	33.7	12.3	13.8	17.0	31.2	1.4	6,922	1,219	620		66	2,464	42
Furnas	6.5	.0027	42.1	8.2	12.2	14.3	42.6	2.6	30,522	7,176	2,016	643	757	7,530	1,268
Gage	24.1	.0102	36.3	10.4	14.6	16.6	34.9	9.0	118,110	27,844	11,269	11,094	4,652	19,495	2,845
Garden	2.7	.0012	42.1	7.8	12.3	17.5	41.0	1.0	7,810	1,748	687	342	134	1,327	447

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NEB. (cont.)
ESTIMATES

POPULATION—12/31/83

RETAIL SALES BY STORE GROUP 1983

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Garfield	2.4	.0010	39.8	7.5	11.5	17.2	39.1	.9	9,172	2,852	266	320		1,153	588
Gosper	2.1	.0009	36.9	9.3	12.7	17.4	35.0	.8	2,979	581	1,210	53	41	50	
Grant	.9	.0004	31.5	10.2	15.9	17.6	26.9	.3	2,056	575	45	198	31		
Greeley	3.4	.0014	35.8	8.7	11.4	14.9	35.9	1.2	14,862	1,304	1,175	257	21	525	142
Hall	49.2	.0209	31.0	11.2	17.5	16.6	26.4	18.3	352,996	33,010	44,085	90,870	10,213	52,276	3,489
Hamilton	9.4	.0040	32.7	9.6	15.5	17.2	29.3	3.4	37,313	7,773	2,541	1,953	616	7,436	1,693
Harlan	4.3	.0018	40.3	7.7	13.0	15.7	40.1	1.7	11,546	2,103	1,686	635	483	2,310	307
Hayes	1.3	.0006	34.3	8.7	15.1	7.5	31.5	.5	3,883	733	128		41		
Hitchcock	4.1	.0017	35.6	9.0	14.0	15.4	35.3	1.5	6,357	2,309	1,352		16	86	49
Holt	13.8	.0059	32.3	10.1	14.5	15.3	30.8	5.0	65,788	14,285	3,881	4,077	2,746	8,807	2,082
Hooker	.9	.0004	37.9	9.1	12.9	16.2	37.0	.4	3,698	627	208	250		1,860	118
Howard	6.8	.0029	34.8	8.5	12.8	16.3	33.5	2.4	16,935	3,960	1,688	751	1,464	2,865	577
Jefferson	9.8	.0041	39.0	10.2	13.2	15.6	38.7	3.7	48,250	11,173	3,626	2,084	2,170	12,516	1,601
Johnson	5.0	.0021	40.5	8.2	11.6	15.7	40.3	2.0	16,165	3,445	2,551	845	248	281	1,105
Kearney	7.2	.0031	34.9	9.8	14.7	17.3	32.6	2.6	21,601	6,962	1,411	1,006	544	4,669	967
Keith	9.6	.0041	33.6	9.9	14.8	18.5	29.5	3.7	89,699	15,816	7,163	4,820	2,142	15,943	1,770
Keya Paha	1.3	.0005	34.4	9.6	12.8	18.0	31.2	.5	1,642	190	288	65	24		
Kimball	4.6	.0020	33.7	10.2	13.8	17.1	31.1	1.8	43,558	7,241	2,032	1,575	984	7,051	900
Knox	11.4	.0048	36.3	8.9	12.9	15.0	36.3	4.1	41,413	5,817	6,954	921	480	8,519	1,267
Lincoln	38.5	.0163	30.7	11.5	17.0	16.9	25.7	14.1	222,713	49,706	21,909	35,326	11,439	35,518	5,040
Logan	1.0	.0005	32.5	9.1	14.4	16.4	30.0	.4	1,082	100	104				
Loup	.9	.0004	36.8	10.2	10.9	18.3	33.9	.3	850	186	305	52	20		
McPherson	.6	.0002	37.7	10.3	10.5	16.7	36.2	.2	637	83	55				
Madison	32.8	.0139	31.1	14.1	16.3	15.0	28.7	12.1	217,186	51,931	19,365	27,870	10,312	38,063	6,141
Merrick	9.0	.0039	33.5	9.3	14.0	17.1	30.8	3.2	23,401	7,186	2,581	268	255	3,507	45
Morrill	6.1	.0025	34.5	9.6	14.1	16.6	32.6	2.4	18,807	5,534	1,490	1,308	818	5,344	577
Nance	4.6	.0020	35.8	9.1	12.6	15.3	35.5	1.7	8,175	2,741	1,154	263	465	731	272
Nemaha	8.4	.0036	34.1	12.5	15.6	14.1	34.5	3.2	28,319	8,122	3,306	2,659	84	5,224	395
Nuckolls	6.6	.0028	38.5	8.4	12.5	16.1	37.8	2.6	28,921	7,328	1,991	1,095	714	2,825	724
Otoe	15.0	.0063	37.4	8.8	13.3	16.0	36.8	5.7	85,148	19,962	7,824	3,953	2,586	20,685	1,785
Pawnee	3.7	.0016	45.8	7.2	10.8	15.3	45.6	1.5	9,854	2,281	708	72	200	2,742	265
Perkins	3.7	.0016	35.6	8.7	14.1	16.4	34.4	1.4	11,656	1,849	698	326	236	663	119
Phelps	9.9	.0042	35.4	9.3	15.0	16.9	33.5	3.6	62,792	13,528	3,485	2,760	2,747	13,638	2,386
Pierce	8.5	.0036	34.8	10.0	12.7	16.0	33.7	3.1	25,032	5,089	2,368	625	735	5,974	654
Platte	29.8	.0126	30.5	11.5	16.5	16.5	26.1	10.6	179,712	40,357	21,956	23,677	7,994	28,723	3,493
Polk	6.3	.0027	36.9	7.3	13.8	15.4	36.6	2.3	23,434	3,162	811	356	110	4,351	2,435
Red Willow	12.8	.0055	33.2	12.0	14.6	16.0	31.3	4.9	95,857	22,016	8,633	8,974	3,147	20,096	1,548
Richardson	11.0	.0046	40.4	8.7	12.4	15.1	40.7	4.4	50,206	12,531	2,943	5,259	1,658	11,436	1,270
Rock	2.4	.0010	33.1	8.6	16.6	16.2	30.7	.9	7,176	2,439	490	232	179	766	178
Saline	13.4	.0057	35.9	12.9	13.1	14.7	36.2	5.1	63,174	14,708	5,905	5,050	12,296	9,567	2,991
Saunders	19.4	.0082	33.9	9.1	14.4	17.3	31.2	6.8	60,028	14,922	5,004	1,811	5,848	9,288	1,930
Scotts Bluff	38.8	.0165	31.6	10.8	16.3	16.5	28.0	14.2	244,079	68,577	20,414	26,085	10,200	35,104	6,467
Seward	16.2	.0068	30.2	17.3	14.4	15.2	27.9	5.6	82,319	18,314	6,200	5,396	3,542	20,590	1,711
Sheridan	7.7	.0033	35.2	9.0	13.8	15.5	34.7	2.9	51,091	14,130	3,424	663	1,387	7,738	1,324
Sherman	4.1	.0018	38.4	7.5	11.3	15.3	38.3	1.5	10,104	2,794	699		546	1,896	524
Sioux	1.8	.0007	35.2	9.4	13.8	19.8	30.4	.7	2,593	224		210		172	
Stanton	6.8	.0029	29.6	10.6	16.0	16.3	25.1	2.4	6,878	2,015	1,476	39	42	152	
Thayer	7.5	.0032	40.0	8.0	12.9	14.9	40.3	2.8	39,503	6,443	4,909	98	352	11,063	1,255
Thomas	1.0	.0004	31.9	9.6	16.1	18.5	26.5	.4	7,883	3,771	149			57	
Thurston	7.4	.0032	30.7	10.1	13.5	15.8	28.3	2.4	16,428	2,990	1,979	176	172	3,641	883
Valley	5.7	.0024	37.7	8.2	13.3	15.0	37.9	2.2	28,685	6,428	1,473	1,490	762	2,504	662
Wayne	9.7	.0041	28.7	23.2	12.9	14.7	27.2	3.3	40,569	5,294	3,855	3,616	702	12,270	358
Webster	4.7	.0020	42.6	6.7	10.9	16.0	42.5	1.9	14,724	3,362	1,449	485	1,129	3,175	723
Wheeler	1.1	.0005	30.0	10.5	15.3	14.5	27.8	.4	1,346	66	442				
York	15.1	.0064	32.8	11.7	15.6	16.3	30.3	5.6	101,683	25,372	8,686	10,565	1,564	26,041	2,299
TOTAL METRO COUNTIES	**730.6**	**.3103**	**29.3**	**14.7**	**19.0**	**17.3**	**22.0**	**270.9**	**3,835,706**	**870,624**	**483,781**	**519,541**	**182,188**	**704,873**	**114,698**
TOTAL STATE	**1,603.4**	**.6808**	**31.2**	**12.8**	**16.7**	**16.6**	**27.1**	**594.4**	**8,115,100**	**1,789,588**	**891,587**	**936,212**	**337,410**	**1,492,789**	**217,358**

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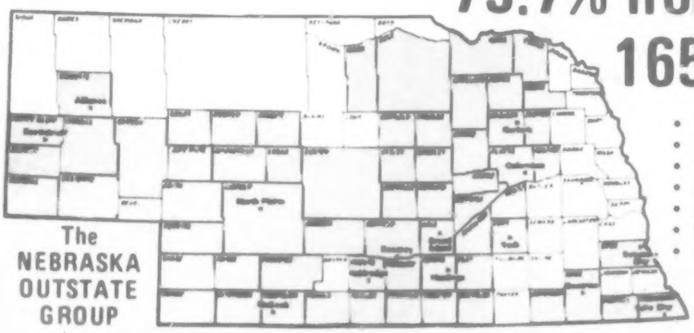

The NEBRASKA OUTSTATE GROUP

- ALLIANCE TIMES HERALD
- BEATRICE SUN
- COLUMBUS TELEGRAM
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1 ORDER – 1 BILL

Represented by **Branham** *Newspaper Sales.*

NEB.
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1983

% of Hslds. by EBI Group:
(A) $10,000–$19,999
(B) $20,000–$34,999
(C) $35,000–$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	A	B	C	D	Buying Power Index
LINCOLN	**2,335,046**	**26,726**	**21.3**	**32.4**	**20.8**	**11.8**	**.0950**
Lancaster	2,335,046	26,726	21.3	32.4	20.8	11.8	.0950
• Lincoln	2,085,948	26,224	21.9	31.9	20.5	11.4	.0867
SUBURBAN TOTAL	249,098	30,683	15.8	36.1	23.9	15.6	.0083
OMAHA	**6,624,289**	**27,084**	**20.7**	**32.1**	**20.7**	**12.5**	**.2707**
Douglas	4,654,170	27,181	20.4	30.8	20.5	13.6	.1923
• Omaha	3,626,339	25,195	22.2	30.4	18.4	12.3	.1574
Sarpy	971,375	30,364	18.3	37.0	25.7	12.7	.0359
Washington	155,442	24,703	22.3	37.0	16.4	7.8	.0063
Pottawattamie, Iowa	*843,302*	*24,040*	*23.5*	*33.9*	*18.0*	*7.7*	*.0362*
• Council Bluffs	*544,587*	*22,786*	*25.1*	*33.5*	*16.8*	*6.4*	*.0257*
SUBURBAN TOTAL	2,453,363	31,130	16.8	34.7	25.9	14.6	.0876
OTHER COUNTIES							
Adams	293,342	21,570	25.1	34.0	13.8	6.1	.0137
Antelope	56,592	14,670	29.8	24.0	7.2	3.2	.0029
Arthur	3,613	14,500	36.5	18.0	6.0	5.0	.0002
Banner	5,214	13,500	39.6	22.0	2.7	3.7	.0003
Blaine	4,154	11,714	38.7	15.0	3.3	1.3	.0000
Boone	45,254	13,180	[illegible]	22.3	4.7	3.9	.0025
Box Butte	145,201	24,014	23.5	36.0	17.8	6.2	.0062
Boyd	16,454	10,414	36.2	13.0	1.9	1.1	.0009
Brown	27,818	13,520	34.9	20.8	4.2	2.9	.0015
Buffalo	332,796	22,165	26.0	32.7	15.5	7.2	.0158
Burt	65,383	16,235	33.2	27.2	7.3	3.6	.0028
Butler	64,204	16,305	31.6	28.6	6.6	3.6	.0028
Cass	200,841	24,462	24.3	35.5	18.8	6.7	.0077
Cedar	73,733	14,985	33.2	23.6	6.8	4.4	.0034
Chase	36,328	16,534	30.3	28.4	8.8	2.8	.0019
Cherry	49,544	15,725	39.3	22.8	7.3	3.9	.0024
Cheyenne	94,438	21,975	23.5	32.2	14.7	7.2	.0047
Clay	62,581	18,457	29.2	32.0	10.4	3.5	.0025
Colfax	75,012	17,231	30.4	28.8	9.0	4.5	.0033
Cuming	77,322	16,526	33.5	29.6	6.5	4.0	.0038
Custer	98,742	16,017	33.5	26.6	6.7	3.9	.0048
☐ Dakota	170,756	25,467	20.4	38.2	18.0	8.1	.0074
Dawes	78,418	17,581	28.7	27.3	11.4	5.5	.0038
Dawson	207,887	22,346	25.9	38.0	13.6	5.2	.0092
Deuel	21,924	19,167	32.4	32.2	10.6	4.2	.0010
Dixon	46,398	14,708	32.7	25.1	6.6	3.1	.0020
Dodge	340,331	22,103	25.9	33.5	14.8	6.6	.0152
Dundy	24,505	17,056	29.0	28.2	8.5	4.7	.0010
Fillmore	58,642	17,067	34.5	29.0	7.8	3.3	.0026
Franklin	33,164	16,250	31.5	27.3	6.4	4.7	.0013
Frontier	30,672	18,561	30.4	29.6	9.2	6.8	.0012
Furnas	46,046	14,772	33.5	25.5	6.5	1.8	.0022
Gage	205,458	19,672	29.1	31.8	11.9	5.4	.0095
Garden	18,823	15,649	36.1	27.2	6.0	2.9	.0009
Garfield	13,088	12,158	36.1	18.0	5.2	.7	.0007
Gosper	15,334	16,704	31.8	29.2	7.1	3.8	.0005
Grant	4,506	13,286	39.6	23.4	2.0	.7	.0003
Greeley	19,376	12,256	29.5	22.5	3.4	3.6	.0011
Hall	467,577	22,721	25.2	35.4	15.2	6.4	.0231
Hamilton	70,186	18,248	34.8	33.1	7.8	3.4	.0032
Harlan	33,728	16,840	[illegible]	26.8	9.3	4.6	.0013
Hayes	9,035	14,143	[illegible]	23.2	8.6	3.0	.0005
Hitchcock	31,293	18,143	31.8	30.5	9.9	3.8	.0012
Holt	82,222	13,932	36.0	22.8	4.7	2.3	.0046
Hooker	5,682	12,316	39.2	19.5	2.0	.5	.0003
Howard	42,087	15,245	37.7	25.6	6.4	1.6	.0019
Jefferson	72,912	16,861	31.8	29.9	6.8	3.5	.0037
Johnson	35,932	15,079	33.3	25.6	6.3	3.3	.0015
Kearney	66,877	22,222	25.6	33.8	14.5	8.1	.0026
Keith	94,753	23,280	24.9	35.8	16.3	6.5	.0051
Keya Paha	7,655	11,667	34.8	16.2	3.2	4.4	.0003
Kimball	46,935	22,684	26.3	32.9	14.3	8.3	.0025
Knox	71,228	14,098	33.2	23.1	5.7	3.2	.0036
Lincoln	348,705	22,691	24.7	37.8	15.5	4.7	.0165
Logan	5,117	10,895	35.9	15.8	1.3	1.3	.0002
Loup	5,177	14,583	36.0	24.7	3.3	3.7	.0002
McPherson	3,412	14,000	34.5	25.0	2.0	4.0	.0001
Madison	315,413	22,974	24.0	33.1	16.1	8.2	.0151
Merrick	63,960	18,293	30.9	35.3	6.8	2.6	.0028
Morrill	37,190	12,990	34.6	20.8	4.9	1.6	.0018
Nance	27,783	13,773	34.9	23.7	3.5	2.4	.0012
Nemaha	72,153	18,981	28.4	29.2	12.7	5.0	.0029
Nuckolls	45,099	15,500	37.0	25.6	5.0	2.5	.0023
Otoe	133,029	20,350	26.7	32.7	12.4	5.7	.0062
Pawnee	23,099	12,759	34.0	20.2	5.4	1.3	.0011
Perkins	35,124	22,065	23.8	30.1	15.4	9.0	.0014
Phelps	92,525	22,172	24.9	31.9	16.5	6.9	.0044
Pierce	54,514	15,216	36.9	26.9	4.3	2.6	.0025
Platte	255,497	22,434	24.7	36.9	14.4	5.4	.0125
Polk	40,826	15,567	35.3	27.0	6.5	1.9	.0021
Red Willow	124,933	21,934	26.4	31.5	15.5	7.8	.0062
Richardson	76,079	14,400	35.0	22.9	7.0	1.9	.0038
Rock	16,586	15,447	38.0	24.2	7.1	3.0	.0008
Saline	117,660	20,203	25.3	34.5	11.6	4.5	.0052
Saunders	159,667	20,886	28.0	34.2	13.5	4.7	.0067
Scotts Bluff	328,935	20,057	29.3	32.3	12.1	5.7	.0164
Seward	148,245	22,873	24.8	36.6	13.6	7.8	.0067
Sheridan	57,028	15,855	28.8	26.7	8.3	4.7	.0032
Sherman	22,427	13,242	37.3	22.3	2.9	1.1	.0011
Sioux	14,737	17,545	33.9	30.0	5.9	6.0	.0005
Stanton	42,354	16,292	35.2	29.6	5.1	2.1	.0016
Thayer	50,882	15,912	33.3	28.2	6.2	2.5	.0028
Thomas	7,107	15,000	39.9	25.8	3.5	3.8	.0005
Thurston	43,788	15,214	34.6	24.8	6.6	3.2	.0019
Valley	37,965	14,282	35.4	22.4	6.0	2.8	.0020
Wayne	79,228	20,000	28.0	30.0	14.2	5.8	.0035
Webster	33,356	14,533	30.7	25.9	5.4	2.7	.0015
Wheeler	7,288	15,750	40.8	24.9	4.5	3.8	.0003
York	131,762	20,459	28.5	33.9	11.5	6.0	.0067
TOTAL METRO COUNTIES	**8,286,789**	**27,333**	**20.5**	**32.1**	**21.0**	**12.8**	**.3369**
TOTAL STATE	**15,476,679**	**22,445**	**25.0**	**31.5**	**15.8**	**8.6**	**.6736**

NEVADA

NEV.
S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/83								RETAIL SALES BY STORE GROUP 1983						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
LAS VEGAS	**529.3**	**.2247**	**30.9**	**12.8**	**18.8**	**20.6**	**21.8**	**207.8**	**3,311,930**	**670,987**	**287,694**	**437,675**	**126,804**	**692,111**	**85,569**
Clark	529.3	.2247	30.9	12.8	18.8	20.6	21.8	207.8	3,311,930	670,987	287,694	437,675	126,804	692,111	85,569
• Las Vegas	181.4	.0770	31.2	12.5	18.2	20.2	22.9	71.5	1,290,860	215,615	96,639	79,484	81,671	398,727	22,372
North Las Vegas	48.9	.0208	24.7	15.2	17.6	17.1	14.6	15.6	215,172	71,852	22,588	50,206	4,359	10,035	6,764
SUBURBAN TOTAL	347.9	.1477	30.8	12.9	19.2	20.8	21.2	136.3	2,021,070	455,372	191,055	358,191	45,133	293,384	63,197
RENO	**213.4**	**.0906**	**31.9**	**13.5**	**20.5**	**20.1**	**23.6**	**88.5**	**1,814,113**	**308,839**	**143,144**	**208,782**	**100,373**	**343,375**	**109,562**
Washoe	213.4	.0906	31.9	13.5	20.5	20.1	23.6	88.5	1,814,113	308,839	143,144	208,782	100,373	343,375	109,562
• Reno	110.2	.0468	32.5	15.4	[illegible]	18.4	26.4	49.5	1,378,216	196,642	93,121	163,729	77,519	320,605	67,888
Sparks	44.8	.0190	30.6	13.2	20.9	[illegible]	[illegible]	17.4	270,697	58,850	15,697	37,148	11,240	15,361	27,904
SUBURBAN TOTAL	103.2	.0438	31.2	11.6	20.0	21.8	20.6	38.7	435,897	112,197	49,817	45,004	22,854	22,770	41,674

NEV. (cont.)
S&MM ESTIMATES

POPULATION—12/31/83

RETAIL SALES BY STORE GROUP 1983

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/Furnish/Appliance ($000)	Automotive ($000)	Drug ($000)
OTHER COUNTIES															
Carson City	35.3	.0150	33.3	11.2	18.1	20.6	26.4	14.0	279,372	50,357	19,046	23,983	18,869	61,368	10,055
Carson City	35.3	.0150	33.3	11.2	18.1	20.6	26.4	14.0	279,372	50,357	19,046	23,983	18,869	61,368	10,055
Churchill	15.0	.0064	32.1	12.2	15.4	18.1	27.5	5.6	86,122	16,003	3,017	2,091	2,404	31,303	3,439
Douglas	22.4	.0095	33.2	8.7	21.1	21.5	24.6	8.8	94,727	7,949	8,066	211	5,570	5,422	12,722
Elko	19.5	.0083	31.1	10.3	16.9	20.0	23.5	7.5	111,274	26,504	9,465	5,562	3,228	19,042	6,896
Esmeralda	1.0	.0004	35.9	9.3	15.3	17.7	33.5	.3	3,540		1,289				
Eureka	1.2	.0005	30.5	11.8	17.3	19.0	23.2	.5	3,514	402	205			77	
Humboldt	11.5	.0049	30.7	11.5	18.3	19.3	22.8	4.2	71,118	13,825	5,208	3,820	1,029	5,575	491
Lander	5.0	.0021	27.6	14.4	19.8	18.9	16.3	1.9	26,726	8,171	5,849			330	421
Lincoln	4.0	.0017	29.7	9.3	13.7	16.8	25.9	1.4	13,449	5,166	1,576	1,491	45	2,937	
Lyon	15.8	.0067	33.9	8.8	15.5	19.0	29.4	6.1	38,117	9,098	3,317	1,071	1,121	6,901	1,305
Mineral	5.7	.0025	33.3	9.2	15.0	18.7	28.8	2.2	24,757	5,151	773	1,096	1,792	4,526	1,651
Nye	12.2	.0051	32.8	10.8	15.7	19.8	26.8	4.7	33,784	4,183	4,699	1,145	146	2,874	490
Pershing	3.7	.0016	32.9	11.6	15.7	18.7	27.9	1.4	19,739	3,875	1,017	125		1,542	183
Storey	1.7	.0007	33.6	11.8	17.6	21.2	26.3	.6	7,385	891	2,109	34			
White Pine	7.9	.0034	33.4	8.3	15.8	18.3	29.1	3.1	58,229	12,818	4,385	2,219	908	17,799	2,041
TOTAL METRO COUNTIES	**742.7**	**.3153**	**31.2**	**13.0**	**19.4**	**20.4**	**22.3**	**296.3**	**5,126,043**	**979,826**	**430,838**	**646,457**	**227,177**	**1,035,486**	**195,131**
TOTAL STATE	**904.6**	**.3841**	**31.4**	**12.5**	**19.0**	**20.3**	**22.9**	**358.6**	**5,997,896**	**1,144,219**	**500,859**	**689,305**	**262,289**	**1,195,202**	**234,827**

NEV.
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1983

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
LAS VEGAS	**5,596,923**	**23,485**	**25.8**	**33.0**	**16.6**	**8.7**	**.2488**
Clark	5,596,923	23,485	25.8	33.0	16.6	8.7	.2488
• Las Vegas	1,875,291	22,733	25.2	32.0	16.1	8.3	.0883
North Las Vegas	355,181	20,486	30.1	34.9	12.2	4.3	.0172
SUBURBAN TOTAL	3,721,632	23,864	26.0	33.5	16.9	9.0	.1605
RENO	**2,541,765**	**24,890**	**25.0**	**32.4**	**18.5**	**10.6**	**.1185**
Washoe	2,541,765	24,890	25.0	32.4	18.5	10.6	.1185
• Reno	1,335,610	22,521	27.7	31.5	15.6	9.2	.0729
• Sparks	495,936	26,630	23.9	34.1	22.7	8.4	.0213
SUBURBAN TOTAL	1,206,155	27,943	21.5	33.8	22.2	12.4	.0456
OTHER COUNTIES							
Carson City	384,902	24,749	23.8	33.6	18.1	9.5	.0183
Carson City	384,902	24,749	23.8	33.6	18.1	9.5	.0183
Churchill	119,832	17,714	32.5	28.4	10.9	3.9	.0060
Douglas	270,093	25,696	22.6	38.3	17.2	10.4	.0101

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1983

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
Elko	190,615	22,035	25.4	33.1	14.1	8.3	.0085
Esmeralda	8,895	27,143	20.3	34.4	19.7	10.3	.0004
Eureka	11,261	19,273	24.6	27.6	12.6	8.2	.0004
Humboldt	91,972	16,964	34.5	27.3	10.2	4.4	.0048
Lander	45,767	22,817	23.1	39.4	14.9	4.5	.0021
Lincoln	26,990	17,267	32.4	29.1	9.7	1.9	.0013
Lyon	125,837	18,083	30.5	31.5	9.1	3.9	.0050
Mineral	52,234	20,797	26.2	34.6	13.1	4.4	.0022
Nye	114,729	22,381	24.1	33.0	18.1	4.6	.0043
Pershing	36,168	21,417	24.4	29.4	13.0	11.4	.0016
Storey	15,204	22,529	26.6	37.7	16.2	2.8	.0007
White Pine	90,596	25,855	20.0	30.8	20.5	12.0	.0042
TOTAL METRO COUNTIES	**8,138,688**	**23,901**	**25.5**	**32.9**	**17.1**	**9.3**	**.3673**
TOTAL STATE	**9,723,783**	**23,546**	**25.6**	**32.9**	**16.7**	**9.0**	**.4372**

Coming In September Don't miss Sales & Marketing Management's Special Section on Sales Incentives in the Sept. 10 issue. **Ads close Aug. 20.**

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N.H.
S&MM ESTIMATES

POPULATION—12/31/83 | RETAIL SALES BY STORE GROUP 1983

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish / Appliance ($000)	Automotive ($000)	Drug ($000)
MANCHESTER - NASHUA	**288.6**	**.1225**	**30.9**	**11.7**	**18.3**	**18.5**	**24.1**	**102.6**	**1,812,289**	**412,439**	**186,667**	**220,664**	**93,067**	**287,480**	**50,697**
Hillsborough	288.6	.1225	30.9	11.7	18.3	18.5	24.1	102.6	1,812,289	412,439	186,667	220,664	93,067	287,480	50,697
• Manchester	92.7	.0394	32.2	13.6	17.1	15.3	29.9	36.0	648,930	120,088	81,370	77,641	29,318	128,104	21,767
• Nashua	71.5	.0304	30.9	12.3	18.7	18.5	23.8	26.6	650,082	142,208	56,334	72,846	37,410	124,914	18,885
SUBURBAN TOTAL	124.4	.0527	30.1	10.0	19.0	20.8	19.9	40.0	513,277	150,143	48,963	70,177	26,339	34,462	10,045
PORTSMOUTH - DOVER - ROCHESTER	**295.1**	**.1253**	**30.3**	**13.7**	**18.6**	**18.6**	**22.6**	**103.9**	**1,954,974**	**508,918**	**202,283**	**185,959**	**90,777**	**298,099**	**59,184**
Rockingham	206.5	.0877	30.7	11.4	19.7	19.4	22.2	73.1	1,465,324	391,952	153,996	146,418	71,403	214,439	37,929
• Portsmouth	27.7	.0118	28.6	17.6	19.9	15.0	22.2	10.1	314,735	53,683	41,125	17,711	19,002	60,302	5,094
Strafford	88.6	.0376	29.1	18.8	16.2	16.6	23.8	30.8	489,650	116,966	48,287	39,541	19,374	83,660	21,255
• Dover	22.8	.0097	31.2	16.5	16.5	16.6	27.1	8.7	165,426	27,908	18,816	12,011	12,242	29,388	4,677
• Rochester	22.4	.0095	32.3	11.4	16.4	17.7	27.7	8.2	194,792	51,500	14,767	15,913	2,948	35,901	13,607
SUBURBAN TOTAL	222.2	.0943	30.3	13.1	18.8	19.3	21.8	76.9	1,280,021	375,827	127,575	140,324	56,585	172,508	35,806
OTHER COUNTIES															
Belknap	45.7	.0194	33.1	10.1	17.2	17.5	29.3	16.8	323,330	86,086	31,919	25,648	16,748	47,090	6,768
Carroll	30.8	.0131	36.0	8.8	16.9	17.4	33.8	12.5	201,958	51,370	27,039	10,203	7,746	16,416	3,627
Cheshire	63.5	.0269	31.9	13.3	16.7	17.3	27.5	22.5	301,676	79,459	30,249	26,377	13,120	44,702	5,277
Coos	34.2	.0145	34.0	10.1	15.3	16.8	31.6	12.8	187,234	50,505	18,173	17,527	5,881	25,221	4,629
Grafton	67.5	.0287	30.7	17.3	17.0	16.4	26.3	24.1	481,134	135,047	42,524	50,721	20,194	48,812	8,622
Merrimack	102.4	.0435	32.0	11.9	18.0	17.8	26.8	36.5	675,997	165,020	51,378	84,199	20,583	108,073	18,429
Sullivan	36.7	.0156	32.8	10.1	17.0	17.2	29.0	14.1	172,406	44,891	12,853	8,974	7,976	28,530	6,512
TOTAL METRO COUNTIES	**583.7**	**.2478**	**30.6**	**12.7**	**18.5**	**18.5**	**23.3**	**206.5**	**3,767,263**	**921,357**	**388,950**	**406,623**	**183,844**	**585,579**	**109,881**
TOTAL STATE	**964.5**	**.4095**	**31.3**	**12.5**	**18.0**	**18.0**	**25.3**	**345.8**	**6,110,998**	**1,533,735**	**603,085**	**630,272**	**276,092**	**904,423**	**163,745**

N.H.
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1983

% of Hslds. by EBI Group
(A) $10,000–$19,999
(B) $20,000–$34,999
(C) $35,000–$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
MANCHESTER - NASHUA	**3,049,058**	**26,996**	**20.8**	**33.0**	**21.2**	**11.6**	**.1358**
Hillsborough	3,049,058	26,996	20.8	33.0	21.2	11.6	.1358
• Manchester	912,886	22,614	24.6	33.0	16.0	7.1	.0439
• Nashua	806,203	27,856	20.0	32.8	22.9	12.0	.0398
SUBURBAN TOTAL	1,329,969	30,542	17.8	33.3	24.7	15.3	.0521
PORTSMOUTH - DOVER - ROCHESTER	**3,077,030**	**26,889**	**20.7**	**33.9**	**21.0**	**11.1**	**.1406**
Rockingham	2,252,838	28,220	19.7	33.6	22.6	12.4	.1030
• Portsmouth	265,789	21,911	28.6	33.8	15.5	6.2	.0160
Strafford	824,192	23,883	23.1	34.3	17.2	8.2	.0376
• Dover	224,971	23,301	23.6	33.4	16.0	8.9	.0110
• Rochester	206,262	23,489	23.8	36.1	17.3	5.8	.0113
SUBURBAN TOTAL	2,380,008	28,429	19.0	33.7	22.7	12.6	.1023

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1983

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
OTHER COUNTIES							
Belknap	374,249	19,457	30.9	33.3	10.2	4.8	.0202
Carroll	265,019	17,931	33.9	30.1	8.0	5.2	.0133
Cheshire	581,381	22,850	25.6	36.2	15.3	6.2	.0255
Coos	270,020	19,080	28.7	34.3	9.4	3.8	.0134
Grafton	587,513	20,279	29.6	32.9	11.5	6.4	.0305
Merrimack	975,285	23,511	25.5	35.8	16.5	7.2	.0467
Sullivan	316,127	20,137	29.4	35.4	11.2	3.8	.0143
TOTAL METRO COUNTIES	**6,126,088**	**26,942**	**20.7**	**33.6**	**21.1**	**11.3**	**.2764**
TOTAL STATE	**9,495,682**	**24,318**	**23.8**	**33.8**	**17.7**	**9.1**	**.4403**

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(See page B-26)

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NEW JERSEY

N.J. S&MM ESTIMATES	POPULATION—12/31/83								RETAIL SALES BY STORE GROUP 1983						
				% of Population by Age Group											
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
ATLANTIC CITY	**295.5**	**.1254**	**35.3**	**11.0**	**14.9**	**15.8**	**34.6**	**113.6**	**1,979,239**	**514,884**	**306,620**	**163,350**	**63,567**	**253,605**	**40,987**
Atlantic	202.9	.0861	34.3	11.1	15.3	16.4	32.6	76.3	1,318,025	336,932	176,255	122,719	48,606	143,400	27,698
• Atlantic City	39.1	.0166	40.2	10.1	12.5	13.6	41.2	16.5	365,712	31,999	71,645	17,470	11,177	19,013	8,779
Cape May	92.6	.0393	38.3	10.8	13.9	14.8	38.8	37.3	661,214	177,952	130,365	40,631	14,961	110,205	13,289
SUBURBAN TOTAL	256.4	.1088	34.8	11.2	15.2	16.2	33.5	97.1	1,613,527	482,885	234,975	145,880	52,390	234,592	32,208
BERGEN - PASSAIC	**1,277.4**	**.5424**	**35.1**	**10.9**	**15.7**	**19.4**	**30.8**	**462.5**	**8,478,106**	**1,984,169**	**815,449**	**1,184,794**	**446,870**	**1,388,254**	**157,734**
Bergen	833.2	.3538	36.5	10.6	15.5	19.8	32.2	306.7	6,027,391	1,485,975	579,805	749,831	336,828	1,035,548	110,609
Passaic	444.2	.1886	32.8	11.5	16.3	18.2	28.3	155.8	2,450,715	498,194	235,644	434,963	110,042	352,706	47,125
Clifton	74.0	.0314	40.4	11.0	15.6	15.8	40.0	29.4	410,620	135,543	46,644	11,795	5,946	79,485	7,228
Passaic	52.7	.0224	31.5	11.5	16.7	17.0	27.1	19.7	195,543	36,755	23,985	5,298	9,983	22,942	7,710
• Paterson	138.2	.0587	29.1	12.2	16.7	16.9	23.2	47.2	229,552	49,525	21,064	12,989	20,449	35,448	8,557
Wayne Township	46.6	.0198	35.8	10.8	13.2	22.7	28.6	14.7	964,151	104,164	74,209	381,753	44,071	105,581	10,362
SUBURBAN TOTAL	1,139.2	.4837	36.0	10.8	15.6	19.6	31.7	415.3	8,248,554	1,934,644	794,385	1,171,805	426,421	1,352,806	149,177
JERSEY CITY	**548.4**	**.2329**	**33.4**	**11.8**	**16.4**	**17.8**	**29.6**	**207.1**	**2,035,238**	**631,451**	**184,262**	**129,565**	**81,159**	**251,108**	**57,807**
Hudson	548.4	.2329	33.4	11.8	16.4	17.8	29.6	207.1	2,035,238	631,451	184,262	129,565	81,159	251,108	57,807
Bayonne	64.0	.0272	36.9	11.4	16.2	15.7	36.3	25.3	215,416	58,528	27,166	2,176	12,220	8,334	8,604
• Hoboken	42.3	.0180	29.8	14.7	19.2	16.4	23.6	15.5	118,544	65,672	13,664	1,644	2,853	784	3,649
• Jersey City	216.5	.0919	31.4	11.9	16.5	16.8	27.2	79.1	740,247	207,413	72,045	55,150	29,360	101,545	24,589
North Bergen Township	47.8	.0203	37.5	10.8	16.3	18.9	34.4	19.3	339,256	142,228	21,689	21,835	7,506	70,414	2,236
Union City	56.7	.0241	33.9	12.0	15.2	20.6	27.7	21.4	188,844	58,068	12,331	20,822	10,199	33,562	7,765
SUBURBAN TOTAL	289.6	.1230	35.8	11.3	15.9	18.8	32.3	112.5	1,176,447	358,366	98,553	72,771	48,946	148,779	29,569
MIDDLESEX - SOMERSET - HUNTERDON	**905.5**	**.3844**	**32.4**	**12.7**	[illegible]	**20.1**	**25.5**	**310.9**	**4,899,378**	**1,248,886**	**452,216**	**539,203**	**254,278**	**721,910**	**98,628**
Hunterdon	95.2	.0404	33.0	9.4	16.6	23.0	23.7	31.9	496,994	147,213	33,664	22,570	24,477	86,077	5,145
Middlesex	603.4	.2562	31.9	13.9	17.4	19.0	25.5	207.6	3,245,930	829,478	292,193	429,238	165,834	416,342	57,943
Edison Township	71.8	.0305	32.5	12.3	18.1	20.4	25.1	25.0	540,386	75,987	60,863	123,256	14,469	35,353	14,539
• New Brunswick	41.4	.0176	24.7	31.7	16.2	11.2	21.4	13.8	166,999	9,166	12,274	23,125	26,485	41,174	1,095
Old Bridge Township	52.7	.0224	30.2	12.3	18.3	21.1	20.1	17.7	93,873	43,461	12,439	4,625	1,525	2,375	3,226
• Perth Amboy	39.0	.0166	33.2	11.6	15.6	16.0	31.2	14.2	331,601	80,827	27,135	6,758	11,713	97,836	6,947
Piscataway Township	43.1	.0183	27.3	21.5	19.2	19.3	15.9	13.1	45,212	5,909	10,377	930	1,147	688	437
Woodbridge Township	93.1	.0395	33.7	12.8	17.0	19.3	28.5	31.6	596,562	123,562	47,069	126,527	35,939	68,637	7,528
Somerset	206.9	.0878	33.9	10.6	16.3	21.9	26.3	71.4	1,156,454	272,195	126,359	87,395	63,967	219,491	35,540
SUBURBAN TOTAL	825.1	.3502	32.8	11.8	17.0	20.8	25.4	282.9	4,400,778	1,158,893	412,807	509,320	216,080	582,900	90,586
MONMOUTH - OCEAN	**910.5**	**.3866**	**34.6**	**9.5**	**15.5**	**18.1**	**31.2**	**334.5**	**4,809,096**	**1,329,771**	**491,612**	**468,807**	**201,138**	**877,515**	**117,976**
Monmouth	522.2	.2217	33.3	10.3	15.7	20.0	27.4	183.5	2,762,714	743,532	297,771	229,606	145,368	454,922	77,928
Middletown Township	66.5	.0282	32.5	10.0	15.1	21.5	24.7	20.8	285,189	128,726	14,519	32,692	19,457	19,882	14,444
Ocean	388.3	.1649	36.8	8.4	14.9	15.7	36.5	151.0	2,046,382	586,239	193,841	239,201	55,770	422,593	40,048
Brick Township	60.8	.0258	33.2	9.3	17.2	17.6	29.3	22.5	324,322	99,090	20,284	72,234	12,295	45,022	4,079
Dover Township	70.1	.0298	34.4	8.9	14.9	19.4	29.7	25.3	726,713	188,889	40,524	136,593	21,336	173,424	8,540
SUBURBAN TOTAL	910.5	.3866	34.6	9.5	15.5	18.1	31.2	334.5	4,809,096	1,329,771	491,612	468,807	201,138	877,515	117,976
NEWARK	**1,868.8**	**.7934**	**33.3**	**10.8**	**16.2**	**19.6**	**27.6**	**660.5**	**9,621,258**	**2,506,121**	**922,451**	**704,638**	**545,588**	**1,648,736**	**209,076**
Essex	826.4	.3509	32.7	11.2	16.1	18.5	27.7	296.8	3,681,299	895,012	363,878	406,360	230,483	513,527	84,449
Bloomfield Township	46.4	.0197	37.5	10.9	17.0	16.8	36.2	18.4	258,643	86,104	22,548	3,375	5,899	45,137	4,522
East Orange	78.0	.0331	30.9	11.9	18.6	18.6	23.7	29.4	201,110	41,335	21,425	2,046	9,711	63,731	4,492
Irvington Township	62.8	.0267	33.4	10.6	18.5	16.8	30.3	25.6	238,793	53,606	17,662	24,881	10,520	41,390	[illegible]
• Newark	316.9	.1346	28.6	12.2	15.7	17.9	22.1	108.6	798,191	168,735	126,408	118,821	67,824	62,951	25,506
Morris	417.7	.1773	32.8	10.5	16.9	22.3	23.9	140.5	2,650,685	773,241	271,427	172,070	99,483	462,038	49,610
Parsippany - Troy Hills Township	50.5	.0214	31.7	[illegible]	21.4	22.5	20.5	18.3	278,889	106,353	36,804	13,720	8,238	29,312	4,006

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(SEE PAGE B-26)

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S&MM, 1984

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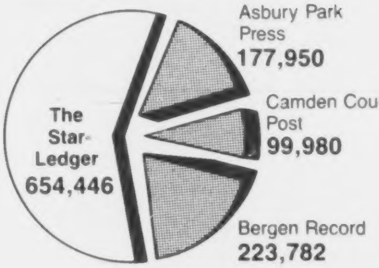
N.J. (cont.)
S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/83 Total Population (Thousands)	% Of U.S.	Median Age of Pop	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	RETAIL SALES BY STORE GROUP 1983 Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Sussex	130.8	.0555	30.7	8.7	19.9	20.7	20.7	43.2	478,978	179,725	35,720	19,065	9,223	71,992	11,530
Union	493.9	.2097	35.8	10.8	15.3	18.8	32.2	180.0	2,810,296	658,143	251,426	107,143	206,399	601,179	63,487
• Elizabeth	104.3	.0443	33.6	12.0	16.3	17.8	29.8	39.4	474,043	135,725	40,179	14,065	30,271	115,745	13,157
Plainfield	45.7	.0194	30.7	11.6	17.6	18.7	23.7	15.9	135,136	16,430	7,564	20,277	10,855	34,120	2,235
Union Township	49.4	.0210	42.4	10.9	13.1	16.9	41.5	18.5	505,997	72,889	43,148	53,274	73,138	112,961	7,992
SUBURBAN TOTAL	1,447.6	.6145	34.2	10.3	16.5	20.1	28.6	512.5	8,349,024	2,201,661	755,864	571,752	447,493	1,470,040	170,413

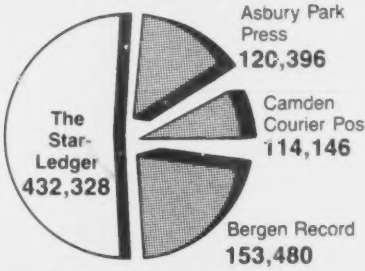
#1 Circulation in New Jersey

The Star-Ledger dominates New Jersey with more daily and Sunday circulation than the next 3 newspapers combined.

Sunday Circulation



Daily Circulation



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The Star-Ledger

New Jersey's Largest Newspaper
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Source: ABC Fas Fax 3/31/84

N.J. (cont.)

S&MM ESTIMATES

POPULATION—12/31/83 | RETAIL SALES BY STORE GROUP 1983

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group: 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
TRENTON	**310.8**	**.1320**	**32.9**	**13.2**	**16.5**	**18.4**	**28.1**	**109.2**	**1,747,450**	**471,599**	**161,770**	**204,114**	**91,180**	**218,702**	**41,030**
Mercer	310.8	.1320	32.9	13.2	16.5	18.4	28.1	109.2	1,747,450	471,599	161,770	204,114	91,180	218,702	41,030
Hamilton Township	85.1	.0361	34.7	10.8	17.0	19.0	30.5	30.9	519,354	196,287	56,929	19,481	10,732	95,240	16,612
• Trenton	90.8	.0386	31.3	12.2	16.8	15.3	28.5	32.8	176,250	28,067	36,328	12,746	9,632	10,864	4,526
SUBURBAN TOTAL	220.0	.0934	33.6	13.6	16.3	19.6	28.0	76.4	1,571,200	443,532	125,442	191,368	81,548	207,838	36,504
VINELAND - MILLVILLE - BRIDGETON	**137.0**	**.0581**	**31.8**	**10.7**	**15.8**	**17.7**	**27.3**	**46.6**	**686,562**	**225,741**	**56,614**	**57,535**	**31,428**	**116,832**	**19,161**
Cumberland	137.0	.0581	31.8	10.7	15.8	17.7	27.3	46.6	686,562	225,741	56,614	57,535	31,428	116,832	19,161
• Bridgeton	18.5	.0079	30.8	11.7	14.4	14.4	29.6	6.7	111,351	19,053	4,258	2,617	6,364	40,245	7,146
• Millville	26.3	.0112	31.6	11.0	16.7	17.3	27.1	9.8	107,693	37,036	10,586	2,377	3,695	21,342	1,219
• Vineland	55.4	.0235	31.8	10.7	15.9	18.1	26.9	18.3	372,065	118,168	31,578	48,427	20,383	49,227	9,646
SUBURBAN TOTAL	36.8	.0155	32.4	10.0	15.5	19.0	27.0	11.8	95,453	51,484	10,192	4,114	986	6,018	1,150
OTHER COUNTIES															
☐ Burlington	381.4	.1619	30.4	12.9	17.5	19.8	22.1	125.4	1,860,940	374,583	191,450	292,066	55,357	423,231	28,433
☐ Camden	481.7	.2046	31.7	11.4	16.7	17.9	26.7	171.2	2,510,886	624,304	240,113	262,953	135,184	400,421	69,221
• Camden	82.0	.0348	26.6	12.4	14.6	14.5	23.3	28.0	163,859	39,194	17,761	3,334	11,191	26,964	10,159
Cherry Hill Township	72.2	.0307	35.5	9.4	13.0	23.7	27.1	23.7	733,890	167,826	72,096	103,122	51,266	163,367	9,812
Gloucester Township	47.4	.0201	29.3	11.8	21.6	18.7	19.1	16.3	89,397	26,084	7,899	14,505	1,464	7,363	2,453
☐ Gloucester	211.8	.0899	30.4	12.4	17.3	18.4	23.6	71.2	1,184,938	235,538	79,684	202,117	30,454	211,709	18,858
☐ Salem	66.8	.0284	32.5	10.4	15.8	18.0	28.1	23.6	231,616	59,438	22,499	10,712	10,805	56,851	3,888
☐ Warren	89.0	.0378	33.0	10.5	16.5	18.7	28.0	31.7	428,481	126,542	36,302	19,955	13,339	48,926	13,979
TOTAL METRO COUNTIES	**7,484.6**	**3.1778**	**33.3**	**11.2**	**16.3**	**18.9**	**28.3**	**2,668.0**	**40,473,188**	**10,333,027**	**3,961,042**	**4,239,809**	**1,960,347**	**6,617,800**	**876,778**
TOTAL STATE	**7,484.6**	**3.1778**	**33.3**	**11.2**	**16.3**	**18.9**	**28.3**	**2,668.0**	**40,473,188**	**10,333,027**	**3,961,042**	**4,239,809**	**1,960,347**	**6,617,800**	**876,778**

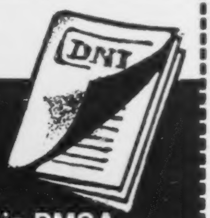
N.J.

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1983

% of Hslds. by EBI Group:
(A) $10,000–$19,999
(B) $20,000–$34,999
(C) $35,000–$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
ATLANTIC CITY	**2,935,147**	**21,739**	**26.5**	**29.9**	**15.2**	**9.1**	**.1380**
Atlantic	1,980,044	22,121	25.3	29.9	15.8	9.2	.0930
• Atlantic City	307,593	14,067	29.6	22.1	7.7	4.6	.0192
Cape May	955,103	21,061	28.9	29.8	14.1	8.9	.0450
SUBURBAN TOTAL	2,627,554	23,147	25.9	31.3	16.5	9.8	.1188
BERGEN - PASSAIC	**16,751,791**	**32,413**	**16.1**	**26.8**	**22.7**	**22.6**	**.6824**
Bergen	12,164,854	35,753	14.2	25.5	24.2	27.2	.4843
Passaic	4,586,937	26,388	19.9	29.5	19.8	13.5	.1981
Clifton	937,411	29,248	18.6	30.7	22.3	15.7	.0368
Passaic	439,811	18,439	25.8	27.7	12.5	6.0	.0189
• Paterson	1,016,398	18,083	26.2	28.4	11.6	5.4	.0394
Wayne Township	50,406	40,881	9.5	23.7	27.2	34.3	.0423
SUBURBAN TOTAL	15,735,393	34,188	15.0	26.6	24.0	24.5	.6430
JERSEY CITY	**4,997,229**	**20,894**	**23.9**	**28.9**	**15.4**	**7.7**	**.2054**
Hudson	4,997,229	20,894	23.9	28.9	15.4	7.7	.2054
Bayonne	698,978	24,634	21.8	29.9	18.4	11.4	.0259
• Hoboken	334,056	17,538	27.4	26.5	11.6	5.4	.0138
• Jersey City	1,769,535	18,879	25.8	27.4	13.9	6.1	.0751
North Bergen Township	506,181	24,122	20.3	31.5	18.0	9.1	.0235
Union City	450,919	18,147	28.1	28.7	11.6	4.9	.0193
SUBURBAN TOTAL	2,893,638	22,933	22.2	30.3	16.9	9.1	.1165
MIDDLESEX - SOMERSET - HUNTERDON	**11,534,535**	**34,539**	**13.8**	**28.3**	**26.6**	**22.4**	**.4482**
Hunterdon	1,226,462	35,264	13.5	27.9	27.0	23.5	.0470
Middlesex	7,321,304	33,268	14.6	29.3	26.6	19.7	.2904
Edison Township	969,650	36,195	11.1	30.1	29.0	23.6	.0406
• New Brunswick	354,616	20,293	26.5	29.0	13.3	8.4	.0154
Old Bridge Township	626,335	34,216	13.0	31.0	29.6	18.6	.0203
• Perth Amboy	351,652	21,417	23.0	28.8	16.4	7.9	.0193
Piscataway Township	500,715	35,662	12.7	29.5	29.6	22.0	.0156
Woodbridge Township	1,146,776	34,968	13.2	29.1	29.7	20.3	.0476
Somerset	2,986,769	38,415	11.8	25.0	26.6	29.8	.1108
SUBURBAN TOTAL	10,828,267	35,780	12.8	28.1	27.7	23.8	.4135
MONMOUTH - OCEAN	**10,537,504**	**27,677**	**21.1**	**29.3**	**20.6**	**15.5**	**.4253**
Monmouth	6,470,943	31,423	17.3	27.0	22.6	21.0	.2532
Middletown Township	876,248	39,191	10.8	23.0	27.2	30.9	.0317
Ocean	4,066,561	23,969	25.6	32.4	18.2	8.8	.1721
Brick Township	652,010	27,373	20.8	34.9	22.3	9.8	.0274
Dover Township	748,599	26,746	22.4	31.4	20.7	12.3	.0404
SUBURBAN TOTAL	10,537,504	27,677	21.1	29.3	20.6	15.5	.4253
NEWARK	**22,763,323**	**30,429**	**16.9**	**26.4**	**21.4**	**20.8**	**.8907**
Essex	8,846,547	24,440	20.3	25.8	17.1	15.5	.3532
Bloomfield Township	581,913	29,442	18.7	30.5	23.4	15.9	.0230
East Orange	712,705	20,509	25.2	27.8	15.2	8.2	.0270
Irvington Township	618,785	21,734	23.6	30.9	16.9	6.6	.0247
• Newark	2,146,085	15,710	25.2	24.3	11.1	4.6	.0932
Morris	6,077,236	39,949	10.7	24.4	26.8	32.5	.2329
Parsippany - Troy Hills Township	726,852	37,294	11.5	29.0	28.2	26.6	.0269



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N.J. (cont.)
S&MM ESTIMATES

SS EFFECTIVE BUYING INCOME 1983

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
Sussex	1,483,249	32,326	14.6	33.0	27.0	16.8	.0551
Union	6,356,291	31,808	16.5	27.3	22.9	21.3	.2495
• Elizabeth	1,021,480	22,692	23.2	31.1	16.6	8.5	.0428
Plainfield	475,826	27,044	19.8	29.6	21.2	13.6	.0175
Union Township	635,891	32,542	16.8	27.5	25.7	19.7	.0306
SUBURBAN TOTAL	19,595,758	34,509	14.6	26.4	24.0	25.2	.7547
TRENTON	**3,537,704**	**28,579**	**18.9**	**28.9**	**21.5**	**16.4**	**.1465**
Mercer	3,537,704	28,579	18.9	28.9	21.5	16.4	.1465
Hamilton Township	964,100	30,147	17.2	33.3	26.8	12.2	.0411
• Trenton	724,894	18,583	26.3	28.3	12.4	5.9	.0277
SUBURBAN TOTAL	2,812,810	33,196	15.7	29.0	25.5	20.9	.1188
VINELAND - MILLVILLE - BRIDGETON	**1,116,177**	**21,171**	**26.4**	**33.1**	**14.3**	**5.7**	**.0530**
Cumberland	1,116,177	21,171	26.4	33.1	14.3	5.7	.0530
• Bridgeton	132,486	17,122	30.3	27.6	9.5	3.6	.0072
• Millville	235,771	22,369	23.8	36.2	14.8	5.4	.0100
• Vineland	460,489	21,966	26.5	33.1	14.8	7.1	.0240
SUBURBAN TOTAL	287,431	21,662	26.2	33.4	15.9	5.1	.0118
OTHER COUNTIES							
☐ Burlington	4,202,746	30,456	17.9	32.4	24.6	15.5	.1696
☐ Camden	4,966,329	25,986	20.9	30.1	19.9	12.6	.2111
• Camden	472,831	13,615	29.7	22.8	7.2	2.1	.0213
Cherry Hill Township	1,008,941	40,472	11.4	21.6	27.7	32.6	.0464
Gloucester Township	497,438	29,075	18.5	35.2	24.1	11.7	.0170
☐ Gloucester	2,126,479	28,641	19.1	33.2	23.9	11.2	.0935
☐ Salem	748,088	30,312	18.4	26.9	25.3	15.7	.0276
☐ Warren	925,741	26,904	20.6	34.6	21.4	10.5	.0382
TOTAL METRO COUNTIES	**87,142,793**	**29,026**	**18.6**	**28.3**	**21.4**	**17.5**	**3.5295**
TOTAL STATE	**87,142,793**	**29,026**	**18.6**	**28.3**	**21.4**	**17.5**	**3.5295**

THE NEW JERSEY 2
IS 3 COUNTIES

The new Jersey 2 market is now the new Metro area of Middlesex-Somerset-Hunterdon counties. The new Metro has the highest effective buying income per household in N.J., $37,100, for a population of 905,500; and third highest total retail sales reaching $4,899,378,000.*

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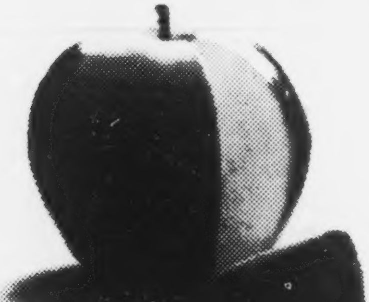
*Source: S & MM Survey of Buying Power 1984



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NEW MEXICO

N.M. S&MM ESTIMATES	POPULATION—12/31/83								RETAIL SALES BY STORE GROUP 1983						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
ALBUQUERQUE	**455.8**	**.1936**	**29.5**	**14.0**	**19.5**	**18.2**	**21.1**	**170.7**	**2,475,018**	**527,911**	**243,869**	**318,830**	**169,056**	**532,641**	**65,712**
Bernalillo	455.8	.1936	29.5	14.0	19.5	18.2	21.1	170.7	2,475,018	527,911	243,869	318,830	169,056	532,641	65,712
• Albuquerque	356.5	.1514	29.9	14.1	20.1	18.0	21.7	138.9	2,315,205	459,594	223,294	314,523	166,417	514,561	60,823
SUBURBAN TOTAL	99.3	.0422	27.9	13.5	17.8	18.7	18.7	31.8	159,813	68,317	20,575	4,307	2,639	18,080	4,889
LAS CRUCES	**106.4**	**.0451**	**26.2**	**17.3**	**16.6**	**16.6**	**18.9**	**35.7**	**434,091**	**100,800**	**41,169**	**51,550**	**19,145**	**92,606**	**8,608**
Dona Ana	106.4	.0451	26.2	17.3	16.6	16.6	18.9	35.7	434,091	100,800	41,169	51,550	19,145	92,606	8,608
• Las Cruces	49.0	.0208	28.4	16.4	16.7	16.8	22.2	18.7	391,142	98,272	35,520	50,006	18,931	77,481	7,023
SUBURBAN TOTAL	57.4	.0243	24.6	18.0	16.4	16.4	16.1	17.0	42,949	2,528	5,649	1,544	214	15,125	1,585
SANTA FE	**100.8**	**.0427**	**30.8**	**10.2**	**19.3**	**20.7**	**21.3**	**37.5**	**578,263**	**132,325**	**67,750**	**52,524**	**27,550**	**81,922**	**18,674**
Los Alamos	18.2	.0077	34.0	6.5	15.6	27.4	21.0	6.7	69,822	30,870	3,902	6,319	965	806	1,923
Santa Fe	82.6	.0350	30.3	11.0	20.2	19.2	21.4	30.8	508,441	101,455	63,848	46,205	26,585	81,116	16,751
• Santa Fe	53.3	.0226	31.2	11.0	19.4	19.3	23.3	20.8	483,269	97,983	60,182	46,092	25,563	77,593	16,750
SUBURBAN TOTAL	47.5	.0201	30.4	9.3	19.4	22.2	19.0	16.7	94,994	34,342	7,568	6,432	1,987	4,329	1,924
OTHER COUNTIES															
Catron	3.0	.0012	32.4	9.1	15.6	17.5	28.4	1.0	3,371	1,900	359	151			
Chaves	55.1	.0234	32.1	11.3	14.5	16.0	29.9	20.2	341,686	72,431	23,221	44,080	13,372	67,986	7,217
Cibola	31.3	.0133	29.4	10.2	16.6	19.1	21.7	9.8	105,497	32,709	5,760	5,728	1,963	23,969	3,627
Colfax	14.2	.0060	31.2	10.3	15.3	16.1	28.0	5.2	74,952	16,576	8,434	3,145	1,542	14,347	2,129
Curry	43.0	.0183	27.7	14.6	16.7	16.7	21.1	15.3	218,218	41,796	13,946	29,446	14,004	63,040	4,834
De Baca	2.5	.0011	40.9	7.4	12.3	17.1	39.8	1.0	7,573	2,166	494	47		[illegible]005	101
Eddy	51.0	.0217	30.8	11.1	15.4	16.0	27.6	17.7	237,197	71,437	17,585	22,941	9,136	49,798	5,872
Grant	27.4	.0116	29.7	10.7	15.8	16.9	24.7	9.2	104,653	34,918	4,651	10,622	4,416	17,225	2,425
Guadalupe	4.6	.0020	29.4	11.3	13.9	17.0	25.2	1.5	33,390	3,944	5,284	786	356	1,181	
Harding	1.1	.0004	36.3	8.6	14.9	13.5	37.5	.4	3,095	299	255	976		888	
Hidalgo	6.3	.0027	27.5	10.6	16.2	15.7	22.2	2.1	26,594	5,350	2,240	2,871		3,572	170
Lea	59.2	.0252	28.2	12.3	16.4	17.1	21.7	20.5	324,107	77,226	17,631	24,143	19,392	88,536	11,273
Lincoln	13.1	.0055	33.3	8.7	17.6	18.2	28.8	5.0	75,825	27,039	8,680	6,517	2,456	14,941	912
Luna	17.0	.0073	35.4	8.9	11.7	15.3	35.1	6.1	65,841	23,003	3,199	3,407	2,842	8,726	2,256
McKinley	62.5	.0265	23.3	13.5	17.0	16.0	13.7	17.2	373,469	104,764	26,718	36,693	18,849	49,865	7,876
Mora	4.3	.0018	31.0	10.2	13.7	14.7	29.8	1.4	3,912	672	232	1,030	37		66
Otero	46.8	.0199	26.8	16.1	17.8	17.9	17.5	15.5	169,715	46,648	17,480	22,248	10,286	25,673	1,523
Quay	10.4	.0044	34.1	8.7	13.8	17.0	31.7	4.0	61,966	14,435	7,520	3,685	588	7,677	1,987
Rio Arriba	30.7	.0130	27.1	11.9	16.2	16.8	20.5	9.8	119,336	44,902	6,741	7,053	1,738	18,745	2,820
Roosevelt	15.5	.0066	28.6	19.4	13.9	14.7	26.4	5.7	60,283	16,792	7,520	8,011	1,348	12,152	1,508
Sandoval	41.6	.0177	29.5	10.5	16.9	16.9	23.7	12.8	41,118	12,746	7,486	3,546	840	710	647
San Juan	96.6	.0410	25.5	13.3	17.8	17.0	16.1	30.9	478,606	120,814	31,401	48,506	10,799	118,429	10,918
San Miguel	23.2	.0099	28.9	13.7	16.0	16.0	24.3	7.7	76,999	24,739	5,182	6,407	4,581	9,749	1,613
Sierra	9.0	.0038	50.6	6.4	8.5	14.0	50.6	3.9	29,988	13,977	2,732	1,386	464	1,238	988
Socorro	13.7	.0059	26.8	15.2	16.0	15.8	21.1	4.3	50,947	12,772	4,716	3,323	162	9,328	314
Taos	20.4	.0086	29.4	9.9	18.0	18.5	21.5	7.1	102,295	26,548	12,965	8,939	1,369	14,935	1,041
Torrance	8.6	.0037	31.3	9.1	15.7	17.0	27.2	3.0	42,982	4,608	2,084	662	34	17,755	505
Union	4.7	.0020	35.8	8.2	12.8	17.3	33.7	1.7	16,322	6,436	1,399	1,456	1,022	1,198	397
Valencia	36.9	.0156	26.9	12.4	17.0	17.4	18.8	12.6	151,391	50,752	8,842	9,255	2,480	31,382	5,119
TOTAL METRO COUNTIES	**663.0**	**.2814**	**29.3**	**13.9**	**19.1**	**18.3**	**20.8**	**243.[illegible]**	**3,487,372**	**761,036**	**352,788**	**422,904**	**215,751**	**707,169**	**92,994**
TOTAL STATE	**1,416.7**	**.6015**	**28.8**	**13.0**	**17.5**	**17.5**	**21.7**	**496.5**	**6,888,700**	**1,673,435**	**607,545**	**739,964**	**339,827**	**1,383,219**	**171,132**

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N.M.
S&MM ESTIMATES

$$ EFFECTIVE BUYING INCOME 1983

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
ALBUQUERQUE	**4,421,158**	**22,284**	**26.2**	**30.8**	**15.9**	**8.6**	**.1963**
Bernalillo	4,421,158	22,284	26.2	30.8	15.9	8.8	.1963
• Albuquerque	3,613,648	22,653	25.6	31.1	16.3	8.9	.1664
SUBURBAN TOTAL	807,510	20,783	28.6	30.0	13.9	8.2	.0299
LAS CRUCES	**782,833**	**17,438**	**29.6**	**27.1**	**10.2**	**6.4**	**.0368**
Dona Ana	782,833	17,438	29.6	27.1	10.2	6.4	.0368
• Las Cruces	418,022	18,754	26.7	28.5	12.0	6.6	.0230
SUBURBAN TOTAL	364,811	16,311	33.1	25.5	8.2	6.0	.0138
SANTA FE	**1,087,321**	**24,944**	**22.7**	**29.2**	**18.1**	**13.3**	**.0465**
Los Alamos	293,198	43,043	8.2	21.1	30.7	35.5	.0095
Santa Fe	794,123	21,928	25.9	30.9	15.4	8.5	.0370
• Santa Fe	540,157	22,190	25.5	29.7	16.8	8.6	.0284
SUBURBAN TOTAL	547,164	28,766	19.3	28.6	19.7	19.1	.0181
OTHER COUNTIES							
Catron	13,719	11,024	32.9	19.3	1.6	1.1	.0006
Chaves	465,583	18,629	30.2	28.1	11.8	6.4	.0234
Cibola	242,149	22,925	22.7	34.2	17.4	6.4	.0104
Colfax	102,494	16,679	29.5	29.0	8.3	4.3	.0053
Curry	323,315	17,052	33.7	27.6	10.1	3.6	.0161
De Baca	17,886	13,951	33.6	21.9	6.3	4.1	.0008
Eddy	440,854	21,911	25.3	33.5	14.2	7.1	.0199
Grant	220,173	22,528	21.8	34.3	15.4	5.9	.0096
Guadalupe	21,440	11,690	33.6	17.6	3.7	1.7	.0018
Harding	7,071	14,667	36.2	22.5	5.8	4.3	.0003
Hidalgo	38,426	15,691	31.0	32.3	6.4	1.0	.0020
Lea	578,780	26,460	19.5	35.2	19.1	9.8	.0257
Lincoln	116,964	19,342	28.1	30.1	11.1	7.2	.0056
Luna	98,880	12,584	32.6	20.9	5.3	2.6	.0053
McKinley	290,959	14,053	26.9	25.4	7.3	2.4	.0210
Mora	16,775	9,317	28.5	16.5	1.4	.5	.0007
Otero	364,858	19,836	32.7	31.6	13.1	4.8	.0161
Quay	77,254	16,451	30.7	24.7	9.6	4.5	.0042
Rio Arriba	151,679	13,185	31.8	23.7	4.6	1.1	.0089
Roosevelt	97,034	12,543	28.0	21.4	6.5	3.2	.0048
Sandoval	313,407	21,513	27.8	32.7	14.5	7.0	.0114
San Juan	770,051	23,225	20.8	32.4	17.2	7.5	.0368
San Miguel	121,461	12,382	32.0	20.7	5.3	1.7	.0065
Sierra	64,344	13,306	32.6	20.7	6.4	2.4	.0028
Socorro	76,443	14,348	35.0	22.6	6.6	2.6	.0042
Taos	140,659	16,198	30.2	25.7	8.6	4.8	.0073
Torrance	49,642	14,056	36.7	19.7	6.4	2.2	.0029
Union	31,768	14,273	31.3	22.7	6.1	5.0	.0014
Valencia	279,895	19,467	29.4	30.3	13.8	4.4	.0130
TOTAL METRO COUNTIES	**6,291,312**	**21,910**	**26.1**	**30.2**	**15.4**	**9.1**	**.2796**
TOTAL STATE	**11,825,275**	**20,168**	**26.9**	**29.5**	**13.7**	**7.2**	**.5484**

NEW YORK

N.Y.
S&MM ESTIMATES

POPULATION—12/31/83 | RETAIL SALES BY STORE GROUP 1983

METRO AREA County City	Total Population (Thou-sands)	% Of U.S.	Median Age of Pop	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	House-holds (Thou-sands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Auto-motive ($000)	Drug ($000)
ALBANY - SCHENECTADY - TROY	**861.9**	**.3660**	**32.6**	**12.5**	**16.7**	**17.0**	**29.0**	**317.2**	**4,317,171**	**1,179,161**	**435,573**	**431,258**	**171,449**	**702,030**	**120,544**
Albany	291.8	.1239	32.6	14.3	17.3	16.1	29.7	110.8	1,772,785	426,720	213,656	181,886	90,478	288,416	34,076
• Albany	101.8	.0432	31.7	19.1	17.5	12.8	31.5	41.6	472,875	130,442	67,131	9,445	22,998	106,386	7,108
Greene	44.1	.0187	35.7	10.3	14.1	17.2	33.7	16.6	178,537	64,416	15,070	10,768	3,988	33,211	5,037
Montgomery	53.6	.0228	36.1	9.5	14.9	15.4	35.8	20.0	215,939	57,260	18,535	22,170	4,625	24,510	14,533
Rensselaer	154.7	.0657	31.5	13.7	16.0	16.6	27.8	54.5	503,736	179,895	43,900	40,719	12,809	50,050	18,289
• Troy	56.0	.0238	29.7	19.9	15.0	13.2	28.8	20.5	192,227	55,514	22,841	8,455	10,282	22,980	12,690
Saratoga	168.7	.0716	30.5	11.1	17.8	19.4	22.7	58.4	780,448	198,398	71,559	69,875	20,266	163,113	21,023
Schenectady	149.0	.0633	34.7	10.8	15.8	17.1	32.5	56.9	865,726	252,472	72,853	105,840	39,283	142,730	27,586
• Schenectady	67.1	.0285	33.4	13.8	16.8	13.7	33.6	28.0	362,121	78,138	37,030	27,956	23,475	76,911	18,034
SUBURBAN TOTAL	637.0	.2705	32.9	10.6	16.6	18.4	28.2	227.1	3,289,948	915,067	308,571	385,402	114,694	495,753	82,712
BINGHAMTON	**266.6**	**.1131**	**32.5**	**12.9**	**15.4**	**17.7**	**28.4**	**96.6**	**1,375,155**	**354,892**	**128,010**	**129,380**	**67,190**	**242,099**	**53,979**
Broome	214.4	.0910	32.9	13.5	15.4	17.1	29.7	78.7	1,216,892	301,580	119,282	122,141	64,792	211,390	47,812
• Binghamton	54.7	.0232	34.9	13.9	15.6	13.7	36.2	22.7	419,385	107,784	36,830	38,703	30,095	109,573	14,533
Tioga	52.2	.0221	30.8	10.3	15.6	20.4	23.0	17.9	158,263	53,312	8,728	7,239	2,398	30,709	6,167
SUBURBAN TOTAL	211.9	.0899	31.8	12.6	15.4	18.8	26.4	73.9	955,770	247,108	91,180	90,677	37,095	132,526	39,446

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Source: Scarborough Research, 1983. Represented nationally by Sawyer-Ferguson-Walker Company, Inc.

N.Y. (cont.) S&MM ESTIMATES	POPULATION—12/31/83								RETAIL SALES BY STORE GROUP 1983						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/Furnish./Appliance ($000)	Automotive ($000)	Drug ($000)
BUFFALO	**993.5**	**.4218**	**33.1**	**12.4**	**15.7**	**17.2**	**29.8**	**364.0**	**5,077,981**	**1,448,214**	**560,218**	**704,078**	**220,329**	**950,167**	**192,186**
Erie	993.5	.4218	33.1	12.4	15.7	17.2	29.8	364.0	5,077,981	1,448,214	560,218	704,078	220,329	950,167	192,186
• Buffalo	341.4	.1450	32.6	14.0	16.2	14.3	31.8	137.3	1,147,875	512,554	128,272	89,056	47,261	120,391	42,784
SUBURBAN TOTAL	652.1	.2768	33.4	11.5	15.5	18.7	28.8	226.7	3,930,106	935,660	431,946	615,022	173,068	829,776	149,402
BUFFALO - NIAGARA FALLS CONSOLIDATED AREA	***1,221.7***	***.5187***	***33.0***	***12.3***	***15.7***	***17.2***	***29.7***	***446.6***	***6,158,416***	***1,723,117***	***675,049***	***874,230***	***257,170***	***1,148,708***	***228,865***
ELMIRA	**98.2**	**.0417**	**32.5**	**12.2**	**15.4**	**16.6**	**29.5**	**35.0**	**413,611**	**123,002**	**33,697**	**65,245**	**14,935**	**66,410**	**15,177**
Chemung	98.2	.0417	32.5	12.2	15.4	16.6	29.5	35.0	413,611	123,002	33,697	65,245	14,935	66,410	15,177
• Elmira	34.8	.0148	30.4	17.2	14.8	12.9	30.3	12.6	199,518	78,230	12,387	23,040	7,232	31,201	9,630
SUBURBAN TOTAL	63.4	.0269	33.5	9.4	15.8	18.6	29.1	22.4	214,093	44,772	21,310	42,205	7,703	35,209	5,547
GLENS FALLS	**114.5**	**.0487**	**32.0**	**10.7**	**15.7**	**17.4**	**27.9**	**39.4**	**584,216**	**186,076**	**67,238**	**42,598**	**17,129**	**79,448**	**18,230**
Warren	57.9	.0246	32.2	10.7	15.9	17.1	28.5	20.6	416,439	121,219	56,672	37,377	15,619	63,451	12,173
• Glens Falls	16.4	.0070	31.9	11.8	16.9	14.1	30.7	6.3	178,390	52,680	15,058	21,965	8,110	33,968	9,085
Washington	56.6	.0241	31.8	10.8	15.2	17.8	27.3	18.8	167,777	64,857	10,566	5,221	1,510	15,997	6,057
SUBURBAN TOTAL	98.1	.0417	32.0	10.5	15.4	18.0	27.4	33.1	405,826	133,396	52,180	20,633	9,019	45,480	9,145
NASSAU - SUFFOLK	**2,665.9**	**1.1319**	**33.0**	**11.0**	**15.3**	**20.1**	**26.9**	**851.1**	**15,389,102**	**3,541,062**	**1,304,107**	**1,691,797**	**903,039**	**2,147,175**	**372,673**
Nassau	1,318.0	.5596	35.2	11.2	14.5	19.5	30.9	433.3	9,348,297	1,969,191	765,261	1,173,828	612,688	1,302,900	222,517
Hempstead	40.3	.0171	31.2	12.1	18.0	18.9	24.2	14.3	468,992	27,441	20,947	94,403	60,190	124,754	4,762
Suffolk	1,347.9	.5723	31.0	10.8	16.1	20.8	22.8	417.8	6,040,805	1,571,871	538,846	517,969	290,351	844,275	150,156
SUBURBAN TOTAL	2,665.9	1.1319	33.0	11.0	15.3	20.1	26.9	851.1	15,389,102	3,541,062	1,304,107	1,691,797	903,039	2,147,175	372,673

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Sources: Scarborough's National Newspaper Study, 1983
S&MM Survey of Buying Power, 1984

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N.Y. (cont.)
S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/83								RETAIL SALES BY STORE GROUP 1983						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
NEW YORK	**8,241.8**	**3.4994**	**33.9**	**10.9**	**17.4**	**18.8**	**29.4**	**3,238.1**	**33,123,432**	**8,659,595**	**4,208,556**	**4,070,999**	**1,811,213**	**2,983,364**	**908,674**
Bronx	1,073.7	.4559	31.8	11.8	15.8	17.5	27.5	398.9	2,612,210	932,847	196,148	200,152	134,511	283,046	82,188
Kings	2,135.1	.9065	32.1	11.4	16.9	17.2	27.9	812.3	5,414,621	1,700,702	446,446	654,048	311,048	513,344	170,079
New York (Manhattan)	1,468.7	.6236	35.3	10.7	22.4	20.7	29.8	735.0	11,781.856	2,033,748	2,328,153	1,784,916	749,821	320,750	289,469
• New York City	7,012.2	2.9773	33.8	11.0	17.8	18.4	29.5	2,809.5	26,716,948	6,922,152	3,649,492	3,349,371	1,491,869	1,956,189	773,312
Putnam	86.3	.0366	31.7	9.1	17.0	22.3	22.0	28.1	336,582	88,375	25,335	22,633	8,723	67,135	7,061
Queens	1,947.1	.8267	35.9	10.5	16.7	18.2	33.1	735.4	5,740,983	1,826,505	602,419	549,102	251,782	675,100	196,749
Richmond	387.6	.1646	31.7	10.8	17.9	19.7	24.4	127.9	1,167,278	428,350	76,326	161,153	44,707	163,949	34,827
Rockland	275.6	.1170	32.1	10.4	15.1	22.9	22.7	85.3	1,223,391	377,358	108,986	138,292	55,937	206.955	30,047
Westchester	867.7	.3685	35.7	10.3	15.4	20.1	31.0	315.2	4,846,511	1,271,710	424,743	560,703	254,684	753,085	98,254
Mount Vernon	65.9	.0280	35.0	10.4	16.0	18.2	31.8	25.6	262,081	51,336	8,828	3,978	9,746	43,494	7,491
New Rochelle	70.6	.0300	36.7	11.2	15.5	18.6	33.5	26.4	415,740	69,542	47,946	36,851	21,339	101,180	9,375
• White Plains	46.8	.0199	37.7	10.0	16.7	19.3	34.4	19.3	772,805	136,641	68,629	277,471	27,755	89,392	8,456
Yonkers	195.0	.0828	35.6	11.3	16.4	17.0	33.7	74.8	703,255	244,668	54,450	73,614	53,093	71,129	19,924
SUBURBAN TOTAL	1,182.8	.5022	34.4	10.3	15.4	20.9	28.2	409.3	5,633,679	1,600,802	490,435	444,157	291,589	937,783	126,906
NEW YORK - NORTHERN NEW JERSEY - LONG ISLAND CONSOLIDATED AREA	***17,507.4***	***7.4334***	***33.7***	***10.9***	***16.7***	***19.2***	***28.7***	***6,441.7***	***85,288,956***	***21,477,519***	***9,030,273***	***9,551,602***	***4,582,343***	***10,904,184***	***2,101,957***
NIAGARA FALLS	**228.2**	**.0969**	**32.5**	**12.3**	**15.4**	**17.0**	**29.1**	**82.6**	**1,080,435**	**274,903**	**114,831**	**170,152**	**36,841**	**198,541**	**36,679**
Niagara	228.2	.0969	32.5	12.3	15.4	17.0	29.1	82.6	1,080,435	274,903	114,831	170,152	36,841	198,541	36,679
• Niagara Falls	69.2	.0294	33.9	12.9	14.8	14.1	34.3	27.1	248,524	95,141	39,363	18,226	7,824	32,031	13,255
SUBURBAN TOTAL	159.0	.0675	31.9	12.0	15.7	18.3	26.9	55.5	831,911	179,762	75,468	151,926	29,017	166,510	23,424
ORANGE COUNTY	**277.7**	**.1179**	**31.1**	**11.4**	**16.5**	**19.0**	**24.6**	**90.4**	**1,354,982**	**417,988**	**107,345**	**168,629**	**48,960**	**196,441**	**33,727**
Orange	277.7	.1179	31.1	11.4	16.5	19.0	24.6	90.4	1,354,982	417,988	107,345	168,629	48,960	196,441	33,727
SUBURBAN TOTAL	277.7	.1179	31.1	11.4	16.5	19.0	24.6	90.4	1,354,982	417,988	107,345	168,629	48,960	196,441	33,727

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SOURCE: ABC FAS-FAX — MARCH 31, 1984

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For complete analysis, see D.A.M.N. Group (Danbury and Middletown Newspapers) data in Connecticut Section "C."

N.Y. (cont.)
S&MM ESTIMATES

POPULATION—12/31/83

RETAIL SALES BY STORE GROUP 1983

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
POUGHKEEPSIE	**259.0**	**.1100**	**32.3**	**11.8**	**16.8**	**20.1**	**25.3**	**87.3**	**1,285,183**	**376,057**	**108,202**	**165,906**	**43,690**	**171,401**	**25,898**
Dutchess	259.0	.1100	32.3	11.8	16.8	20.1	25.3	87.3	1,285,183	376,057	108,202	165,906	43,690	171,401	25,898
• Poughkeepsie	30.2	.0128	33.8	12.2	16.7	15.1	33.0	12.8	223,449	61,216	33,430	5,544	6,208	25,272	4,523
SUBURBAN TOTAL	228.8	.0972	32.1	11.7	16.7	20.8	24.3	74.5	1,061,734	314,841	74,772	160,362	37,482	146,129	21,375
ROCHESTER	**995.9**	**.4227**	**31.4**	**12.8**	**17.4**	**17.9**	**25.8**	**360.3**	**5,277,321**	**1,291,104**	**492,302**	**559,992**	**220,426**	**1,045,934**	**179,964**
Livingston	59.2	.0251	29.5	16.4	15.9	17.4	23.9	19.3	226,187	63,430	23,107	15,393	8,138	26,501	8,425
Monroe	713.4	.3029	31.5	13.0	17.7	17.8	26.0	264.3	3,934,696	1,006,106	390,074	420,721	184,466	839,833	142,566
• Rochester	238.4	.1012	30.6	14.2	19.2	14.0	27.5	96.5	1,068,790	185,695	117,180	115,672	55,662	267,240	42,714
Ontario	94.5	.0401	31.7	12.1	17.1	17.8	26.5	32.6	504,367	108,244	50,649	94,481	15,682	78,625	15,956
Orleans	39.8	.0169	31.9	10.6	15.4	17.8	27.5	13.7	112,789	35,948	7,051	7,518	5,982	18,367	4,808
Wayne	89.0	.0377	31.3	10.2	16.9	19.1	24.6	30.4	499,282	77,376	21,421	21,879	6,158	82,608	8,209
SUBURBAN TOTAL	757.5	.3215	31.7	12.3	16.7	19.2	25.3	263.8	4,208,531	1,105,409	375,122	444,320	164,764	778,694	137,250
SYRACUSE	**658.4**	**.2796**	**30.6**	**14.1**	**16.5**	**17.0**	**25.7**	**232.8**	**3,359,066**	**993,555**	**356,139**	**294,362**	**148,540**	**627,178**	**162,983**
Madison	67.4	.0286	29.1	16.1	15.0	17.0	24.2	21.8	241,532	71,616	26,290	7,631	9,311	52,659	15,654
Onondaga	469.6	.1994	31.2	13.6	17.0	17.1	26.4	170.8	2,686,210	794,642	290,511	261,978	125,994	478,672	120,949
• Syracuse	169.0	.0718	30.6	18.4	17.2	13.0	29.4	67.9	831,842	349,889	77,139	40,908	50,597	168,292	18,386
Oswego	121.4	.0516	28.8	14.7	15.9	16.7	23.4	40.2	431,324	127,297	39,338	24,753	13,235	95,847	26,380
SUBURBAN TOTAL	489.4	.2078	30.6	12.6	16.5	18.4	24.3	164.9	2,527,224	643,666	279,000	253,454	97,943	458,886	144,597
UTICA - ROME	**320.3**	**.1359**	**33.1**	**11.7**	**14.8**	**16.7**	**30.5**	**113.2**	**1,502,473**	**442,213**	**162,089**	**164,316**	**55,800**	**219,316**	**73,389**
Herkimer	67.7	.0287	33.6	10.9	14.6	16.5	31.3	24.0	233,896	69,050	22,112	33,982	10,654	26,446	13,906
Oneida	252.6	.1072	33.0	11.9	15.0	16.7	30.3	89.2	1,268,577	373,163	139,977	130,334	45,146	192,870	59,483
• Rome	43.6	.0185	30.8	13.5	16.7	15.8	27.2	15.3	312,270	84,811	30,790	30,807	7,375	52,720	15,657
• Utica	73.7	.0313	35.2	12.9	14.5	13.9	36.3	28.7	355,866	143,125	24,399	21,457	17,636	17,666	16,523
SUBURBAN TOTAL	203.0	.0861	33.0	10.8	14.6	17.8	29.3	69.2	834,337	214,277	96,900	112,052	30,789	148,930	41,209
OTHER COUNTIES															
Allegany	54.4	.0231	28.3	18.7	13.8	15.5	25.2	17.7	124,060	36,527	9,931	12,059	3,588	27,198	4,184
Cattaraugus	88.9	.0378	31.3	12.2	15.3	16.3	28.0	30.7	323,580	86,896	33,531	43,753	8,322	52,464	13,726
Cayuga	82.7	.0351	32.0	11.2	16.1	16.4	28.8	28.1	330,528	90,967	21,841	31,583	7,390	73,199	14,507
Chautauqua	149.0	.0633	33.1	12.3	14.9	16.5	30.6	54.2	679,383	140,360	78,135	94,472	28,402	144,158	21,904
Chenango	51.8	.0219	32.0	10.1	15.3	17.7	27.8	17.9	224,826	68,155	14,308	7,019	9,538	43,778	6,565
Clinton	85.5	.0364	27.6	18.8	17.8	17.0	19.9	26.8	423,601	105,014	46,264	58,362	15,765	71,665	13,054
Columbia	63.8	.0270	35.1	9.1	15.4	17.9	32.3	23.2	239,813	75,066	16,919	16,005	7,816	37,620	4,051
Cortland	50.5	.0215	28.8	18.2	15.2	16.1	24.4	17.1	245,252	66,571	16,309	34,412	9,937	49,656	11,448
Delaware	48.4	.0205	33.6	12.3	14.3	16.7	31.3	16.9	174,584	57,507	9,307	9,398	4,169	25,964	8,296
Essex	37.6	.0160	33.9	9.8	15.2	17.3	30.9	13.7	153,924	49,833	19,249	4,631	1,738	21,155	3,866

Knickerbocker News
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N.Y. (cont.)
S&MM ESTIMATES

POPULATION—12/31/83

RETAIL SALES BY STORE GROUP 1983

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Franklin	46.1	.0196	31.0	12.7	14.5	16.2	28.0	15.6	176,014	62,348	15,302	13,755	5,196	20,593	9,185
Fulton	57.5	.0244	33.9	9.8	15.0	16.4	31.9	21.2	230,232	58,647	18,062	15,392	6,254	47,728	12,929
Genesee	61.1	.0259	31.8	10.9	15.8	17.7	27.3	20.8	271,069	63,099	26,811	37,067	8,831	54,585	9,456
Hamilton	5.3	.0023	38.8	7.8	12.3	18.2	36.7	1.9	17,017	3,848	3,252	1,179	141	2,146	137
Jefferson	90.5	.0385	31.8	10.9	15.2	16.6	28.5	31.8	442,061	108,832	37,933	47,735	16,001	93,487	23,464
Lewis	26.1	.0111	30.0	11.0	15.0	16.4	26.1	8.7	72,038	17,061	8,728	4,401	647	14,214	4,201
Otsego	61.5	.0261	31.4	18.1	13.9	15.4	29.6	21.3	298,473	73,954	30,785	28,200	4,220	62,531	12,972
St. Lawrence	116.3	.0494	28.5	17.4	14.2	16.0	24.8	37.1	531,542	164,972	43,339	36,151	20,448	86,283	34,228
Schoharie	31.9	.0135	31.3	15.8	14.2	16.5	28.3	10.6	102,704	32,622	7,206	7,858	2,332	19,411	518
Schuyler	18.5	.0079	32.4	10.1	15.3	17.8	28.2	6.3	38,033	12,717	2,309	1,876	928	7,285	1,563
Seneca	34.5	.0146	33.0	11.7	15.3	17.6	29.4	11.8	99,028	33,157	9,827	4,824	4,375	15,338	8,086
Steuben	101.6	.0432	32.8	10.1	15.2	17.5	29.1	36.5	429,262	106,124	42,022	47,976	13,060	81,876	16,133
Sullivan	71.2	.0302	34.8	10.4	15.7	17.4	32.2	25.8	310,043	91,525	30,311	15,101	6,033	41,843	8,556
Tompkins	92.0	.0391	26.4	27.0	19.3	14.4	19.1	31.7	411,089	111,183	45,042	44,005	11,580	60,887	18,967
Ulster	167.3	.0710	32.9	11.8	16.8	18.5	28.0	60.5	864,071	244,333	84,287	74,367	15,554	143,230	15,705
Wyoming	42.1	.0178	31.1	10.9	17.4	17.9	25.3	13.7	138,170	51,323	12,709	6,654	3,181	24,379	5,275
Yates	22.7	.0097	33.3	11.3	14.9	16.6	31.0	8.5	71,418	22,123	6,886	2,140	1,322	14,743	1,354
TOTAL METRO COUNTIES	**15,981.9**	**6.7856**	**33.2**	**11.4**	**16.8**	**18.6**	**28.4**	**5,908.0**	**74,140,128**	**19,287,822**	**8,078,307**	**8,658,712**	**3,759,541**	**9,629,504**	**2,194,103**
TOTAL STATE	**17,740.7**	**7.5325**	**33.0**	**11.7**	**16.6**	**18.4**	**28.3**	**6,518.1**	**81,561,943**	**21,322,586**	**8,768,912**	**9,359,087**	**3,976,309**	**10,966,920**	**2,478,433**

N.Y.
S&MM ESTIMATES

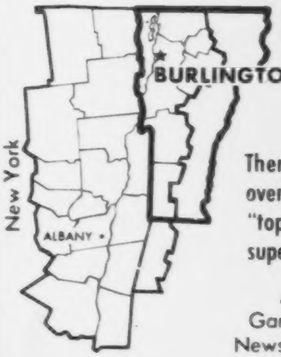
EFFECTIVE BUYING INCOME 1983

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
ALBANY - SCHENECTADY - TROY	**8,953,939**	**25,349**	**22.5**	**32.0**	**19.6**	**10.5**	**.3748**
Albany	3,285,507	26,146	21.9	30.5	20.0	12.7	.1402
• Albany	1,032,514	19,764	27.6	27.4	13.6	8.4	.0428
Greene	371,284	19,650	28.7	32.0	12.3	4.8	.0162
Montgomery	495,704	22,202	25.8	33.6	15.7	6.3	.0206
Rensselaer	1,510,997	25,123	22.0	31.8	20.0	9.5	.0584
• Troy	484,333	19,239	27.0	27.9	14.5	5.8	.0200
Saratoga	1,722,759	27,665	20.6	33.8	23.1	10.7	.0711
Schenectady	1,567,688	24,722	23.0	32.6	18.1	10.2	.0683
• Schenectady	632,262	19,506	28.2	31.1	12.7	4.9	.0284
SUBURBAN TOTAL	6,804,830	27,684	20.4	33.4	21.9	12.0	.2836
BINGHAMTON	**2,757,836**	**25,459**	**23.3**	**31.8**	**19.6**	**11.1**	**.1165**
Broome	2,215,732	25,009	23.7	31.9	19.3	10.3	.0965
• Binghamton	536,518	19,149	29.8	28.2	12.8	6.9	.0268
Tioga	542,104	27,562	21.8	30.4	21.1	14.5	.0200
SUBURBAN TOTAL	2,221,318	27,408	21.4	32.8	21.7	12.4	.0897
BUFFALO	**9,825,862**	**24,680**	**21.8**	**32.2**	**19.0**	**8.9**	**.4236**
Erie	9,825,862	24,680	21.8	32.2	19.0	8.9	.4236
• Buffalo	2,890,033	17,215	27.0	27.6	11.3	4.5	.1201
SUBURBAN TOTAL	6,935,829	28,925	18.6	35.0	23.7	11.6	.3035
BUFFALO - NIAGARA FALLS CONSOLIDATED AREA	***11,999,681***	***24,680***	***21.8***	***32.7***	***19.2***	***8.5***	***.5170***

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1983

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
ELMIRA	**868,212**	**22,167**	**26.4**	**33.6**	**15.9**	**6.1**	**.0375**
Chemung	868,212	22,167	26.4	33.6	15.9	6.1	.0375
• Elmira	263,270	17,942	29.0	30.3	11.0	3.1	.0137
SUBURBAN TOTAL	604,942	24,606	25.0	35.5	18.6	7.8	.0238
GLENS FALLS	**986,073**	**22,428**	**26.2**	**34.0**	**16.0**	**6.4**	**.0457**
Warren	525,844	22,375	26.3	32.7	15.8	7.7	.0268
• Glens Falls	147,353	20,687	26.6	32.7	13.6	5.4	.0091
Washington	460,229	22,487	26.3	35.3	16.2	4.9	.0189
SUBURBAN TOTAL	838,720	22,749	26.2	34.1	16.5	6.6	.0366
NASSAU - SUFFOLK	**35,288,254**	**38,427**	**12.3**	**23.7**	**26.5**	**30.0**	**1.3732**
Nassau	19,343,599	41,116	10.9	21.5	25.5	35.3	.7637
Hempstead	454,162	27,778	19.9	27.3	20.2	18.3	.0250
Suffolk	15,944,655	35,998	13.8	26.0	27.5	24.6	.6095
SUBURBAN TOTAL	35,288,254	38,427	12.3	23.7	26.5	30.0	1.3732
NEW YORK	**89,464,700**	**22,603**	**22.3**	**26.9**	**15.9**	**12.6**	**3.4578**
Bronx	7,922,823	15,941	26.8	24.9	10.4	4.6	.3273
Kings	18,265,386	18,568	25.4	26.7	13.1	7.0	.7104
New York (Manhattan)	21,168,937	21,213	22.7	25.5	12.7	14.4	.8770
• New York City	72,435,383	21,081	23.5	27.2	14.9	10.3	2.8260
Putnam	995,106	34,484	14.9	27.8	30.2	18.6	.0371
Queens	20,693,327	25,285	21.8	30.7	19.4	11.5	.7548
Richmond	4,384,910	32,892	15.0	27.4	26.3	19.4	.1565



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N.Y. (cont.)
S&MM ESTIMATES

SS EFFECTIVE BUYING INCOME 1983

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
Rockland	3,547,046	39,526	12.1	22.2	26.5	31.8	.1304
Westchester	12,487,165	34,212	15.4	24.7	21.2	27.5	.4643
Mount Vernon	721,496	24,363	22.2	26.9	18.7	13.2	.0277
New Rochelle	985,988	31,154	17.4	26.1	19.1	24.4	.0377
• White Plains	703,690	30,266	17.8	26.1	19.1	23.6	.0386
Yonkers	2,348,627	28,395	19.0	28.3	21.0	16.8	.0848
SUBURBAN TOTAL	16,325,627	35,571	14.6	24.3	23.0	28.0	.5932
NEW YORK - NORTHERN NEW JERSEY - LONG ISLAND CONSOLIDATED AREA	***205,848,028***	***27,430***	***19.2***	***26.7***	***19.4***	***17.6***	***8.0623***
NIAGARA FALLS	**2,173,819**	**24,681**	**21.7**	**35.0**	**19.6**	**6.8**	**.0934**
Niagara	2,173,819	24,681	21.7	35.0	19.6	6.8	.0934
• Niagara Falls	622,355	21,000	24.4	32.5	14.8	4.9	.0255
SUBURBAN TOTAL	1,551,464	26,409	20.4	36.1	22.0	7.7	.0679
ORANGE COUNTY	**2,733,969**	**27,577**	**19.7**	**32.0**	**22.5**	**11.6**	**.1165**
Orange	2,733,969	27,577	19.7	32.0	22.5	11.6	.1165
SUBURBAN TOTAL	2,733,969	27,577	19.7	32.0	22.5	11.6	.1165
POUGHKEEPSIE	**2,996,901**	**31,703**	**17.4**	**28.4**	**24.7**	**18.7**	**.1189**
Dutchess	2,996,901	31,703	17.4	28.4	24.7	18.7	.1189
• Poughkeepsie	323,827	20,421	25.7	26.1	14.9	9.9	.0152
SUBURBAN TOTAL	2,673,074	33,373	15.9	28.8	26.4	20.2	.1037
ROCHESTER	**11,389,113**	**29,014**	**18.8**	**29.9**	**22.7**	**15.4**	**.4625**
Livingston	550,755	25,932	22.2	34.2	21.2	8.8	.0226
Monroe	8,732,109	30,524	17.4	28.1	23.6	18.0	.3475
• Rochester	2,372,042	21,246	24.1	29.5	16.1	7.3	.0982
Ontario	901,468	25,628	22.9	36.3	19.2	8.2	.0402
Orleans	384,358	26,220	22.9	31.6	22.4	9.2	.0145
Wayne	820,423	25,291	22.7	35.2	20.2	7.2	.0377
SUBURBAN TOTAL	9,017,071	31,888	16.8	30.1	25.2	18.3	.3643
SYRACUSE	**6,843,309**	**26,584**	**21.1**	**31.3**	**21.1**	**11.8**	**.2877**
Madison	549,773	22,372	26.3	35.1	15.5	5.6	.0236
Onondaga	5,050,336	26,827	20.9	31.1	21.3	12.0	.2162
• Syracuse	1,597,072	19,405	27.3	28.7	13.5	6.4	.0697
Oswego	1,243,200	28,453	19.3	30.0	23.2	14.1	.0479
SUBURBAN TOTAL	5,246,237	29,527	18.5	32.4	24.2	14.0	.2180

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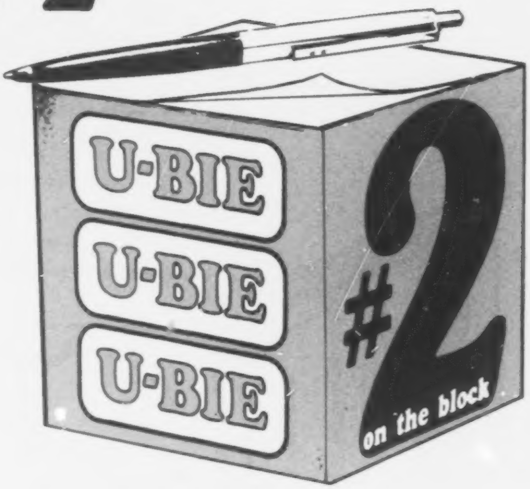

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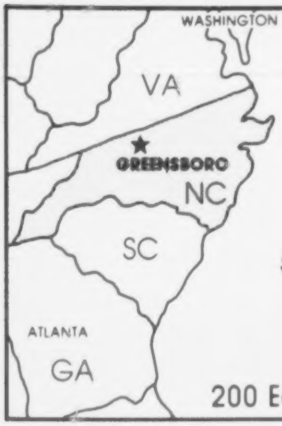
N.Y. (cont.)
S&MM ESTIMATES

$$ EFFECTIVE BUYING INCOME 1983

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
UTICA - ROME	**2,867,932**	**22,728**	**25.0**	**33.9**	**16.3**	**6.7**	**.1266**
Herkimer	591,841	22,396	25.7	35.3	15.0	6.0	.0243
Oneida	2,276,091	22,821	24.8	33.6	16.6	6.9	.1023
• Rome	380,268	21,596	27.5	33.5	15.5	5.7	.0198
• Utica	616,661	18,312	27.8	29.7	11.8	4.2	.0285
SUBURBAN TOTAL	1,871,003	24,793	23.1	36.0	18.2	8.0	.0783
OTHER COUNTIES							
Allegany	352,837	17,305	33.1	31.8	8.0	1.7	.0153
Cattaraugus	750,222	21,831	26.3	33.6	15.4	5.6	.0319
Cayuga	666,401	21,712	26.2	34.7	15.7	4.1	.0297
Chautauqua	1,337,603	22,164	25.9	33.8	15.3	6.2	.0585
Chenango	440,800	21,892	28.7	33.9	16.1	5.1	.0195
Clinton	638,121	20,071	30.1	32.6	13.2	4.3	.0317
Columbia	585,593	22,239	27.4	33.0	15.5	6.9	.0241
Cortland	401,341	20,624	27.9	33.9	12.5	5.2	.0191
Delaware	415,914	21,581	27.6	34.2	13.8	6.4	.0174
Essex	316,525	20,257	28.7	32.6	13.0	5.1	.0139
Franklin	352,687	18,661	30.8	29.1	12.6	4.7	.0159
Fulton	500,982	21,117	27.0	34.6	13.4	5.1	.0215
Genesee	485,050	21,719	27.0	37.7	13.7	3.6	.0224
Hamilton	33,060	15,333	40.1	25.8	5.5	1.4	.0017
Jefferson	705,159	19,487	29.2	32.1	12.4	4.1	.0339
Lewis	190,438	19,938	29.2	35.7	10.5	3.6	.0082
Otsego	518,653	20,514	29.1	31.7	13.6	6.0	.0239
St. Lawrence	894,559	20,469	26.9	30.9	14.6	5.6	.0425
Schoharie	255,493	21,032	28.2	33.9	14.1	4.7	.0108
Schuyler	156,164	22,686	28.1	36.7	15.8	5.1	.0058
Seneca	351,992	26,891	22.3	33.8	22.0	10.4	.0130
Steuben	890,250	21,603	27.2	33.8	14.5	6.2	.0386
Sullivan	622,162	19,902	28.7	31.2	12.8	5.7	.0272
Tompkins	964,200	24,806	23.5	29.2	18.0	13.7	.0390
Ulster	1,697,632	24,550	23.6	30.5	18.8	11.0	.0725
Wyoming	361,710	24,327	23.4	36.5	17.7	7.3	.0149
Yates	189,188	19,336	29.7	32.1	11.6	4.4	.0077
TOTAL METRO COUNTIES	**177,149,919**	**25,778**	**20.6**	**27.8**	**18.8**	**14.7**	**7.0347**
TOTAL STATE	**192,224,655**	**25,272**	**21.2**	**28.4**	**18.4**	**13.9**	**7.6953**

What is the difference between 'median' and 'average'?

The column headings under which the data are arranged are carefully chosen to enhance your use of the *Survey's* information. A helpful explanation of what these column headings mean is provided in a special section titled "Definition of Terms" that appears in Section C.



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NORTH CAROLINA

N.C. S&MM ESTIMATES	POPULATION—12/31/83								RETAIL SALES BY STORE GROUP 1983						
METRO AREA County City	Total Population (Thousands)	% Of U.S	Median Age of Pop	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
ASHEVILLE	**165.6**	**.0703**	**34.3**	**10.4**	**16.7**	**18.6**	**30.2**	**64.2**	**917,852**	**189,779**	**82,644**	**124,404**	**30,840**	**182,693**	**38,600**
Buncombe	165.6	.0703	34.3	10.4	16.7	18.6	30.2	64.2	917,852	189,779	82,644	124,404	30,840	182,693	38,600
• Asheville	59.8	.0254	37.5	10.0	15.8	15.8	36.9	25.1	636,859	84,801	68,992	118,720	18,829	135,675	33,018
SUBURBAN TOTAL	105.8	.0449	33.0	10.7	17.2	20.2	26.4	39.1	280,993	104,978	13,652	5,684	12,011	47,018	5,582
BURLINGTON	**98.5**	**.0418**	**33.7**	**11.8**	**15.8**	**19.2**	**28.7**	**37.0**	**554,200**	**118,071**	**43,920**	**63,723**	**31,585**	**123,686**	**25,458**
Alamance	98.5	.0418	33.7	11.8	15.8	19.2	28.[illegible]	37.0	554,200	118,071	43,920	63,723	31,585	123,686	25,458
• Burlington	38.1	.0162	34.8	10.8	15.8	18.2	31.6	15.2	406,832	75,714	37,509	61,130	24,301	72,901	22,513
SUBURBAN TOTAL	60.4	.0256	33.0	12.4	15.9	19.9	26.9	21.8	149,368	42,357	6,411	2,593	7,284	50,785	2,945
CHARLOTTE - GASTONIA - ROCK HILL	**1,013.3**	**.4303**	**31.2**	**12.2**	**17.8**	**19.1**	**24.2**	**368.8**	**5,201,020**	**1,169,608**	**428,327**	**629,358**	**259,070**	**1,211,510**	**194,261**
Cabarrus	89.7	.0381	33.3	10.8	16.1	19.3	28.0	32.5	435,437	84,389	30,314	41,074	30,830	111,702	17,824
Gaston	165.5	.0703	31.6	11.3	16.9	18.9	25.3	58.6	789,792	205,733	50,159	108,801	29,712	202,643	30,378
• Gastonia	47.8	.0203	32.9	10.8	16.3	17.4	29.1	17.7	527,306	85,566	41,753	82,273	16,389	170,300	15,030
Lincoln	45.8	.0194	31.8	10.7	17.2	20.0	24.4	16.4	152,312	42,859	10,892	11,910	8,392	29,853	5,989
Mecklenburg	420.9	.1787	30.7	12.9	19.7	19.4	22.1	159.6	2,661,231	525,804	237,877	381,916	140,569	625,732	93,084
• Charlotte	339.6	.1442	30.6	12.8	20.1	18.6	22.5	132.1	2,095,594	372,693	208,775	297,529	134,709	513,385	85,120
Rowan	101.3	.0430	34.1	11.5	15.6	18.0	30.6	37.8	398,556	115,364	27,743	26,310	18,193	72,662	15,190
Union	76.0	.0323	30.0	12.1	17.0	19.6	21.8	25.2	288,453	71,324	19,163	13,335	17,257	71,244	12,299
York, S. C.	*114.1*	*.0485*	*29.9*	*13.0*	*17.3*	*18.8*	*22.5*	*38.7*	*475,239*	*124,135*	*52,179*	*46,012*	*14,117*	*97,674*	*19,497*
• Rock Hill	*36.7*	*.0156*	*28.6*	*17.5*	*16.5*	*15.0*	*24.5*	*12.6*	*336,063*	*86,139*	*37,612*	*40,193*	*9,967*	*63,712*	*13,408*
SUBURBAN TOTAL	589.2	.2502	31.7	11.6	16.8	19.8	24.7	206.4	2,242,057	625,210	140,187	209,363	98,005	464,113	80,703

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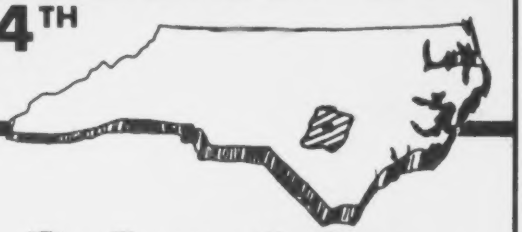

The Fayetteville Observer
THE FAYETTEVILLE TIMES

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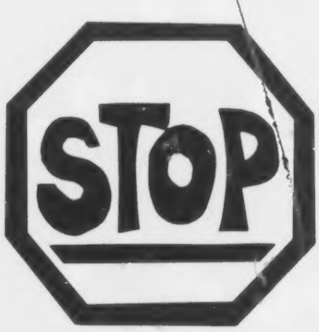
N.C. (cont.)
S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/83								RETAIL SALES BY STORE GROUP 1983						
	Total Population (Thousands)	% Of U.S	Median Age of Pop	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
FAYETTEVILLE	**260.5**	**.1106**	**24.8**	**21.4**	**19.3**	**16.5**	**13.6**	**81.4**	**1,104,891**	**213,892**	**94,379**	**188,733**	**62,207**	**233,900**	**19,914**
Cumberland	260.5	.1106	24.8	21.4	19.3	16.5	13.6	81.4	1,104,891	213,892	94,379	188,733	62,207	233,900	19,914
• Fayetteville	62.2	.0264	29.6	15.7	16.8	17.4	23.4	23.2	737,176	120,702	69,896	161,579	23,852	128,388	17,505
SUBURBAN TOTAL	198.3	.0842	24.0	23.3	20.0	16.2	10.5	58.2	367,715	93,190	24,483	27,154	38,355	105,512	2,409
GREENSBORO - WINSTON-SALEM - HIGH POINT	**880.3**	**.3737**	**31.9**	**12.4**	**17.5**	**19.5**	**25.2**	**329.3**	**4,818,045**	**999,145**	**413,431**	**524,022**	**298,201**	**1,070,560**	**184,267**
Davidson	118.0	.0501	32.2	10.9	17.0	20.3	25.0	42.8	422,557	94,673	32,461	19,981	31,697	90,824	17,903
Davie	26.3	.0111	32.6	9.6	17.6	20.5	25.3	9.6	83,973	17,408	3,995	2,695	10,357	14,915	3,334
Forsyth	250.7	.1065	32.0	12.8	17.9	19.2	25.4	96.5	1,560,744	314,701	132,929	182,073	79,322	379,754	60,491
• Winston-Salem	140.5	.0597	31.8	14.9	16.8	16.7	27.9	55.7	1,312,753	246,185	116,497	180,345	65,366	318,248	48,276
Guilford	323.6	.1374	31.4	13.7	17.7	18.8	24.9	121.4	2,243,471	440,348	211,378	296,722	154,911	475,064	80,152
• Greensboro	158.4	.0673	30.3	16.4	18.8	16.8	24.3	60.1	1,495,842	273,771	165,546	244,139	44,717	331,157	57,043
• High Point	68.4	.0290	32.1	12.0	16.5	17.1	28.1	25.8	627,376	124,501	41,921	50,891	106,979	131,535	17,735
Randolph	96.0	.0407	32.5	10.7	17.2	20.6	25.1	35.5	338,532	78,994	21,833	18,746	16,889	63,673	14,924
Stokes	36.1	.0153	31.5	10.4	17.7	20.5	23.3	12.6	61,143	16,174	4,452	681	1,151	17,541	3,309
Yadkin	29.6	.0126	34.3	10.1	16.0	20.2	28.8	10.9	107,625	36,847	6,383	3,124	3,874	28,789	4,154
SUBURBAN TOTAL	513.0	.2177	32.5	10.5	17.5	21.3	24.3	187.7	1,382,074	354,688	89,467	48,647	81,139	289,620	61,213
HICKORY	**211.8**	**.0898**	**31.9**	**11.2**	**17.2**	**20.3**	**24.4**	**76.8**	**1,003,138**	**213,803**	**78,271**	**98,407**	**48,593**	**202,516**	**33,027**
Alexander	26.9	.0114	31.2	11.2	17.6	21.0	22.4	9.4	62,559	14,924	6,048	2,254	1,288	10,242	2,882
Burke	75.7	.0321	32.4	10.8	16.9	20.6	25.0	27.4	239,559	67,931	15,500	15,572	12,935	35,762	12,675
Catawba	109.2	.0463	31.8	11.5	17.3	19.9	24.5	40.0	701,020	130,948	56,723	80,581	34,370	156,512	17,470
• Hickory	26.2	.0111	33.2	14.7	15.7	17.3	29.9	10.6	352,615	70,291	34,315	39,392	22,288	69,540	10,419
SUBURBAN TOTAL	185.6	.0787	31.7	10.7	17.4	20.7	23.7	66.2	650,523	143,512	43,956	59,015	26,305	132,976	22,608
JACKSONVILLE	**120.0**	**.0509**	**23.1**	**33.8**	**16.7**	**13.3**	**10.8**	**33.2**	**415,674**	**62,896**	**46,055**	**38,736**	**32,790**	**125,276**	**9,500**
Onslow	120.0	.0509	23.1	33.8	16.7	13.3	10.8	33.2	415,674	62,896	46,055	38,736	32,790	125,276	9,500
• Jacksonville	21.0	.0089	27.2	17.9	19.8	17.2	17.5	7.3	271,571	37,334	29,954	35,977	24,559	60,243	8,908
SUBURBAN TOTAL	99.0	.0420	22.7	37.2	16.0	12.5	9.4	25.9	144,103	25,562	16,101	2,759	8,231	65,033	592
RALEIGH - DURHAM	**600.3**	**.2549**	**29.6**	**17.1**	**20.2**	**18.1**	**21.0**	**222.3**	**3,184,862**	**666,751**	**314,132**	**440,698**	**142,658**	**637,466**	**78,193**
Durham	157.8	.0670	30.2	16.0	19.7	16.7	23.8	59.8	900,296	191,620	74,869	146,414	41,572	191,417	25,464
• Durham	103.7	.0440	29.5	19.4	19.6	13.4	25.7	40.7	797,556	174,547	71,808	138,215	35,333	142,970	24,231
Franklin	31.2	.0132	32.4	12.1	15.9	17.1	28.8	10.7	74,928	25,201	3,214	4,053	1,554	12,890	3,430
Orange	82.6	.0351	27.0	26.3	21.2	15.3	17.8	30.4	293,688	64,275	43,482	26,625	17,093	26,563	10,252
• Chapel Hill	34.7	.0147	24.2	40.3	18.4	12.7	14.3	11.2	205,116	40,061	38,851	22,496	9,813	15,392	6,778
Wake	328.7	.1396	29.8	15.8	20.7	19.5	19.6	121.4	1,915,950	385,655	192,567	263,606	82,439	406,596	39,047
• Raleigh	165.4	.0702	29.2	20.5	20.6	17.2	20.9	63.1	1,254,466	167,412	119,033	171,812	51,599	307,091	23,039
SUBURBAN TOTAL	296.5	.1260	30.6	11.7	20.4	20.9	20.1	107.3	927,724	284,731	84,440	108,175	45,913	172,013	24,145



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N.C. (cont.)
S&MM ESTIMATES

POPULATION—12/31/83

RETAIL SALES BY STORE GROUP 1983

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
WILMINGTON	**109.7**	**.0466**	**31.3**	**12.5**	**18.2**	**18.3**	**25.0**	**41.3**	**705,339**	**146,908**	**67,980**	**95,277**	**35,734**	**149,003**	**22,719**
New Hanover	109.7	.0466	31.3	12.5	18.2	18.3	25.0	41.3	705,339	146,908	67,980	95,277	35,734	149,003	22,719
• Wilmington	45.3	.0192	31.8	14.8	16.4	14.0	30.8	18.6	509,416	72,970	49,742	55,508	27,938	128,096	21,819
SUBURBAN TOTAL	64.4	.0274	31.0	10.8	19.5	21.4	20.9	22.7	195,923	73,938	18,238	39,769	7,796	20,907	900
OTHER COUNTIES															
Alleghany	10.0	.0043	35.5	9.5	15.3	18.4	32.2	3.8	34,258	10,494	2,167	945	122	5,174	1,382
Anson	26.2	.0111	31.2	10.5	15.6	15.4	28.6	8.7	64,785	22,433	4,859	2,886	3,620	14,073	3,195
Ashe	23.1	.0098	34.6	9.8	15.5	19.2	30.3	8.8	102,445	22,890	3,810	6,623	5,939	29,581	3,241
Avery	14.9	.0063	31.3	13.7	16.5	18.0	25.9	5.1	57,577	12,816	3,822	578	1,344	12,227	996
Beaufort	41.5	.0176	32.4	10.4	15.7	17.5	28.5	15.0	235,729	56,536	10,778	18,375	10,343	65,604	6,879
Bertie	20.9	.0089	31.3	11.4	13.8	15.7	29.2	7.2	51,961	17,787	1,599	1,427	1,484	16,728	1,452
Bladen	31.3	.0133	31.0	11.0	16.5	17.1	26.2	10.8	78,448	23,481	3,199	6,135	2,644	18,869	2,879
Brunswick	41.2	.0175	31.8	10.5	16.3	18.3	26.5	14.6	121,836	48,946	9,872	9,003	2,572	10,319	4,825
Caldwell	70.5	.0300	31.6	11.3	16.5	20.6	23.8	25.0	287,408	60,915	16,273	19,613	16,123	101,406	6,040
Camden	6.0	.0025	32.7	11.4	13.9	18.8	27.9	2.0	7,204	1,557	24	75	77	176	
Carteret	45.4	.0193	32.6	12.3	16.9	18.1	27.9	17.5	229,224	58,450	31,026	22,180	12,513	26,604	7,728
Caswell	21.4	.0091	31.2	11.8	16.9	18.3	25.3	6.8	28,311	8,855	437	3,704	397	7,118	1,418
Chatham	34.7	.0148	32.6	10.6	19.2	18.6	26.8	12.9	88,592	22,095	4,892	3,991	4,658	24,191	2,741
Cherokee	19.7	.0083	35.1	9.2	14.5	18.4	31.7	7.4	82,494	25,866	2,889	9,188	3,562	11,053	4,260
Chowan	13.0	.0056	33.4	10.2	15.2	16.1	31.4	4.8	46,584	14,497	1,334	3,879	2,262	8,095	3,175
Clay	7.2	.0030	35.[illegible]	9.1	16.1	16.3	34.6	2.7	23,197	4,217	769	214	538	7,613	2,154
Cleveland	86.2	.0366	31.[illegible]	11.2	16.2	18.7	25.9	30.1	353,721	83,294	29,270	42,241	13,949	70,202	16,551
Columbus	51.9	.0220	31.5	11.0	15.7	18.6	25.8	18.1	228,185	46,778	10,581	27,758	6,856	55,346	8,987
Craven	73.8	.0314	27.0	18.3	17.9	15.9	19.7	25.3	360,251	75,464	24,557	38,417	20,682	81,161	7,614
Currituck	13.0	.0055	32.6	11.1	15.7	18.1	28.2	4.8	27,252	8,603	1,332	1,860	720	530	48
Dare	15.9	.0068	34.2	11.4	18.5	17.1	31.4	6.4	139,007	42,670	30,398	5,107	8,593	7,128	1,220
Duplin	41.2	.0175	31.9	10.9	15.4	18.0	27.3	14.5	146,625	43,278	7,013	7,827	4,749	29,027	4,797
Edgecombe	56.6	.0240	30.0	11.7	16.9	16.5	25.0	19.0	231,212	53,736	10,168	24,210	35,717	52,509	5,215
Gates	9.1	.0039	33.3	11.2	14.9	16.9	30.6	2.9	14,942	3,861	448	2,952		5,248	
Graham	7.5	.0032	32.7	9.9	16.0	18.2	28.1	2.5	23,494	8,576	685	1,001	444	420	1,627
Granville	34.4	.0146	32.5	11.1	16.3	19.1	26.8	11.1	78,049	24,283	3,857	6,272	2,486	14,987	7,146
Greene	16.4	.0069	29.6	12.7	16.5	16.6	24.6	5.4	22,515	6,933	1,794	1,881	1,278	3,689	299
Halifax	55.0	.0234	31.5	11.1	15.1	16.4	28.4	18.9	228,635	65,750	17,797	21,595	13,555	33,080	8,609
Harnett	62.4	.0265	29.6	15.5	15.8	17.2	24.2	21.7	193,643	56,861	15,414	13,557	7,551	38,278	6,540
Haywood	47.3	.0200	35.6	9.8	15.1	19.8	31.0	17.9	234,248	55,477	15,894	13,391	5,980	55,974	9,001
Henderson	64.7	.0275	36.8	8.8	14.9	18.0	34.4	25.7	367,977	79,595	20,128	25,440	12,447	88,652	16,126
Hertford	22.9	.0097	30.9	13.6	14.5	16.1	27.9	7.6	119,658	32,544	6,536	11,599	6,558	20,025	7,159

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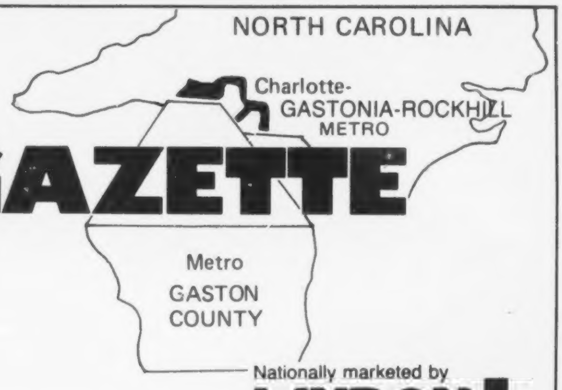

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N.C. (cont.)
S&MM ESTIMATES

POPULATION—12/31/83

RETAIL SALES BY STORE GROUP 1983

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
Hoke	21.7	.0093	26.8	14.0	16.8	16.2	20.1	6.6	39,037	15,681	615	3,076	1,771	7,958	1,684
Hyde	5.9	.0025	32.3	11.6	14.8	15.5	30.4	2.1	11,226	3,002	3,403	1,844	575	102	34
Iredell	85.3	.0362	32.7	10.7	16.1	19.1	27.3	30.9	376,607	90,377	28,318	27,673	31,034	86,938	17,891
Jackson	27.0	.0114	29.1	21.2	15.1	16.8	24.2	9.1	85,495	22,414	4,432	2,009	3,294	23,018	2,813
Johnston	72.7	.0309	32.4	10.5	16.6	19.1	26.7	26.6	286,399	69,225	18,098	12,700	19,630	55,371	12,698
Jones	9.7	.0041	31.1	11.8	15.2	16.3	27.8	3.2	16,027	5,702	849	1,124	54	4,028	738
Lee	38.9	.0165	31.5	11.6	17.2	19.0	24.9	13.7	196,924	47,613	12,161	15,926	6,841	48,544	7,708
Lenoir	60.9	.0259	31.5	11.4	16.3	18.2	26.1	21.7	323,731	69,927	12,468	36,408	20,521	79,839	13,601
McDowell	36.2	.0154	32.7	10.4	16.1	19.3	27.0	12.9	137,746	33,479	8,222	8,413	3,835	27,050	5,770
Macon	22.1	.0094	38.4	8.6	14.3	18.2	36.3	8.8	107,037	23,534	4,816	8,267	3,207	12,304	5,127
Madison	16.9	.0072	33.3	14.0	14.9	17.7	29.7	6.0	36,888	12,748	2,948	3,135	594	7,896	1,800
Martin	25.9	.0110	31.6	10.9	15.7	17.3	27.3	8.7	91,251	19,841	9,254	12,338	3,214	17,235	2,389
Mitchell	14.7	.0062	36.0	10.2	15.0	19.6	31.8	5.2	69,774	19,313	5,525	7,501	2,109	17,509	2,222
Montgomery	23.4	.0100	32.0	11.1	16.3	17.1	28.0	8.2	63,334	24,079	4,059	3,890	611	10,687	3,306
Moore	54.6	.0231	34.2	10.9	15.1	16.8	32.0	21.0	227,750	63,120	15,205	10,505	12,316	46,062	6,259
Nash	69.6	.0296	31.5	11.2	17.2	18.0	26.0	25.2	377,828	78,951	43,545	52,212	15,842	62,310	9,622
Rocky Mount	42.8	.0182	31.9	10.3	17.5	16.5	28.1	16.3	388,896	76,156	44,884	59,036	34,287	59,980	9,211
Northampton	22.1	.0094	32.5	11.7	14.6	16.2	30.2	7.3	33,367	10,271	1,814	633	302	4,965	1,692
Pamlico	10.7	.0045	33.6	10.5	15.0	17.3	30.6	3.7	23,602	6,934	1,374	2,527	349	4,948	375
Pasquotank	29.3	.0125	30.2	16.2	15.3	16.0	26.6	10.3	202,398	39,009	11,915	21,255	9,813	50,094	6,643
Pender	23.8	.0101	32.3	9.9	16.1	17.5	28.2	8.2	46,229	18,780	4,026	1,642	279	9,044	1,819
Perquimans	9.9	.0042	34.7	10.9	13.5	16.7	33.0	3.7	23,754	4,642	1,386	966	557	6,515	533
Person	29.8	.0126	32.0	11.4	16.5	17.7	27.5	10.5	106,098	28,293	7,837	8,962	3,109	23,531	5,101
Pitt	90.0	.0382	27.6	20.9	17.6	15.6	21.3	33.5	489,261	101,613	39,716	59,596	21,268	106,844	19,408
Polk	13.5	.0058	39.9	8.5	13.5	17.0	39.0	5.3	39,255	11,329	3,245	4,505	1,109	7,307	2,031
Richmond	46.8	.0199	31.9	11.0	15.7	17.0	28.2	16.9	190,238	43,073	13,929	17,368	14,755	32,931	9,139
Robeson	106.1	.0450	28.0	12.2	16.3	16.2	22.4	33.4	391,008	93,420	21,458	33,551	23,211	70,896	14,101
Rockingham	86.2	.0366	32.6	11.0	16.2	18.4	27.8	31.5	347,935	99,849	23,593	27,627	28,737	60,389	18,689
Rutherford	55.6	.0237	33.7	10.0	15.3	18.3	29.7	20.6	217,326	49,008	12,444	19,988	12,340	61,818	11,577
Sampson	50.9	.0216	32.1	10.8	15.6	17.9	27.6	17.8	168,433	44,134	8,087	16,680	9,079	30,384	9,028
Scotland	33.8	.0143	28.7	12.6	17.0	16.7	22.5	11.1	130,333	43,791	6,164	11,132	5,131	32,005	5,170
Stanly	50.1	.0213	33.6	11.2	15.8	18.5	29.2	18.3	189,979	41,237	12,864	11,434	7,786	43,981	7,786
Surry	61.4	.0261	33.6	10.5	15.7	19.2	28.5	22.5	353,431	70,015	19,981	32,345	14,329	93,317	14,718
Swain	10.6	.0045	33.3	10.7	14.7	17.9	29.6	3.9	59,772	17,770	7,668	2,222	2,619	4,623	2,145
Transylvania	24.6	.0104	33.2	12.0	15.2	18.8	28.5	8.9	90,876	30,908	4,560	7,993	4,129	12,276	4,743
Tyrrell	4.0	.0017	33.7	11.0	13.0	15.8	32.5	1.4	11,952	2,988	1,228	387	321	3,313	166
Vance	37.7	.0160	31.4	10.8	16.2	16.9	27.2	13.0	191,971	60,493	9,338	16,897	10,664	33,495	7,684
Warren	16.3	.0069	33.0	10.7	14.1	15.0	32.3	5.4	29,616	10,970	497	1,651	2,795	1,556	1,263
Washington	14.8	.0063	29.8	11.5	16.6	16.8	24.5	4.9	60,510	19,873	3,029	5,108	2,958	12,553	1,339
Watauga	33.7	.0143	26.9	27.0	15.6	15.8	21.6	11.9	160,868	31,360	17,766	10,041	8,027	26,249	7,407
Wayne	100.5	.0427	29.3	14.3	17.3	18.3	21.7	34.8	456,476	83,997	28,533	64,782	20,005	106,526	9,215
Wilkes	61.2	.0259	32.0	11.2	17.3	19.8	25.0	22.2	246,423	56,192	18,639	21,607	8,382	42,342	11,435
Wilson	64.5	.0274	30.7	12.8	16.6	17.6	25.3	22.9	335,960	73,728	28,093	36,139	16,135	66,418	8,676
Yancey	15.7	.0067	34.0	9.6	16.4	18.4	30.0	5.6	43,806	16,142	1,337	2,556	1,108	8,048	2,738
TOTAL METRO COUNTIES	**3,345.9**	**1.4204**	**30.4**	**14.4**	**18.2**	**18.7**	**23.1**	**1,215.6**	**17,429,782**	**3,656,718**	**1,516,960**	**2,157,346**	**927,561**	**3,838,936**	**586,442**
TOTAL STATE	**6,120.3**	**2.5986**	**30.9**	**13.4**	**17.2**	**18.3**	**24.7**	**2,200.0**	**28,827,180**	**6,465,081**	**2,295,021**	**3,157,885**	**1,492,069**	**6,217,242**	**1,018,029**

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CAN
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CHARLOTTE AREA NEWSPAPER
DAILIES ORGANIZATION*
provides 27.5% coverage of nation's 32nd ranking ADI (A must! to supplement Charlotte, N.C. newspapers coverage of 31%)
173,165 circulation
14.7% group discount

Concord/Kannapolis Newspapers/Hickory Record/Lenoir News-Topic/Enquirer-Journal/Morganton News Herald/Rock Hill Evening Herald/Salisbury Post/Shelby Star/Statesville Record & Landmark

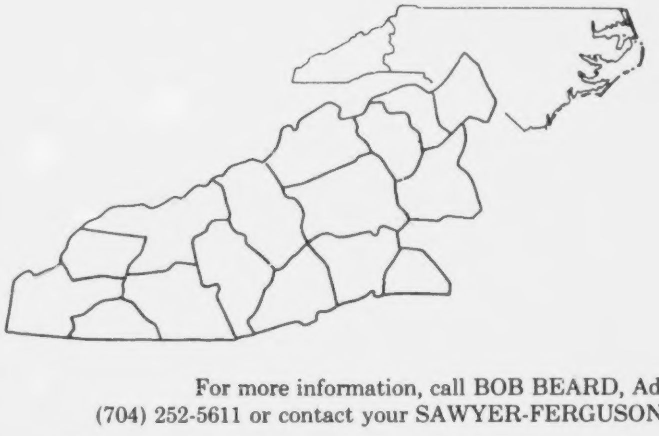
Nationally marketed by LANDON

N.C.
S&MM ESTIMATES

$$ EFFECTIVE BUYING INCOME 1983

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
ASHEVILLE	**1,416,302**	**19,192**	**29.5**	**32.0**	**11.3**	**4.4**	**.0677**
Buncombe	1,416,302	19,192	29.5	32.0	11.3	4.4	.0677
• Asheville	521,790	16,972	30.3	27.4	9.7	4.5	.0324
SUBURBAN TOTAL	894,512	20,549	28.8	35.1	12.3	4.3	.0353
BURLINGTON	**861,410**	**21,068**	**27.4**	**34.8**	**13.6**	**4.4**	**.0409**
Alamance	861,410	21,068	27.4	34.8	13.6	4.4	.0409
• Burlington	354,487	20,482	27.2	32.6	12.9	5.7	.0211
SUBURBAN TOTAL	506,923	21,466	27.5	36.3	14.1	3.5	.0198
CHARLOTTE - GASTONIA - ROCK HILL	**9,397,566**	**22,843**	**25.4**	**35.0**	**16.0**	**6.6**	**.4193**
Cabarrus	793,482	22,465	25.8	36.1	15.4	5.0	.0356
Gaston	1,402,974	21,891	26.6	36.8	13.9	4.7	.0641
• Gastonia	418,105	20,396	27.3	32.1	13.2	5.7	.0264
Lincoln	371,891	21,081	28.7	37.6	12.6	3.3	.0159
Mecklenburg	4,307,207	23,808	24.6	32.7	17.9	8.7	.1955
• Charlotte	3,460,772	22,796	25.7	32.4	16.5	8.3	.1561
Rowan	906,220	21,815	27.0	37.0	13.5	4.6	.0381
Union	606,848	21,916	26.2	37.2	13.0	5.3	.0268
York, S. C.	*1,008,944*	*23,814*	*23.5*	*35.2*	*17.7*	*6.8*	*.0434*
• Rock Hill	*292,225*	*20,334*	*27.4*	*32.6*	*14.2*	*4.1*	*.0179*
SUBURBAN TOTAL	5,226,464	23,211	25.0	36.9	16.1	5.8	.2189

Reach Our Mountains
The ASHEVILLE CITIZEN-TIMES
Dominates Western North Carolina



ASHEVILLE CITIZEN-TIMES
Daily Readership
63% of TOTAL MARKET
net past week 239,100
total market total 379,300

ASHEVILLE CITIZEN-TIMES
Sunday Readership
68% of TOTAL MARKET
net past month 259,700
total market total 379,700

For more information, call BOB BEARD, Advertising Director
(704) 252-5611 or contact your SAWYER-FERGUSON-WALKER Representative

multimedia

Source:
Market Opinion Research, 1984.
S & MM, 1984 Survey of Buying Power.

PANG

PIEDMONT AREA NEWSPAPER GROUP

NORTH CAROLINA

- Burlington Daily Times-News
- Eden News
- High Point Enterprise/Times
- Lexington Dispatch
- Reidsville Review

IN NORTH CAROLINA YOU NEED PANG TO EFFECTIVELY COVER THE GREENSBORO/WINSTON-SALEM/HIGH POINT ADI.

Sources: Circulation 83/84

ADI CIRCULATION 97,590
ADI PENETRATION 20%

SAVE 23.6%
ON GROUP BUY

TURN TO LANDON FOR RESULTS (SEE PAGE B-26)

N.C. (cont.)
S&MM ESTIMATES

$$ EFFECTIVE BUYING INCOME 1983

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
FAYETTEVILLE	**1,982,837**	**19,084**	**32.4**	**31.8**	**11.5**	**4.1**	**.0927**
Cumberland	1,982,837	19,084	32.4	31.8	11.5	4.1	.0927
• Fayetteville	525,525	18,291	27.9	26.4	12.5	6.9	.0352
SUBURBAN TOTAL	1,457,312	19,334	34.3	33.9	11.0	3.0	.0575
GREENSBORO - WINSTON-SALEM - HIGH POINT	**8,415,294**	**22,339**	**25.9**	**33.1**	**15.6**	**7.3**	**.3770**
Davidson	994,289	21,017	28.3	36.0	12.9	4.1	.0421
Davie	219,970	20,602	27.6	34.3	12.1	5.1	.0090
Forsyth	2,705,423	24,610	22.7	31.2	18.7	10.4	.1189
• Winston-Salem	1,472,770	21,216	25.4	28.6	14.1	10.3	.0768
Guilford	3,177,619	22,383	26.1	32.2	16.0	7.9	.1523
• Greensboro	1,570,390	21,817	26.9	31.4	15.2	8.2	.0850
• High Point	602,280	19,178	29.3	30.0	12.0	5.9	.0346
Randolph	784,329	20,311	30.1	36.8	10.8	3.5	.0335
Stokes	288,644	21,829	24.7	37.2	14.0	3.6	.0108
Yadkin	245,020	20,173	26.1	32.3	13.6	4.6	.0104
SUBURBAN TOTAL	4,769,854	23,219	25.0	35.6	16.6	6.3	.1806
HICKORY	**1,816,963**	**21,221**	**29.1**	**37.3**	**11.8**	**4.5**	**.0824**
Alexander	206,888	20,296	30.0	37.6	10.2	3.2	.0084
Burke	622,824	20,046	31.2	36.1	10.6	3.4	.0258
Catawba	987,251	22,300	27.3	38.2	13.1	5.5	.0482
• Hickory	262,734	19,573	30.1	29.8	10.1	8.9	.0168
SUBURBAN TOTAL	1,554,229	21,451	29.0	38.5	12.1	3.8	.0656
JACKSONVILLE	**747,723**	**15,010**	**40.7**	**25.5**	**5.7**	**1.4**	**.0368**
Onslow	747,723	15,010	40.7	25.5	5.7	1.4	.0368
• Jacksonville	147,322	17,988	35.6	31.8	9.7	1.8	.0118
SUBURBAN TOTAL	600,401	14,300	42.0	23.8	4.6	1.3	.0250
RALEIGH - DURHAM	**6,043,196**	**23,746**	**24.2**	**31.5**	**17.8**	**9.3**	**.2614**
Durham	1,642,636	23,659	23.7	29.8	18.6	9.8	.0714
• Durham	1,009,330	20,061	27.3	29.1	13.6	7.5	.0507
Franklin	200,288	16,111	30.7	28.1	8.4	2.5	.0089
Orange	749,603	19,796	28.6	29.2	12.4	7.8	.0306
• Chapel Hill	327,876	21,029	27.3	24.4	13.5	14.5	.0152
Wake	3,450,669	25,643	22.6	33.4	19.6	10.0	.1505
• Raleigh	1,759,572	23,636	25.1	30.7	17.3	10.5	.0835
SUBURBAN TOTAL	2,946,418	25,547	22.1	33.8	20.2	8.6	.1120
WILMINGTON	**967,796**	**20,540**	**25.6**	**32.0**	**13.5**	**5.8**	**.0479**
New Hanover	967,796	20,540	25.6	32.0	13.5	5.8	.0479
• Wilmington	356,145	14,655	29.7	23.0	8.1	4.6	.0244
SUBURBAN TOTAL	611,651	24,922	22.3	39.5	17.9	6.8	.0235
OTHER COUNTIES							
Alleghany	66,825	14,904	34.8	25.0	5.0	3.1	.0030
Anson	149,137	15,061	33.6	26.5	5.7	1.6	.0072
Ashe	149,670	14,497	33.9	26.5	4.8	1.7	.0077
Avery	87,550	14,338	38.0	24.7	4.6	1.4	.0046
Beaufort	288,488	16,430	30.3	28.3	8.8	2.8	.0157
Bertie	137,273	15,321	29.5	27.0	7.7	3.6	.0060
Bladen	176,818	13,825	33.9	23.3	4.6	2.1	.0084
Brunswick	321,056	19,513	25.5	31.9	12.5	4.5	.0135
Caldwell	528,652	19,471	31.5	36.7	8.7	2.9	.0247
Camden	40,973	19,490	24.2	36.6	9.2	3.0	.0016
Carteret	370,585	18,511	31.0	31.6	10.5	3.6	.0176
Caswell	120,254	15,822	32.3	29.7	5.6	1.7	.0051
Chatham	276,566	19,859	29.5	36.0	10.7	2.8	.0111
Cherokee	123,438	13,749	35.8	23.5	5.2	1.8	.0065
Chowan	93,344	15,891	32.5	27.3	6.9	4.0	.0042
Clay	42,374	13,281	37.7	18.8	5.0	2.0	.0021
Cleveland	673,737	20,468	27.4	35.7	12.2	3.5	.0308
Columbus	360,538	16,335	29.5	26.0	10.0	4.3	.0178
Craven	555,937	17,738	30.8	29.6	10.5	3.5	.0273

Where Is The Buying Power In N.C.?

Of the ten largest North Carolina metropolitan areas, Wilmington spends more per household in total retail sales, for food, and at restaurants.

Wilmington ranks second in retail sales for general merchandise and automotive sales and third for furniture, household furnishings, appliances and drugs.

Source: "Sales & Marketing Management's 1984 Survey Of Buying Power", 12/31/83.

NORTH CAROLINA
Wilmington Morning Star

Reach this important retail market with the **Wilmington Morning Star**, the only daily newspaper serving the southeastern coastal market.

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NYT NEW YORK TIMES REGIONAL NEWSPAPER GROUP

N.C. (cont.)
S&MM ESTIMATES

EFFECTIVE BUYING INCOME
1983

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds by EBI Group (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
Currituck	88,189	16,267	32.3	27.3	8.8	1.8	.0037
Dare	145,568	19,000	33.4	31.4	10.2	5.5	.0080
Duplin	260,816	15,426	31.0	27.1	6.9	2.4	.0128
Edgecombe	395,239	18,696	27.0	32.5	11.0	3.1	.0191
Gates	54,646	17,026	28.2	32.6	7.7	1.4	.0023
Graham	37,711	13,402	37.9	21.8	2.7	1.2	.0021
Granville	237,520	18,614	28.9	31.8	11.1	3.1	.0100
Greene	114,603	17,589	30.5	28.8	10.0	4.9	.0045
Halifax	354,577	15,125	28.0	26.4	7.6	3.6	.0181
Harnett	429,777	16,836	32.6	29.5	8.6	2.5	.0194
Haywood	399,915	19,618	28.0	31.1	13.7	4.3	.0185
Henderson	615,920	21,221	26.7	32.4	14.7	6.2	.0280
Hertford	161,099	17,909	27.3	28.6	11.1	5.0	.0085
Hoke	134,189	17,764	30.9	31.4	9.6	2.4	.0057
Hyde	35,674	13,867	32.2	24.5	5.4	2.3	.0015
Iredell	700,273	20,527	28.8	35.4	12.1	4.0	.0319
Jackson	176,367	15,484	33.9	26.5	6.3	3.0	.0081
Johnston	493,800	16,301	31.2	29.7	6.6	2.5	.0240
Jones	57,321	15,515	32.0	27.9	6.0	2.9	.0025
Lee	313,733	19,724	29.2	32.6	10.7	6.0	.0150
Lenoir	450,127	17,964	29.6	30.8	10.0	3.7	.0231
McDowell	265,397	19,073	30.1	36.7	8.1	2.4	.0121
Macon	167,044	15,616	35.4	25.5	6.9	3.2	.0082
Madison	114,848	14,847	31.4	25.2	6.7	3.2	.0049
Martin	162,867	16,087	31.6	27.8	8.3	2.4	.0080
Mitchell	95,134	16,407	33.0	31.0	6.3	1.5	.0050
Montgomery	163,625	18,173	30.4	33.4	8.5	2.6	.0071
Moore	467,442	18,990	29.3	31.4	9.7	6.0	.0204
Nash	537,661	18,105	28.3	30.2	10.6	4.3	.0271
Rocky Mount	347,114	18,129	27.2	29.7	10.8	4.8	.0209

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Northampton	133,888	14,236	32.3	23.1	6.8	3.3	.0055
Pamlico	64,454	15,131	29.3	27.3	6.8	2.1	.0029
Pasquotank	197,295	16,210	31.2	27.7	8.6	2.6	.0118
Pender	145,701	14,964	31.2	26.8	6.7	2.6	.0063
Perquimans	56,867	13,207	34.4	23.1	4.1	.8	.0027
Person	218,485	18,698	29.4	33.1	10.9	2.2	.0098
Pitt	657,668	16,170	29.7	27.4	8.5	3.6	.0342
Polk	121,764	19,163	28.9	28.1	13.0	6.9	.0048
Richmond	335,862	17,718	29.6	31.7	9.3	2.5	.0160
Robeson	650,277	16,439	31.5	29.0	7.7	2.9	.0329
Rockingham	732,588	20,898	26.5	33.7	14.0	4.7	.0318
Rutherford	428,000	18,607	29.8	32.8	10.1	3.0	.0194
Sampson	312,518	15,053	33.6	26.8	6.2	1.7	.0154
Scotland	254,384	20,251	25.6	32.4	14.3	3.9	.0116
Stanly	417,286	20,723	27.6	35.9	12.4	3.8	.0180
Surry	462,860	18,003	31.1	31.8	9.1	3.2	.0241
Swain	56,634	12,630	38.6	17.6	3.6	1.0	.0036
Transylvania	228,000	23,684	21.8	34.8	17.2	6.7	.0093
Tyrrell	22,040	14,440	31.8	26.1	5.2	.7	.001:
Vance	279,215	18,119	29.6	30.2	10.7	4.2	.0140
Warren	84,019	12,834	33.3	21.6	4.4	1.4	.0039
Washington	107,500	19,103	25.6	30.1	12.5	5.3	.0051
Watauga	239,522	15,490	30.4	25.4	8.4	4.0	.0120
Wayne	690,768	16,933	32.3	29.6	8.5	2.7	.0350
Wilkes	469,329	18,562	31.2	32.9	8.7	3.9	.0214
Wilson	504,289	18,838	28.6	30.8	12.0	4.2	.0249
Yancey	84,668	13,361	37.6	22.0	2.7	1.2	.0043
TOTAL METRO COUNTIES	**30,640,143**	**21,821**	**26.8**	**33.3**	**14.9**	**6.6**	**1.3827**
TOTAL STATE	**50,790,321**	**19,865**	**28.3**	**31.9**	**12.5**	**5.2**	**2.3390**

NORTH DAKOTA

N.D.
S&MM ESTIMATES

POPULATION—12/31/83

RETAIL SALES BY STORE GROUP
1983

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
BISMARCK	**89.2**	**.0379**	**28.7**	**13.9**	**19.1**	**16.8**	**21.1**	**31.7**	**501,982**	**100,640**	**52,213**	**69,360**	**20,575**	**102,975**	**17,993**
Burleigh	61.4	.0261	28.5	14.8	19.9	17.2	19.9	22.1	377,967	75,164	38,452	68,135	16,610	64,172	15,457
• Bismarck	48.8	.0207	28.7	15.2	19.8	16.8	20.8	18.4	373,276	74,423	37,582	67,905	16,554	63,955	15,405
Morton	27.8	.0118	29.1	12.0	17.3	15.9	23.8	9.6	124,015	25,476	13,761	1,225	3,965	38,803	2,536
SUBURBAN TOTAL	40.4	.0172	28.5	12.5	17.9	16.8	21.6	13.3	128,706	26,217	14,631	1,455	4,021	39,020	2,588
FARGO - MOORHEAD	**145.3**	**.0617**	**28.0**	**19.9**	**18.7**	**15.2**	**21.7**	**53.0**	**922,540**	**160,664**	**106,937**	**118,882**	**39,252**	**177,197**	**27,411**
Cass	95.6	.0406	28.4	18.4	20.0	15.3	21.1	36.1	707,433	103,614	76,715	114,883	24,344	148,350	18,339
• Fargo	65.4	.0278	28.2	21.8	20.5	14.4	21.6	25.7	609,961	82,917	67,433	99,003	22,458	136,191	16,789
Clay, Minn.	*49.7*	*.0211*	*26.8*	*22.9*	*15.1*	*14.9*	*22.7*	*16.9*	*215,107*	*57,050*	*30,222*	*3,999*	*14,908*	*28,847*	*9,072*
• Moorhead	*29.9*	*.0127*	*24.7*	*30.9*	*14.6*	*13.0*	*21.2*	*10.1*	*170,186*	*49,005*	*26,583*	*3,596*	*12,997*	*23,278*	*5,888*
SUBURBAN TOTAL	50.0	.0212	29.5	11.0	18.7	17.6	22.0	17.2	142,393	28,742	12,921	16,283	3,797	17,728	4,734
GRAND FORKS	**69.1**	**.0293**	**25.5**	**22.7**	**19.7**	**13.8**	**17.5**	**23.5**	**389,400**	**52,512**	**38,697**	**35,110**	**17,881**	**87,186**	**7,114**
Grand Forks	69.1	.0293	25.5	22.7	19.7	13.8	17.5	23.5	389,400	52,512	38,697	35,110	17,881	87,186	7,114
• Grand Forks	45.8	.0194	25.8	25.1	19.1	13.8	18.7	16.6	352,713	47,886	35,066	34,171	17,500	66,717	6,628
SUBURBAN TOTAL	23.3	.0099	25.0	18.1	21.0	13.9	15.0	6.9	36,687	4,626	3,631	939	381	20,469	486
OTHER COUNTIES															
Adams	3.6	0015	34.4	9.5	14.8	16.4	32.8	1.3	13,300	3,386	681	116		4,046	357
Barnes	13.9	.0059	33.1	14.0	14.1	14.4	33.0	5.2	67,722	12,687	7,249	3,519	1,832	15,261	2,480
Benson	8.1	0034	30.3	9.4	12.8	14.4	29.6	2.5	10,463	2,977	1,891	289	29	52	77
Billings	1.1	.0005	29.7	10.9	14.3	17.0	25.5	.4	1,471	505	330				
Bottineau	9.3	.0039	34.2	11.0	13.7	15.3	33.5	3.3	37,461	7,442	3,574	1,643	1,190	6,032	771
Bowman	4.4	.0019	31.2	10.5	14.7	16.7	27.8	1.6	23,259	5,509	4,279	155	439	5,609	581
Burke	3.8	.0016	40.2	7.4	11.8	16.2	39.4	1.5	10,085	3,118	1,460	47	62	1,355	131
Cavalier	7.4	.0031	35.2	8.7	13.3	16.7	33.5	2.6	24,886	5,437	2,362	428	1,093	2,842	1,370
Dickey	7.4	.0032	33.6	10.7	14.0	15.2	32.9	2.5	20,043	5,919	2,490	785	671	4,404	1,267
Divide	3.2	.0013	41.5	7.6	12.2	15.2	41.4	1.2	13,826	6,717	1,025	257	130	2,178	315
Dunn	4.7	.0020	30.8	11.1	14.3	16.3	27.7	1.6	9,819	1,199	911			5,323	489
Eddy	3.3	.0014	38.6	8.5	12.5	14.6	39.0	1.4	12,658	2,042	957	101	141	2,132	68
Emmons	5.7	.0024	35.7	7.8	10.5	16.8	34.0	2.0	14,330	2,970	1,345	266	109	3,133	549
Foster	4.6	.0020	33.7	9.9	13.1	15.7	32.5	1.6	24,190	6,421	1,266	591	267	7,287	555
Golden Valley	2.5	.0011	34.0	8.6	13.5	15.2	33.4	.9	15,491	3,503	726		413	3,713	98
Grant	4.1	.0017	34.4	7.9	13.6	16.2	32.9	1.5	12,040	3,644	1,163	66		2,985	288
Griggs	3.7	.0016	39.2	7.9	14.2	14.1	40.0	1.4	6,922	1,918	1,217	301	21	780	

N.D. (cont.)

S&MM ESTIMATES

POPULATION—12/31/83

RETAIL SALES BY STORE GROUP 1983

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Hettinger	4.2	.0018	35.4	8.7	13.1	16.2	34.1	1.5	11,867	1,679	1,026	47	67	3,799	465
Kidder	3.8	.0016	34.7	8.4	12.6	17.1	32.5	1.4	4,686	1,109	390		22	408	40
La Moure	6.4	.0027	36.4	8.7	12.4	15.4	36.0	2.3	15,113	3,418	1,379	56	274	2,654	291
Logan	3.3	.0014	39.1	8.0	10.0	17.2	37.4	1.2	9,052	2,945	1,274		18	1,951	289
McHenry	7.6	.0032	36.3	8.3	12.7	16.0	35.5	2.8	18,814	2,916	1,929	863	22	3,205	1,282
McIntosh	4.5	.0020	45.2	7.2	9.6	16.9	44.3	1.9	15,072	5,040	1,281		165	2,796	741
McKenzie	7.9	.0033	29.1	11.9	16.3	16.0	24.3	2.6	16,280	3,478	2,994	48	222	2,024	657
McLean	13.2	.0056	32.4	9.2	15.7	15.7	30.2	4.6	30,059	7,941	3,884	1,838	529	3,670	1,070
Mercer	13.9	.0059	29.6	11.9	18.5	16.7	23.3	5.0	27,517	7,405	2,282	320	499	6,627	1,713
Mountrail	7.7	.0033	33.4	8.9	14.2	15.6	32.1	2.8	31,882	7,763	3,491	525	586	5,798	1,539
Nelson	5.3	.0022	42.6	7.0	11.4	15.8	42.7	2.0	22,781	2,498	2,865	1,029	64	2,925	320
Oliver	2.7	.0012	29.2	10.7	17.4	17.5	22.5	.8	2,226	531	247	71			
Pembina	10.5	.0044	34.2	8.7	15.1	15.7	33.1	3.8	45,197	14,938	4,447	575	249	10,693	1,095
Pierce	6.2	.0027	34.5	9.5	11.7	16.2	33.2	2.0	31,132	6,213	2,219	1,220	641	10,311	1,275
Ramsey	13.3	.0056	32.6	11.4	14.7	14.9	31.5	4.9	98,766	17,126	6,640	2,902	3,124	17,158	5,686
Ransom	6.7	.0029	36.1	8.0	14.1	14.9	36.3	2.4	22,231	5,435	3,624	186	219	2,981	1,426
Renville	3.6	.0015	35.2	7.9	13.5	17.4	32.9	1.3	8,555	1,530	951		58	963	317
Richland	20.0	.0085	29.3	19.9	14.1	13.4	28.6	6.8	85,035	13,902	5,583	4,435	5,186	19,777	3,879
Rolette	12.9	.0055	25.2	11.3	13.9	15.2	21.3	3.7	34,212	7,420	3,011	1,253	343	4,745	1,149
Sargent	5.4	.0023	33.0	9.4	15.1	15.7	31.2	2.0	9,622	3,141	1,640	47		541	41
Sheridan	2.9	.0012	39.0	8.1	11.8	18.0	36.8	1.0	5,548	1,004	527		371	935	158
Sioux	3.7	.0016	22.5	11.5	14.6	15.9	15.4	.9	2,433	768	640	90	24		
Slope	1.1	.0004	31.4	10.5	13.7	15.7	29.3	.4	324	94	141				
Stark	26.7	.0114	27.1	16.6	17.5	14.4	21.7	9.1	136,182	25,551	11,246	7,560	8,509	28,466	3,890
Steele	2.9	.0012	36.7	8.2	13.3	17.3	34.6	1.1	8,561	235	341	1,249		3,299	
Stutsman	24.9	.0106	31.7	12.7	16.5	16.2	28.3	9.1	138,325	29,093	13,445	8,152	3,715	27,772	4,033
Towner	4.0	.0017	37.8	9.1	12.5	14.8	37.9	1.5	10,275	1,832	1,420	129	582	1,676	919
Traill	9.8	.0041	34.9	13.0	12.5	14.5	35.4	3.5	36,706	8,359	4,247	204	452	7,691	1,821
Walsh	15.4	.0066	34.7	9.1	15.0	16.3	33.2	5.5	69,696	15,804	5,184	5,257	1,176	17,313	1,349
Ward	60.4	.0256	27.2	16.7	18.8	15.6	19.6	21.0	396,576	65,287	35,320	42,769	11,668	110,266	10,440
Wells	6.9	.0029	38.3	8.1	11.8	16.0	37.6	2.6	24,839	7,115	2,619	459	1,426	2,614	1,055
Williams	24.5	.0104	29.1	14.7	17.6	15.5	24.1	9.3	132,654	20,682	13,631	11,359	8,017	32,497	3,928
TOTAL METRO COUNTIES	**253.9**	**.1078**	**27.7**	**18.0**	**19.9**	**15.4**	**20.1**	**91.3**	**1,598,815**	**256,766**	**167,625**	**219,353**	**62,800**	**338,511**	**43,446**
TOTAL STATE	**687.0**	**.2916**	**29.8**	**14.3**	**16.8**	**15.5**	**25.7**	**244.6**	**3,418,999**	**624,412**	**340,469**	**320,560**	**117,425**	**741,198**	**103,710**

N.D.

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1983

% of Hslds. by EBI Group:
(A) $10,000–$19,999
(B) $20,000–$34,999
(C) $35,000–$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
BISMARCK	**931,802**	**26,228**	**21.6**	**31.4**	**20.4**	**11.6**	**.0402**
Burleigh	719,410	29,739	19.3	29.7	23.9	15.2	.0301
• Bismarck	602,154	30,137	19.1	29.4	24.2	15.7	.0265
Morton	212,392	20,385	26.7	35.3	12.5	3.3	.0101
SUBURBAN TOTAL	329,648	22,113	24.9	34.3	15.2	5.9	.0137
FARGO – MOORHEAD	**1,484,406**	**24,609**	**23.0**	**32.9**	**19.0**	**8.9**	**.0676**
Cass	1,060,971	26,061	21.8	32.1	20.6	10.6	.0488
• Fargo	751,404	25,353	22.7	31.0	20.1	10.4	.0371
Clay, Minn.	*423,435*	*22,011*	*25.6*	*34.4*	*15.5*	*5.4*	*.0188*
• Moorhead	*260,067*	*21,863*	*25.9*	*33.5*	*15.9*	*5.6*	*.0124*
SUBURBAN TOTAL	472,935	25,330	21.8	35.2	19.1	8.7	.0181
GRAND FORKS	**815,541**	**28,631**	**20.6**	**29.4**	**20.7**	**17.6**	**.0334**
Grand Forks	815,541	28,631	20.6	29.4	20.7	17.6	.0334
• Grand Forks	580,234	29,654	19.7	26.5	21.1	19.6	.0253
SUBURBAN TOTAL	235,307	26,832	22.9	36.4	19.8	12.7	.0081
OTHER COUNTIES							
Adams	27,241	19,000	27.1	33.1	9.9	3.9	.0013
Barnes	126,257	20,758	26.4	31.5	13.9	6.5	.0055
Benson	56,833	19,795	28.2	31.8	11.7	5.9	.0022
Billings	13,625	29,714	23.7	24.8	17.2	21.8	.0004
Bottineau	90,014	22,590	26.4	29.1	17.0	10.2	.0037
Bowman	44,349	23,343	24.6	27.7	17.2	12.3	.0019
Burke	34,419	19,975	27.2	29.3	15.5	5.2	.0014
Cavalier	62,794	21,065	26.6	33.4	12.7	6.4	.0026
Dickey	52,891	17,045	30.3	28.6	8.7	4.9	.0024
Divide	34,469	25,250	20.5	31.4	18.9	12.2	.0013
Dunn	38,729	19,542	33.1	26.4	14.2	8.0	.0015
Eddy	29,123	18,146	31.7	30.9	9.2	3.6	.0012
Emmons	35,457	14,364	31.2	21.9	7.3	3.6	.0015
Foster	42,009	21,805	29.2	34.5	9.9	10.2	.0019
Golden Valley	23,971	22,571	26.0	29.1	17.4	9.4	.0011
Grant	21,899	11,550	31.5	19.0	3.9	1.8	.0010
Griggs	31,942	20,093	28.6	30.7	15.0	4.6	.0013
Hettinger	28,494	15,833	35.7	26.0	6.7	3.7	.0012
Kidder	22,592	13,328	34.5	19.8	4.1	3.9	.0009
La Moure	50,672	18,932	29.8	29.5	12.8	4.5	.0021
Logan	22,092	14,837	32.7	23.8	6.8	4.2	.0010
McHenry	59,541	18,750	25.4	29.9	12.0	4.6	.0023
McIntosh	32,137	13,385	31.2	21.8	7.1	2.5	.0014
McKenzie	93,489	31,565	17.5	27.4	21.1	23.2	.0032
McLean	133,269	25,791	22.4	28.4	20.9	12.2	.0047
Mercer	148,936	28,421	18.0	31.9	24.1	11.1	.0051
Mountrail	73,166	22,742	25.2	30.5	16.4	9.5	.0030
Nelson	41,410	17,577	27.8	28.3	11.5	3.9	.0018
Oliver	17,948	21,187	26.8	36.1	13.0	3.6	.0008
Pembina	102,460	23,105	24.2	31.9	16.3	9.8	.0041
Pierce	43,476	17,750	33.2	28.0	11.1	4.6	.0023
Ramsey	134,297	23,972	23.7	31.5	18.2	9.4	.0065
Ransom	58,197	21,373	27.7	32.4	16.1	5.0	.0025
Renville	32,553	21,882	27.1	32.3	14.5	8.1	.0012
Richland	184,853	23,303	25.0	33.5	16.4	8.3	.0077
Rolette	82,424	17,884	27.5	27.1	11.5	6.6	.0038
Sargent	44,045	19,770	29.9	33.3	11.8	4.2	.0016
Sheridan	24,250	21,387	23.1	32.8	14.4	7.0	.0010
Sioux	17,887	16,174	30.1	26.9	9.9	3.8	.0008
Slope	7,401	15,800	32.3	25.2	8.5	3.5	.0002
Stark	277,938	27,378	19.5	30.1	21.1	14.3	.0117
Steele	25,557	20,771	26.0	32.6	13.1	6.8	.0009
Stutsman	243,067	23,225	23.4	32.1	18.2	7.9	.0108
Towner	36,510	21,694	23.9	32.1	15.6	6.6	.0015
Traill	96,014	23,939	23.0	32.4	17.2	9.9	.0038
Walsh	136,837	21,437	24.6	30.9	14.8	7.8	.0060
Ward	610,252	24,751	25.1	32.4	18.7	10.2	.0282
Wells	63,458	20,754	26.3	29.0	14.8	7.9	.0026
Williams	314,140	31,393	16.9	29.2	24.5	17.8	.0122
TOTAL METRO COUNTIES	**2,808,314**	**26,743**	**21.4**	**31.2**	**20.6**	**12.7**	**.1224**
TOTAL STATE	**6,833,696**	**23,960**	**23.7**	**30.7**	**17.9**	**10.4**	**.2915**

OHIO

OHIO S&MM ESTIMATES	POPULATION—12/31/83								RETAIL SALES BY STORE GROUP 1983						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
AKRON	**650.5**	**.2762**	**31.2**	**13.3**	**17.0**	**17.5**	**26.1**	**242.3**	**3,238,503**	**894,594**	**317,817**	**375,458**	**108,404**	**493,285**	**113,135**
Portage	139.0	.0590	27.8	17.8	17.7	17.7	19.5	47.6	463,477	141,305	39,970	22,624	13,118	87,907	11,952
• Kent	27.4	.0116	23.9	39.6	19.3	10.0	14.2	9.6	163,596	23,497	21,179	17,460	6,584	44,757	2,833
Summit	511.5	.2172	32.2	12.1	16.8	17.5	27.9	194.7	2,775,026	753,289	277,847	352,834	95,286	405,378	101,183
• Akron	228.8	.0971	31.7	13.7	17.2	14.6	29.7	92.0	1,407,663	281,869	154,703	242,166	40,372	217,415	50,238
• Barberton	29.1	.0124	32.5	12.3	16.6	14.8	31.0	11.5	119,863	36,584	15,729	8,375	3,379	17,957	6,280
Cuyahoga Falls	42.7	.0181	32.6	12.2	18.5	15.9	29.6	17.1	168,823	31,054	17,276	6,254	6,112	31,796	8,620
SUBURBAN TOTAL	365.2	.1551	31.7	11.2	16.8	20.1	24.4	129.2	1,547,381	552,644	126,206	107,457	58,069	213,156	53,784
CANTON	**405.8**	**.1723**	**32.1**	**11.3**	**16.7**	**17.9**	**27.3**	**147.2**	**1,994,724**	**547,524**	**192,988**	**259,170**	**71,377**	**336,926**	**66,053**
Carroll	26.7	.0113	31.0	10.5	16.8	17.6	25.7	9.2	94,951	22,851	7,957	7,313	1,627	32,618	428
Stark	379.1	.1610	32.2	11.4	16.6	17.9	27.5	138.0	1,899,773	524,673	185,031	251,857	69,750	304,308	65,625
• Canton	90.0	.0382	32.2	12.7	16.4	14.4	31.1	36.3	575,166	167,605	37,772	54,331	16,367	95,134	17,069
• Massillon	31.3	.0133	33.1	12.2	15.2	16.0	31.1	12.0	261,440	85,288	17,588	40,942	9,098	43,211	12,031
SUBURBAN TOTAL	284.5	.1208	32.0	10.8	16.8	19.2	25.7	98.9	1,158,118	294,631	137,628	163,897	45,912	198,581	36,953
CINCINNATI	**1,395.0**	**.5923**	**30.8**	**12.5**	**17.0**	**17.5**	**25.4**	**519.1**	**7,092,073**	**1,723,010**	**770,215**	**1,103,369**	**317,542**	**1,048,148**	**252,234**
Clermont	135.5	.0576	28.6	12.0	18.6	19.0	19.1	46.7	547,175	170,686	40,108	44,688	12,733	108,316	15,001
Hamilton	850.6	.3611	31.6	12.9	16.6	17.0	27.3	329.0	4,729,222	1,074,007	530,037	809,259	248,209	747,458	142,813
• Cincinnati	372.9	.1583	31.0	15.4	18.0	13.8	29.0	160.1	1,839,243	352,902	286,931	185,579	95,446	289,883	76,764

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CINCINNATI NEWSPAPER COVERAGE*

	Net Unduplicated Readers of Daily Enquirer & Daily Post: Average Issue	Net Unduplicated Readers of Daily Enquirer & Daily Post: Five Issue
Total Adults 1,021,100	627,200 61.5%	803,300 78.7%
Household Income $35,000 or More 223,400	155,000 69.4%	184,700 82.7%
Professional, Technical or Managerial Occupation 214,800	149,500 70.0%	188,600 87.8%
College Graduates 183,600	127,700 70.0%	158,800 86.5%
Age 25-44 399,800	230,300 57.6%	314,400 78.6%

*Source: 1983 Scarborough's National Newspaper Audience Ratings Study (Cincinnati SMSA)

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OHIO (cont.)
S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/83								RETAIL SALES BY STORE GROUP 1983						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group: 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish / Appliance ($000)	Automotive ($000)	Drug ($000)
Warren	103.2	.0438	29.6	12.4	18.3	20.1	19.9	34.8	344,967	68,805	50,977	47,295	16,222	34,214	15,082
Dearborn, Ind.	*36.2*	*.0154*	*31.1*	*10.2*	*16.1*	*18.4*	*25.3*	*12.2*	*115,003*	*31,016*	*13,186*	*3,802*	*4,458*	*16,945*	*11,482*
Boone, Ky.	*50.3*	*.0214*	*28.8*	*11.4*	*18.8*	*19.5*	*18.9*	*17.2*	*477,756*	*94,247*	*40,886*	*114,849*	*4,456*	*38,404*	*9,463*
Campbell, Ky.	*81.2*	*.0344*	*31.3*	*12.0*	*15.5*	*16.5*	*27.8*	*28.9*	*310,744*	*92,576*	*38,573*	*30,824*	*10,078*	*43,006*	*16,531*
Kenton, Ky.	*138.0*	*.0586*	*30.4*	*12.2*	*17.4*	*16.5*	*25.5*	*50.3*	*567,206*	*191,673*	*56,448*	*52,652*	*21,386*	*59,805*	*41,862*
Covington	*49.1*	*.0208*	*31.2*	*12.7*	*15.9*	*14.0*	*30.0*	*19.3*	*306,147*	*84,546*	*39,026*	*18,994*	*11,497*	*53,874*	*13,527*
SUBURBAN TOTAL	1,022.1	.4340	30.8	11.5	16.6	18.8	24.2	359.0	5,252,830	1,370,108	483,284	917,790	222,096	758,265	175,470
CINCINNATI - HAMILTON CONSOLIDATED AREA	***1,663.4***	***.7063***	***30.6***	***13.0***	***16.9***	***17.6***	***25.0***	***614.1***	***8,091,207***	***2,044,614***	***867,429***	***1,194,993***	***355,312***	***1,203,549***	***285,424***
CLEVELAND	**1,843.3**	**.7827**	**32.9**	**11.5**	**16.6**	**17.8**	**28.7**	**703.6**	**9,678,025**	**2,323,729**	**949,552**	**1,375,153**	**374,270**	**1,560,769**	**467,692**
Cuyahoga	1,426.3	.6056	33.6	11.8	16.2	17.0	30.7	561.2	7,610,405	1,797,867	791,550	1,090,381	305,802	1,161,545	393,671
• Cleveland	540.3	.2294	31.7	13.1	16.1	15.2	29.5	215.1	1,734,553	414,412	251,404	228,970	70,457	158,930	94,601
Cleveland Heights	56.0	.0238	31.9	10.8	21.6	16.8	26.6	21.7	246,377	95,200	14,334	28,637	3,952	29,768	15,426
Euclid	57.3	.0243	37.7	11.4	16.9	15.0	37.8	25.5	439,107	59,279	37,808	52,081	18,923	125,258	23,338
Lakewood	60.5	.0257	32.8	12.3	20.4	15.3	30.2	27.6	328,625	116,747	38,061	1,521	11,652	98,866	17,790
Parma	91.1	.0387	35.8	12.0	15.2	16.8	34.1	34.4	722,296	212,135	55,395	103,712	30,120	171,348	22,804
Geauga	77.6	.0330	31.0	9.5	15.7	21.8	22.0	25.0	332,756	103,508	18,596	13,674	4,516	68,614	11,943
Lake	216.9	.0921	31.1	11.4	17.6	19.6	23.5	77.3	1,168,398	266,853	100,405	223,018	19,500	207,009	36,493
Mentor	42.9	.0182	30.5	9.8	18.8	21.7	19.8	14.6	399,220	69,652	32,746	146,099	17,896	36,355	7,104
Medina	122.5	.0520	29.8	10.1	18.2	21.1	19.3	40.1	566,466	155,501	39,001	48,080	14,452	123,601	25,585
SUBURBAN TOTAL	1,303.0	.5533	33.4	10.8	16.7	18.9	28.4	488.5	7,943,472	1,909,317	698,148	1,146,183	303,813	1,401,839	373,091
CLEVELAND - AKRON - LORAIN CONSOLIDATED AREA	***2,770.4***	***1.1763***	***32.2***	***12.0***	***16.8***	***17.7***	***27.5***	***1,042.3***	***14,053,170***	***3,519,191***	***1,352,017***	***1,926,727***	***532,514***	***2,254,375***	***629,064***
COLUMBUS	**1,263.4**	**.5365**	**30.0**	**14.4**	**18.6**	**18.1**	**22.5**	**479.7**	**6,503,866**	**1,396,977**	**696,641**	**947,403**	**294,255**	**1,168,273**	**201,949**
Delaware	57.5	.0244	30.3	13.0	17.0	20.1	21.9	19.6	156,499	42,550	14,201	6,779	2,374	27,423	7,906
Fairfield	100.0	.0424	31.4	9.8	16.5	20.6	23.5	34.8	351,306	102,483	39,490	38,845	12,784	55,864	15,396
• Lancaster	37.3	.0158	32.4	11.6	16.5	16.8	28.9	14.6	270,562	77,734	33,365	37,639	11,159	31,243	11,551
Franklin	871.5	.3701	29.5	15.7	19.5	17.3	22.0	342.5	5,174,172	1,028,683	571,705	839,985	256,861	940,607	149,906
• Columbus	570.6	.2423	28.6	18.2	20.5	15.3	21.6	231.9	3,398,148	594,839	406,500	610,691	179,960	545,175	89,300
Licking	124.8	.0530	31.3	12.1	16.3	19.6	24.4	45.7	474,549	124,077	45,729	45,027	15,435	81,293	15,070
• Newark	42.4	.0180	32.4	12.5	16.6	16.0	29.7	17.4	245,031	68,156	23,725	20,106	7,134	46,635	11,545
Madison	34.1	0145	30.5	11.8	19.1	18.4	22.9	11.5	117,773	36,178	8,856	1,449	1,526	17,297	4,979
Pickaway	44.3	.0188	31.2	11.3	16.9	20.7	22.8	14.9	139,575	34,454	9,292	10,104	3,275	25,191	5,127
Union	31.2	.0133	31.1	11.1	16.9	19.1	24.3	10.7	89,992	28,552	7,368	5,214	2,000	20,598	3,565
SUBURBAN TOTAL	613.1	.2604	31.2	11.1	17.0	21.0	22.5	215.8	2,590,125	656,248	233,051	278,967	96,002	545,220	89,553
DAYTON - SPRINGFIELD	**925.6**	**.3929**	**31.4**	**12.4**	**17.1**	**18.8**	**25.0**	**352.5**	**4,658,979**	**1,076,107**	**451,671**	**736,484**	**219,599**	**780,475**	**121,351**
Clark	145.4	.0617	31.8	11.9	16.0	17.9	27.0	54.3	656,177	178,134	51,164	116,177	22,816	96,039	23,848
• Springfield	69.7	.0296	31.3	14.0	16.0	14.4	29.7	27.7	313,341	70,172	37,973	21,062	19,151	49,058	17,639
Greene	130.6	.0554	29.8	14.3	17.3	20.7	20.3	45.7	536,853	171,127	44,718	45,522	15,523	95,962	11,120
Miami	91.0	.0386	32.1	10.5	16.0	19.7	25.7	33.4	361,148	97,024	32,939	39,424	13,629	79,790	11,551
Montgomery	558.6	.2372	31.6	12.4	17.4	18.5	25.5	219.1	3,104,801	629,822	322,850	535,361	167,631	508,684	74,832
• Dayton	185.5	.0788	30.7	15.1	16.6	14.7	28.3	79.0	667,201	103,610	77,039	99,461	43,834	118,690	19,679
Kettering	59.9	.0254	35.3	11.4	16.1	18.6	31.7	25.2	510,185	125,442	47,031	83,643	39,006	77,606	11,777
SUBURBAN TOTAL	670.4	.2845	31.6	11.4	17.3	20.4	23.7	245.8	3,678,437	902,325	336,659	615,961	156,614	612,727	84,033
HAMILTON - MIDDLETOWN	**268.4**	**.1140**	**29.5**	**15.4**	**16.9**	**18.2**	**22.4**	**95.0**	**999,134**	**321,604**	**97,214**	**91,624**	**37,770**	**155,401**	**33,190**
Butler	268.4	.1140	29.5	15.4	16.9	18.2	22.4	95.0	999,134	321,604	97,214	91,624	37,770	155,401	33,190
• Hamilton	63.9	.0271	31.2	12.8	16.4	15.3	28.4	25.1	345,477	93,978	34,130	34,832	16,656	48,502	15,787
• Middletown	44.0	.0187	32.5	12.1	15.9	16.4	29.7	17.8	279,501	92,820	28,129	41,335	9,697	33,747	6,746
SUBURBAN TOTAL	160.5	.0682	28.0	17.3	17.4	19.9	18.0	52.1	374,156	134,806	34,956	15,457	11,417	73,152	10,657

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OHIO (cont.)
S&MM ESTIMATES

POPULATION—12/31/83

RETAIL SALES BY STORE GROUP 1983

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
LIMA	**156.6**	**.0665**	**30.7**	**11.8**	**16.3**	**16.5**	**26.5**	**56.3**	**750,310**	**165,165**	**68,499**	**139,940**	**30,519**	**101,548**	**29,441**
Allen	113.0	.0480	30.6	12.1	16.2	16.6	26.3	40.9	589,726	123,144	52,751	131,528	22,268	73,336	23,197
• Lima	46.9	.0199	29.7	12.9	16.4	13.9	27.4	18.0	221,211	63,475	29,773	11,177	11,188	27,900	6,579
Auglaize	43.6	.0185	30.9	11.2	16.5	16.3	26.9	15.4	160,584	42,021	15,748	8,412	8,251	28,212	6,244
SUBURBAN TOTAL	109.7	.0466	31.1	11.4	16.2	17.6	26.1	38.3	529,099	101,690	38,726	128,763	19,331	73,648	22,862
LORAIN - ELYRIA	**276.6**	**.1174**	**29.5**	**12.3**	**17.2**	**17.9**	**22.6**	**96.4**	**1,136,642**	**300,868**	**84,648**	**176,116**	**49,840**	**200,321**	**48,237**
Lorain	276.6	.1174	29.5	12.3	17.2	17.9	22.6	96.4	1,136,642	300,868	84,648	176,116	49,840	200,321	48,237
• Elyria	58.7	.0249	29.1	13.3	18.5	16.1	22.9	22.2	339,471	66,305	26,664	101,526	22,341	38,658	9,696
• Lorain	75.0	.0318	29.7	12.6	16.2	15.6	25.8	27.3	240,772	59,919	24,941	34,206	12,178	43,948	8,964
SUBURBAN TOTAL	142.9	.0607	29.5	11.8	17.1	19.8	20.8	46.9	556,399	174,644	33,043	40,384	15,321	117,715	29,577
MANSFIELD	**129.6**	**.0550**	**31.4**	**11.9**	**16.5**	**18.7**	**25.4**	**48.1**	**675,646**	**134,316**	**58,424**	**103,039**	**25,832**	**126,632**	**17,320**
Richland	129.6	.0550	31.4	11.9	16.5	18.7	25.4	48.1	675,646	134,316	58,424	103,039	25,832	126,632	17,320
• Mansfield	53.1	.0225	31.5	14.2	16.9	15.1	28.9	21.4	421,630	65,572	39,364	47,300	17,947	93,132	10,878
SUBURBAN TOTAL	76.5	.0325	31.4	10.3	16.2	21.1	23.0	26.7	254,016	68,744	19,060	55,739	7,885	33,500	6,442
PARKERSBURG - MARIETTA	**159.7**	**.0678**	**31.9**	**11.5**	**16.3**	**18.4**	**26.6**	**58.5**	**948,376**	**225,299**	**67,646**	**177,363**	**33,492**	**174,098**	**27,666**
Washington	66.3	.0281	31.3	12.3	16.0	18.2	25.9	23.6	284,645	83,195	24,990	29,233	11,203	33,266	12,488
• Marietta	16.7	.0071	31.7	17.7	15.3	14.4	30.5	6.5	171,501	46,497	17,407	25,565	7,783	16,099	9,414
Wood, W. Va.	*93.4*	*.0397*	*32.4*	*10.9*	*16.4*	*18.6*	*27.2*	*34.9*	*663,731*	*142,104*	*42,656*	*148,130*	*22,289*	*140,832*	*15,178*
• Parkersburg	*39.1*	*.0166*	*35.0*	*11.0*	*15.1*	*16.1*	*33.9*	*16.1*	*458,386*	*119,166*	*21,704*	*63,281*	*10,064*	*126,161*	*12,288*
SUBURBAN TOTAL	103.9	.0441	31.0	10.7	17.0	19.9	23.2	35.9	318,489	59,636	22,535	88,517	15,645	31,838	5,964
STEUBENVILLE - WEIRTON	**157.9**	**.0670**	**33.2**	**11.5**	**15.7**	**17.3**	**29.9**	**58.0**	**639,382**	**182,796**	**54,817**	**87,720**	**24,657**	**96,890**	**24,173**
Jefferson	88.3	.0375	33.8	11.1	15.4	17.0	31.1	33.0	360,963	96,829	27,473	56,846	13,293	46,696	12,366
• Steubenville	25.0	.0106	38.0	12.2	13.9	14.8	38.1	10.0	217,638	38,767	14,299	45,045	10,409	28,022	9,611
Brooke, W. Va.	*30.0*	*.0127*	*32.1*	*13.1*	*15.7*	*17.5*	*28.0*	*10.5*	*102,708*	*27,285*	*11,642*	*2,978*	*5,565*	*26,407*	*5,886*
Hancock, W. Va.	*39.6*	*.0168*	*32.7*	*11.2*	*16.2*	*17.6*	*28.7*	*14.5*	*175,711*	*58,682*	*15,702*	*27,896*	*5,799*	*23,787*	*5,921*
• Weirton	*24.0*	*.0102*	*35.4*	*11.6*	*15.0*	*17.4*	*33.2*	*9.2*	*172,905*	*47,885*	*14,386*	*27,517*	*6,711*	*33,059*	*6,400*
SUBURBAN TOTAL	108.9	.0462	32.0	11.3	16.1	17.9	27.3	38.8	248,839	96,144	26,132	15,158	7,537	35,809	8,162
TOLEDO	**617.1**	**.2620**	**30.2**	**14.2**	**17.0**	**16.2**	**25.7**	**229.5**	**3,282,901**	**798,984**	**371,528**	**439,639**	**135,688**	**524,270**	**139,101**
Fulton	38.9	.0165	29.9	11.1	16.7	17.5	24.0	13.4	146,505	38,071	10,942	2,517	8,950	35,723	5,420
Lucas	465.6	.1977	31.0	12.7	17.2	16.2	26.9	177.7	2,650,468	652,784	312,207	374,193	100,368	437,595	117,188
• Toledo	349.5	.1484	31.0	13.2	17.2	15.0	28.1	137.1	1,867,306	448,932	237,093	331,770	72,564	182,748	94,271
Wood	112.6	.0478	27.1	21.3	16.9	15.9	20.8	38.4	485,928	108,129	48,379	62,929	26,370	50,952	16,493
• Bowling Green	26.9	.0114	23.0	53.0	13.2	9.0	12.4	7.7	121,477	32,813	17,267	9,891	6,115	12,010	5,544
SUBURBAN TOTAL	240.7	.1022	30.6	11.1	17.4	18.8	23.6	84.7	1,294,118	317,239	117,168	97,978	57,009	329,512	39,286
YOUNGSTOWN - WARREN	**521.0**	**.2212**	**32.7**	**11.4**	**16.1**	**17.3**	**29.0**	**192.4**	**2,526,978**	**613,424**	**220,361**	**422,765**	**100,756**	**382,373**	**92,311**
Mahoning	280.0	.1189	33.3	11.7	15.6	16.5	30.9	104.1	1,419,373	345,606	118,119	228,473	61,321	230,161	48,208
• Youngstown	109.6	.0465	33.2	12.7	15.1	13.8	33.5	41.8	484,340	122,702	53,517	42,691	13,924	97,271	22,365

NEWS FROM TOLEDO

sau™

The Blade Accepts Standard Ad Units

For the convenience of national advertisers, The Blade has reduced web size from 59" to 55". We now accept Standard Ad Units in the 6-column format. Please note this change when placing insertion orders. Call for The Blade SAU conversion guide.

TEST

Toledo A Recommended Test Market

In S & MM 3/12/84, Toledo appears on two controlled - market lists: **Audits & Surveys**, based on metro and TV markets, and **Market Audits**, custom markets. Toledo has market isolation and a diversified economy. The Blade penetration of the Toledo MSA is 67% daily and 77% Sunday.

CALL COLLECT:

419/245-6400

Market data available: Belden Continuing Market Study, test market brochure, Fortune 500 corporate headquarters folder, shopping center guide, census tract map.

newsplan
DISCOUNTS FOR CONTINUITY

General Advertising Dept.
Leslie R. Roby, Manager
541 Superior Street, Toledo, Ohio 43660

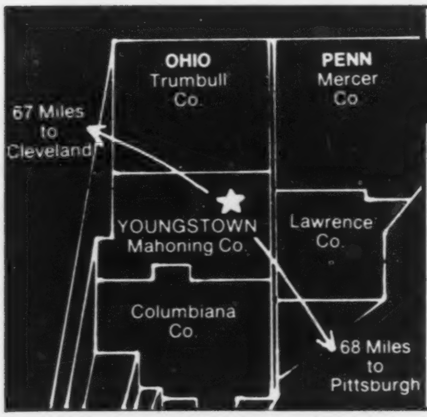
THE BLADE
One Of America's Great Newspapers

OHIO (cont.)
S&MM ESTIMATES

POPULATION—12/31/83

RETAIL SALES BY STORE GROUP 1983

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
Trumbull	241.0	.1023	32.0	11.1	16.6	18.2	26.9	88.3	1,107,605	267,818	102,242	194,292	39,435	152,212	44,103
● Warren	54.6	.0232	32.5	12.1	15.8	15.7	30.3	21.4	225,534	39,532	38,369	24,179	13,591	53,331	8,979
SUBURBAN TOTAL	356.8	.1515	32.6	10.9	16.5	18.6	27.5	129.2	1,817,104	451,190	128,475	355,895	73,241	231,771	60,967
OTHER COUNTIES															
Adams	25.9	.0110	30.9	11.0	14.2	17.0	27.2	9.0	101,667	39,938	3,793	4,777	1,713	28,226	3,070
Ashland	46.5	.0198	31.2	13.1	15.4	17.7	26.4	16.5	165,916	48,099	17,709	9,463	6,165	21,448	7,714
Ashtabula	104.7	.0444	31.7	10.6	16.0	17.1	27.6	37.5	346,170	83,020	28,498	50,483	13,279	62,639	10,302
Athens	55.9	.0238	26.1	26.0	16.2	14.4	21.3	19.0	170,274	54,941	14,788	13,255	6,446	29,389	4,795
☐ Belmont	82.9	.0352	33.8	10.7	15.8	16.1	32.1	31.9	335,181	112,164	34,814	41,921	5,656	46,451	8,506
Brown	33.6	.0142	30.9	10.6	15.3	17.5	26.3	11.7	61,478	22,521	8,376	1,885	499	6,131	2,068
Champaign	34.6	.0147	31.9	10.9	15.1	18.6	26.4	12.6	109,057	39,952	10,469	8,306	2,061	16,996	4,173
Clinton	35.2	.0149	31.0	12.3	16.1	17.3	26.2	13.0	162,268	45,697	9,034	11,389	5,686	37,933	4,192
Columbiana	113.5	.0482	32.2	10.9	15.9	17.3	28.3	41.6	440,859	127,937	28,634	38,446	14,030	83,694	23,378
Coshocton	36.6	.0156	32.8	10.3	15.6	17.8	28.7	13.6	124,070	38,255	7,715	8,925	4,604	20,100	5,398
Crawford	49.1	.0208	32.2	11.0	15.8	18.2	27.3	18.3	194,099	51,077	19,966	10,964	7,999	33,549	9,564
Darke	56.4	.0239	31.3	10.7	15.7	17.4	26.8	20.1	207,511	54,104	14,526	20,090	5,929	41,595	6,590
Defiance	40.5	.0172	28.9	12.6	16.7	17.3	22.6	13.9	192,695	51,008	16,259	23,519	9,303	29,353	6,805
Erie	80.6	.0343	31.6	11.3	16.2	18.2	26.4	29.4	367,345	82,482	40,743	63,130	13,633	49,209	13,288
Fayette	27.8	.0118	32.2	10.6	16.0	17.8	27.7	10.1	118,486	28,416	9,249	11,623	4,150	11,409	3,179
Gallia	31.9	.0135	31.6	12.4	15.8	18.6	26.0	11.2	128,670	37,262	10,405	8,259	7,931	17,678	6,068
Guernsey	43.5	.0185	32.5	10.7	15.7	16.8	29.2	15.8	179,548	51,658	20,386	24,227	3,667	19,408	4,997
Hancock	65.0	.0276	31.0	12.0	16.7	17.8	25.5	24.5	352,073	69,907	31,598	53,815	18,333	61,725	13,220
Hardin	32.9	.0140	29.5	16.2	15.4	16.1	25.5	11.8	91,389	35,942	7,927	1,170	3,276	13,410	5,537
Harrison	18.2	.0078	33.0	10.2	15.4	16.3	30.7	6.6	37,677	14,656	2,906	827	1,011	6,212	868
Henry	28.5	.0121	31.0	11.5	15.6	17.0	26.8	10.2	93,179	28,317	7,791	1,692	3,366	17,208	3,285
Highland	35.0	.0148	33.0	10.2	14.6	17.2	29.9	13.0	131,238	46,477	10,338	3,697	3,653	24,482	10,987
Hocking	25.3	.0108	31.8	11.1	15.6	18.0	26.9	9.6	84,864	19,038	9,491	5,294	1,868	15,531	2,825
Holmes	31.5	.0133	26.9	11.4	15.6	15.6	21.8	8.9	85,664	19,348	7,058	1,227	3,172	14,030	5,201
Huron	55.7	.0237	30.0	11.4	16.5	17.3	24.4	19.9	225,876	70,297	17,724	12,253	11,429	46,568	9,077
Jackson	31.6	.0134	31.9	10.9	15.3	16.8	28.4	11.4	96,312	35,158	5,423	10,238	2,916	14,213	7,390
Knox	47.4	.0201	31.7	14.2	15.0	17.6	27.4	17.1	149,079	43,836	15,386	18,405	5,629	21,289	8,115
☐ Lawrence	65.2	.0277	31.7	10.5	15.7	18.3	26.5	23.6	211,746	55,962	12,558	24,413	16,731	33,720	8,762
Logan	40.3	.0171	32.5	10.3	15.6	16.5	29.5	15.1	146,286	42,621	18,514	10,912	4,853	25,599	5,262
Marion	67.7	.0287	30.9	11.4	17.9	18.3	24.2	24.6	305,377	75,676	24,937	56,537	9,961	49,299	9,640
Meigs	24.7	.0105	32.4	10.4	15.7	17.3	28.6	9.1	77,637	29,783	5,613	4,462	6,914	6,724	3,488
Mercer	39.0	.0166	29.2	12.2	15.6	15.4	25.6	12.9	135,353	38,930	13,886	11,293	5,330	22,942	3,177
Monroe	17.6	.0075	32.1	10.5	15.7	17.5	27.9	6.5	49,350	21,243	1,945	1,782	407	12,700	915
Morgan	14.7	.0062	32.5	9.8	14.8	16.6	29.7	5.3	29,157	7,999	1,852	1,120	1,428	4,510	618
Morrow	27.9	.0119	30.4	10.3	16.4	19.5	23.0	9.7	62,989	19,981	4,141	1,352	1,215	12,508	2,988
Muskingum	84.4	.0358	31.4	12.0	15.6	17.1	27.3	31.2	360,035	94,553	28,754	49,193	12,181	54,444	11,316
Noble	11.5	.0049	[illegible]	10.8	14.9	15.7	29.9	4.2	37,049	11,872	1,671	162	1,123	11,877	912
Ottawa	40.5	.0172	33.0	10.5	15.3	18.0	28.9	14.9	165,892	49,183	23,361	2,333	3,407	30,965	2,587
Paulding	21.8	.0092	29.0	11.6	16.3	17.4	22.8	7.4	43,078	12,283	3,740	985	4,282	6,484	932
Perry	32.2	.0137	30.1	11.5	15.5	16.2	26.2	11.3	74,718	26,618	4,926	1,198	2,266	14,149	973
Pike	24.2	.0103	31.5	10.9	15.0	17.6	27.1	8.6	80,006	23,036	6,378	992	2,025	11,349	4,647
Preble	39.3	.0167	31.7	10.5	16.3	18.8	25.8	14.0	123,844	21,079	10,624	390	2,813	19,703	3,472
Putnam	33.4	.0142	28.1	12.7	15.4	15.5	23.9	10.8	98,623	28,610	6,746	1,040	3,082	21,635	3,979
Ross	65.3	.0277	32.5	10.9	16.4	19.1	26.8	23.2	281,900	81,088	28,395	53,768	7,489	36,472	11,281
Sandusky	64.2	.0273	30.4	11.6	16.1	17.0	25.5	23.0	254,019	61,649	26,166	15,702	10,542	53,834	10,291
Scioto	85.8	.0364	32.3	10.7	15.4	17.0	28.9	31.2	334,407	95,020	28,014	50,766	16,064	45,424	14,157
Seneca	61.7	.0262	30.0	12.5	16.0	16.2	25.8	21.4	189,788	51,697	17,407	15,554	8,843	22,186	8,319
Shelby	44.3	.0188	29.5	11.6	16.7	17.0	23.7	15.2	143,862	33,383	13,651	12,889	6,141	34,132	4,816
Tuscarawas	86.5	.0367	32.7	11.1	16.1	17.3	28.9	32.7	364,205	97,513	36,397	45,423	17,718	55,573	10,930
Van Wert	30.6	.0129	32.2	10.9	16.1	16.6	28.9	11.3	108,993	28,955	10,258	3,729	3,499	25,972	5,241
Vinton	12.3	.0053	30.9	11.2	15.6	16.8	26.8	4.3	18,976	4,180	2,133	396	532	5,384	701
Wayne	100.5	.0427	29.7	13.3	17.2	17.8	23.0	34.5	388,024	106,621	28,156	36,536	14,848	80,850	10,973
Williams	36.9	.0157	31.2	11.4	16.0	17.4	26.5	13.5	131,735	34,877	13,450	11,425	4,121	16,961	3,406
Wyandot	22.7	.0096	31.9	11.4	15.2	17.1	28.1	8.0	72,896	18,407	6,440	1,856	5,682	11,972	2,178
TOTAL METRO COUNTIES	**8,449.9**	**3.5877**	**31.3**	**12.7**	**17.1**	**17.7**	**26.0**	**3,165.6**	**42,259,607**	**10,234,940**	**4,230,300**	**6,120,446**	**1,772,357**	**6,880,394**	**1,544,798**
TOTAL STATE	**10,767.4**	**4.5717**	**31.3**	**12.5**	**16.8**	**17.6**	**26.2**	**3,995.8**	**50,755,270**	**12,591,140**	**4,974,047**	**6,929,600**	**2,090,871**	**8,319,467**	**1,864,083**



Youngstown's 5-County Market will . . .

"BRIDGE THE GAP"

Between Pittsburgh and Cleveland

- More Consumers than the Metro area.
- More Consumers than TV's A.D.I.
- A retail Market worth almost 4 billion

	METRO AREA (Mahoning and Trumbull Counties)	TV-A.D.I. (Mahoning, Trumbull and Mercer Counties)	NEWSPAPERS PRI. MKT. (Mahoning, Trumbull, Columbiana Mercer and Lawrence Co.)
Population	521,000	649,400	869,500
Households	192,400	238,600	318,700
EBI	4,909,025,000	6,045,935,000	7,960,397,000
Retail Sales	2,526,978,000	3,089,934,000	3,955,279,000
Food Sales	613,424,000	748,822,000	1,010,157,000
Gen. Mdse. Sales	422,765,000	496,057,000	578,351,000
Automotive Sales	382,373,000	536,871,000	714,594,000

Source: 1984 Sales Management Survey of Buying Power

Anytime you are advertising in Eastern Ohio or Western Pennsylvania, make The Youngstown Vindicator a must! It measures up in household coverage, higher quality households and is an important contributor to the economy of this region and the nation.

Daily 99,830
Sunday 152,081
ABC Publishers Interim Statement 3/31/84

Youngstown Vindicator

Youngstown, Ohio

Represented by STORY and KELLY-SMITH, Inc.

OHIO

S&MM ESTIMATES

$$ EFFECTIVE BUYING INCOME 1983

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
AKRON	**6,380,297**	**24,010**	**22.7**	**34.4**	**17.5**	**7.7**	**.2742**
Portage	1,313,153	25,385	21.1	37.0	18.7	8.0	.0517
• Kent	228,943	19,303	26.1	29.4	14.7	4.1	.0114
Summit	5,067,144	23,638	23.1	33.8	17.2	7.6	.2225
• Akron	2,030,378	19,111	26.7	31.3	11.9	4.6	.0986
• Barberton	246,717	19,094	29.2	32.1	11.6	3.8	.0108
Cuyahoga Falls	444,189	24,869	23.3	39.9	17.5	5.6	.0174
SUBURBAN TOTAL	3,874,259	28,152	19.0	37.2	22.3	10.5	.1534
CANTON	**3,759,941**	**23,916**	**22.8**	**36.8**	**16.9**	**6.1**	**.1655**
Carroll	213,100	21,597	26.5	36.7	13.1	4.5	.0092
Stark	3,546,841	24,078	22.5	36.9	17.1	6.2	.1563
• Canton	765,801	18,321	26.8	31.2	10.3	4.3	.0386
• Massillon	270,260	20,332	27.1	32.7	14.2	4.0	.0151
SUBURBAN TOTAL	2,723,880	26,219	20.8	39.5	19.6	6.9	.1118
CINCINNATI	**14,378,375**	**24,753**	**21.6**	**32.4**	**18.6**	**9.8**	**.6067**
Clermont	1,152,160	23,710	23.8	40.8	16.2	3.9	.0502
Hamilton	9,344,857	24,659	21.2	30.0	18.4	11.6	.3925
• Cincinnati	3,652,799	18,553	26.1	27.9	12.0	6.5	.1566
Warren	1,030,263	28,276	18.9	36.4	23.7	9.3	.0396
Dearborn, Ind.	*305,610*	*23,746*	*22.6*	*36.8*	*16.5*	*5.9*	*.0125*
Boone, Ky.	*457,640*	*25,476*	*21.6*	*40.2*	*19.7*	*5.0*	*.0263*
Campbell, Ky.	*773,492*	*24,644*	*22.5*	*32.2*	*19.9*	*8.3*	*.0313*
Kenton, Ky.	*1,314,353*	*23,949*	*23.0*	*33.4*	*18.3*	*7.4*	*.0543*
Covington	*391,891*	*17,106*	*28.6*	*28.3*	*10.8*	*3.5*	*.0203*
SUBURBAN TOTAL	10,725,576	27,514	19.6	34.4	21.6	11.3	.4501
CINCINNATI - HAMILTON CONSOLIDATED AREA	***16,992,633***	***24,910***	***21.4***	***32.6***	***18.9***	***9.6***	***.7109***
CLEVELAND	**19,282,313**	**24,823**	**21.0**	**32.4**	**18.7**	**9.6**	**.8151**
Cuyahoga	14,944,148	23,594	21.8	31.0	17.5	9.4	.6343
• Cleveland	4,192,869	16,552	25.2	27.9	10.6	3.3	.1798
Cleveland Heights	670,924	27,212	20.0	31.7	21.0	13.8	.0254
Euclid	662,074	23,749	23.7	33.7	18.1	7.4	.0302
Lakewood	713,468	22,673	26.8	33.8	15.2	8.0	.0288
Parma	1,004,959	28,001	20.4	37.3	22.9	9.4	.0476
Geauga	840,919	30,676	16.1	34.5	24.9	15.2	.0331
Lake	2,287,386	28,121	19.2	38.4	23.1	9.1	.0970
Mentor	484,698	31,449	13.5	39.2	27.7	13.0	.0241
Medina	1,209,860	28,889	17.6	38.8	23.4	10.1	.0507
SUBURBAN TOTAL	15,089,444	28,281	19.3	34.2	22.3	12.4	.6353
CLEVELAND - AKRON - LORAIN CONSOLIDATED AREA	***28,313,185***	***24,795***	***21.2***	***33.4***	***18.6***	***9.0***	***1.1983***
COLUMBUS	**12,695,351**	**23,527**	**23.9**	**33.4**	**17.2**	**8.0**	**.5442**
Delaware	585,712	27,461	20.2	34.9	21.6	10.8	.0214
Fairfield	901,248	24,009	23.8	36.8	17.3	6.1	.0368
• Lancaster	338,980	20,226	27.9	34.7	11.3	4.5	.0173
Franklin	9,112,974	23,358	23.9	32.2	17.2	8.6	.4005
• Columbus	5,448,265	20,470	26.6	31.4	14.3	5.5	.2513
Licking	1,209,090	24,363	23.4	34.5	18.6	6.9	.0485
• Newark	406,988	20,382	27.0	32.4	13.5	5.1	.0185
Madison	256,604	20,516	28.9	36.5	11.3	3.6	.0114
Pickaway	362,765	22,050	26.1	37.3	14.0	4.7	.0150
Union	266,958	22,928	24.0	37.3	16.0	5.9	.0106
SUBURBAN TOTAL	6,501,118	27,462	20.4	35.5	21.0	11.2	.2571
DAYTON - SPRINGFIELD	**9,270,277**	**23,724**	**23.3**	**33.4**	**17.8**	**7.8**	**.3954**
Clark	1,303,744	21,999	24.4	35.3	14.8	5.1	.0569
• Springfield	581,003	18,055	26.9	31.1	10.4	3.5	.0263
Greene	1,381,826	28,035	18.9	32.9	23.2	11.8	.0542
Miami	881,948	24,369	23.3	35.8	18.5	7.0	.0358
Montgomery	5,702,759	23,222	23.8	32.8	17.3	7.7	.2485
• Dayton	1,535,253	16,365	28.6	27.9	9.8	2.6	.0656
Kettering	758,854	26,836	23.4	32.8	20.9	11.6	.0343
SUBURBAN TOTAL	7,154,021	26,794	21.1	35.5	21.2	9.9	.3035
HAMILTON - MIDDLETOWN	**2,614,258**	**25,751**	**20.4**	**33.8**	**20.6**	**8.4**	**.1042**
Butler	2,614,258	25,751	20.4	33.8	20.6	8.4	.1042
• Hamilton	569,295	20,328	24.8	32.8	12.7	5.3	.0264
• Middletown	438,013	21,952	23.0	31.0	16.4	7.0	.0202
SUBURBAN TOTAL	1,606,950	29,549	17.5	35.1	25.8	10.4	.0576

The Fatcats In Cleveland Just Don't Reach Akron

To hear the Cleveland fat cats tell it, they cover 17 counties (including Akron) like a blanket. Oh yeah? The Plain Dealer covers only 9% of Summit County's daily households…the Beacon Journal a whopping 67% (Sunday only 7% to the Beacon's 80%)! Even in the PMSA, the Plain Dealer's daily penetration is only 9% compared to the Beacon's 57%.

So don't let the fat cats get your tongue.

You just can't cover Akron without the Akron Beacon Journal…the purrfect way to have your say.

Tough • Lean • Mean

Akron Beacon Journal

(216) 375-8570

Represented nationally by Knight-Ridder Newspaper Sales, Inc. Source: ABC 12 mos. ending 3/31/83

OHIO (cont.)

S&MM ESTIMATES

$$ EFFECTIVE BUYING INCOME 1983

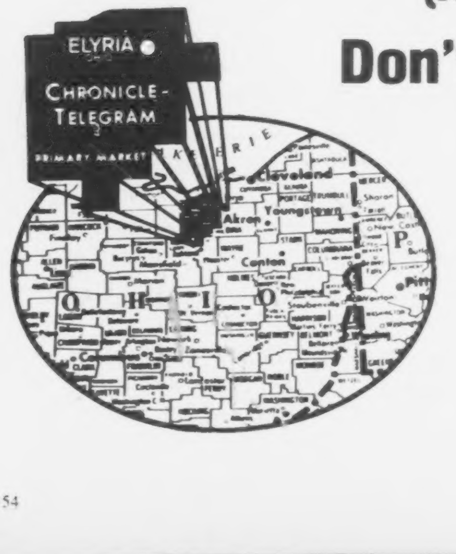
METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
LIMA	**1,370,373**	**22,341**	**25.4**	**35.7**	**15.5**	**5.0**	**.0618**
Allen	1,008,695	22,525	24.6	34.3	16.3	5.6	.0462
• Lima	378,749	18,537	27.1	30.9	12.2	3.2	.0177
Auglaize	361,678	21,948	27.9	38.5	13.6	3.7	.0136
SUBURBAN TOTAL	991,624	24,016	24.7	37.7	17.1	5.9	.0441
LORAIN - ELYRIA	**2,650,575**	**26,449**	**18.9**	**37.5**	**20.6**	**7.8**	**.1090**
Lorain	2,650,575	26,449	18.9	37.5	20.6	7.8	.1090
• Elyria	562,389	23,346	21.9	37.7	17.0	6.0	.0256
• Lorain	680,740	23,711	20.8	34.1	17.7	6.3	.0271
SUBURBAN TOTAL	1,407,446	28,937	16.6	39.1	24.0	9.6	.0563
MANSFIELD	**1,191,219**	**22,687**	**25.3**	**36.1**	**15.6**	**5.2**	**.0535**
Richland	1,191,219	22,687	25.3	36.1	15.6	5.2	.0535
• Mansfield	472,843	18,530	29.5	30.6	10.9	4.5	.0253
SUBURBAN TOTAL	718,376	25,849	22.0	40.3	19.4	5.8	.0282
PARKERSBURG - MARIETTA	**1,373,939**	**21,305**	**25.9**	**35.1**	**13.6**	**4.9**	**.0671**
Washington	546,849	20,983	27.0	35.8	13.0	4.1	.0247
• Marietta	139,010	17,789	30.4	29.1	9.8	4.8	.0097
Wood, W. Va.	*827,090*	*21,555*	*25.3*	*34.5*	*14.0*	*5.4*	*.0424*
• Parkersburg	*341,499*	*18,309*	*27.9*	*31.0*	*10.4*	*4.3*	*.0222*
SUBURBAN TOTAL	893,430	23,179	24.2	38.0	15.7	5.2	.0362
STEUBENVILLE - WEIRTON	**1,425,006**	**23,321**	**22.4**	**34.9**	**17.1**	**5.2**	**.0601**
Jefferson	775,602	21,991	23.2	35.1	14.9	4.6	.0332
• Steubenville	229,410	19,173	23.7	28.1	14.3	5.7	.0125
Brooke, W. Va.	*268,360*	*25,117*	*21.9*	*36.4*	*19.0*	*5.4*	*.0110*
Hancock, W. Va.	*380,544*	*25,216*	*20.6*	*34.0*	*20.7*	*6.6*	*.0159*
• Weirton	*254,059*	*26,830*	*19.2*	*32.6*	*22.5*	*8.5*	*.0119*
SUBURBAN TOTAL	941,537	23,586	22.7	37.3	16.6	4.3	.0357
TOLEDO	**6,123,297**	**23,980**	**22.3**	**32.3**	**18.2**	**8.4**	**.2669**
Fulton	375,499	26,137	20.9	35.5	20.3	8.9	.0151
Lucas	4,690,458	23,652	22.3	31.6	17.9	8.4	.2072
• Toledo	3,322,497	21,677	23.6	31.3	16.1	6.4	.1482
Wood	1,057,340	24,569	22.4	34.7	18.5	8.1	.0446
• Bowling Green	197,774	18,189	28.5	26.2	12.5	6.8	.0096
SUBURBAN TOTAL	2,603,026	27,924	19.5	34.5	22.1	11.8	.1091
YOUNGSTOWN - WARREN	**4,909,025**	**23,678**	**22.0**	**35.0**	**17.0**	**6.9**	**.2136**
Mahoning	2,418,633	21,647	23.7	35.7	13.7	4.8	.1117
• Youngstown	818,041	16,879	26.4	29.8	9.5	3.0	.0391
Trumbull	2,490,392	26,335	20.0	34.2	20.9	9.3	.1019
• Warren	539,716	22,557	21.3	31.1	16.9	7.5	.0219
SUBURBAN TOTAL	3,551,268	25,829	20.7	37.3	19.4	8.0	.1526
OTHER COUNTIES							
Adams	148,844	13,544	30.1	24.6	6.1	1.7	.0080
Ashland	392,291	21,727	27.2	37.2	13.4	4.4	.0165
Ashtabula	934,715	23,266	24.0	36.0	16.8	5.4	.0377
Athens	422,627	17,323	30.0	27.2	11.2	4.5	.0181
☐ Belmont	738,232	21,833	23.9	35.4	15.1	4.1	.0314
Brown	245,738	19,198	27.0	34.0	10.5	3.3	.0096
Champaign	303,976	22,171	26.4	37.8	13.7	5.2	.0122

S&MM ESTIMATES

$$ EFFECTIVE BUYING INCOME 1983

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
Clinton	295,945	20,227	28.2	33.5	12.5	4.7	.0134
Columbiana	958,661	21,533	25.4	35.9	14.[illegible]	3.8	.0413
Coshocton	301,214	20,059	28.2	33.8	12.2	4.1	.0129
Crawford	413,528	20,685	28.0	35.5	12.6	3.8	.0178
Darke	442,619	20,025	30.3	35.9	10.4	3.8	.0196
Defiance	356,616	24,048	24.0	37.2	16.9	5.8	.0160
Erie	701,735	22,052	24.8	37.3	13.9	4.7	.0312
Fayette	183,160	16,018	33.3	29.4	6.3	1.9	.0092
Gallia	246,536	19,004	27.5	31.1	11.9	4.4	.0112
Guernsey	344,630	19,322	28.4	32.9	11.7	3.5	.0157
Hancock	705,553	26,481	20.6	35.2	20.3	10.2	.0295
Hardin	248,122	19,050	28.3	33.9	10.5	2.7	.0105
Harrison	134,848	18,513	29.6	33.4	9.8	2.3	.0053
Henry	260,856	23,848	24.7	37.6	17.0	6.0	.0105
Highland	259,413	17,389	30.9	30.4	8.5	3.6	.0117
Hocking	197,126	18,843	30.2	34.9	9.3	2.3	.0087
Holmes	200,436	19,577	30.6	32.3	12.1	4.3	.0090
Huron	455,069	21,374	27.3	38.4	12.0	3.5	.0202
Jackson	215,515	16,445	29.1	29.5	8.2	2.4	.0099
Knox	369,120	18,970	31.0	33.5	9.5	3.8	.0157
☐ Lawrence	528,848	20,659	24.1	33.4	14.2	4.0	.0223
Logan	326,220	19,282	30.1	33.4	11.0	3.4	.0143
Marion	573,751	21,735	25.1	37.7	12.8	4.4	.0257
Meigs	145,405	14,148	32.0	26.8	3.9	1.1	.0072
Mercer	348,469	24,837	22.5	37.7	16.6	8.3	.0142
Monroe	132,950	19,116	25.3	36.1	9.5	2.3	.0055
Morgan	105,239	17,889	29.5	32.9	8.4	2.8	.0042
Morrow	190,645	18,352	34.1	35.1	7.4	1.6	.0080
Muskingum	677,847	19,099	28.8	32.2	11.8	3.6	.0310
Noble	89,710	19,551	26.5	33.4	12.2	3.4	.0037
Ottawa	409,813	25,492	22.1	35.4	20.8	8.1	.0165
Paulding	167,132	22,127	25.8	41.2	13.0	2.3	.0063
Perry	228,185	18,237	32.1	33.0	9.5	2.0	.0096
Pike	190,477	18,608	29.3	28.0	12.9	5.1	.0081
Preble	348,898	23,301	24.4	36.4	17.1	5.2	.0140
Putnam	257,954	22,515	26.6	39.0	13.6	4.3	.0110
Ross	552,510	21,297	26.4	34.0	14.1	5.2	.0246
Sandusky	583,121	23,692	23.4	38.3	17.0	5.4	.0244
Scioto	629,962	17,001	29.2	28.1	10.1	3.6	.0292
Seneca	517,097	22,664	25.9	39.1	14.6	3.9	.0212
Shelby	393,384	23,921	23.0	38.9	16.5	5.7	.0158
Tuscarawas	737,921	20,869	27.5	36.5	12.2	3.7	.0324
Van Wert	283,435	23,904	23.7	38.6	17.1	4.7	.0115
Vinton	78,768	15,853	31.1	28.7	7.5	2.1	.0032
Wayne	942,829	24,900	22.9	36.8	18.7	7.5	.0385
Williams	319,000	22,245	25.7	38.8	13.0	4.6	.0132
Wyandot	181,031	20,736	29.2	36.4	12.4	3.3	.0076
TOTAL METRO COUNTIES	**84,363,737**	**24,133**	**22.3**	**33.5**	**17.9**	**8.3**	**3.5973**
TOTAL STATE	**103,514,383**	**23,390**	**23.2**	**33.8**	**16.9**	**7.5**	**4.4198**

in the Cleveland-Akron-Lorain Consolidated Area ... (America's 9th market)



Don't Overlook the "Other One"

The Elyria Chronicle-Telegram is the "Other One" in what really should be called the Cleveland-Akron-Lorain/Elyria Consolidated Area. They included our sales ... income ... households and coverage ... they just forgot our name.

THE CHRONICLE-TELEGRAM
Elyria, Ohio

OKLAHOMA

OKLA. S&MM ESTIMATES	POPULATION—12/31/83								RETAIL SALES BY STORE GROUP 1983						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
ENID	**67.8**	**.0288**	**31.6**	**12.7**	**17.3**	**17.0**	**27.1**	**26.0**	**411,114**	**83,949**	**41,087**	**40,042**	**23,910**	**87,421**	**17,220**
Garfield	67.8	.0288	31.6	12.7	17.3	17.0	27.1	26.0	411,114	83,949	41,087	40,042	23,910	87,421	17,220
● Enid	54.4	.0231	31.3	13.6	17.9	16.3	27.2	21.2	395,115	79,352	40,482	39,737	23,725	84,291	16,042
SUBURBAN TOTAL	13.4	.0057	32.6	9.2	15.2	19.9	26.5	4.8	15,999	4,597	605	305	185	3,130	1,178
LAWTON	**116.9**	**.0496**	**24.8**	**22.4**	**17.7**	**15.4**	**16.3**	**36.0**	**448,915**	**108,273**	**40,083**	**62,126**	**27,595**	**102,516**	**6,183**
Comanche	116.9	.0496	24.8	22.4	17.7	15.4	16.3	36.0	448,915	108,273	40,083	62,126	27,595	102,516	6,183
● Lawton	83.8	.0356	26.5	17.6	18.5	16.4	18.0	28.9	424,927	93,481	38,405	62,073	27,078	101,525	6,060
SUBURBAN TOTAL	33.1	.0140	23.1	34.4	15.7	12.9	12.2	7.1	23,988	14,792	1,678	53	517	991	123
OKLAHOMA CITY	**954.6**	**.4054**	**30.4**	**13.5**	**18.3**	**18.2**	**23.3**	**360.6**	**5,189,913**	**1,108,460**	**530,577**	**629,653**	**271,988**	**1,178,504**	**100,372**
Canadian	71.0	.0302	29.8	9.8	19.5	21.0	18.8	23.6	271,813	63,906	18,355	20,847	5,857	108,907	3,459
Cleveland	159.4	.0677	27.3	18.3	20.9	18.6	15.3	56.2	552,100	111,519	60,744	63,616	27,477	161,750	11,628
● Norman	79.3	.0337	26.7	24.9	21.1	15.3	17.2	29.8	418,909	68,884	46,425	54,153	21,523	128,895	9,416
Logan	31.6	.0134	31.8	12.5	15.0	17.0	28.1	10.9	68,989	18,664	6,208	8,614	1,113	17,498	1,701
McClain	24.9	.0106	32.7	9.7	14.8	21.4	25.2	8.5	81,824	27,946	5,245	5,929	660	27,544	1,174
Oklahoma	604.1	.2565	31.0	13.1	18.3	17.7	25.0	238.3	3,961,974	813,512	411,451	490,631	228,428	829,368	77,675
Midwest City	52.7	.0224	29.7	14.0	18.3	17.6	22.7	19.9	317,185	108,885	23,236	30,458	3,679	101,200	4,560
● Oklahoma City	429.2	.1822	31.3	12.8	18.5	17.5	25.7	173.2	3,026,683	558,692	335,390	420,321	198,399	564,002	45,993
Pottawatomie	63.6	.0270	33.0	11.6	14.5	18.2	28.9	23.1	253,213	72,913	28,574	40,016	8,453	33,437	4,735
● Shawnee	30.5	.0129	34.1	14.3	14.0	15.6	33.1	11.9	199,826	45,827	22,797	36,118	5,831	32,476	3,862
SUBURBAN TOTAL	415.6	.1766	29.9	12.1	17.9	19.8	21.2	145.7	1,544,495	435,057	125,965	119,061	46,235	453,131	41,101
TULSA	**733.6**	**.3115**	**31.1**	**11.9**	**18.3**	**18.9**	**23.9**	**277.7**	**4,023,126**	**859,471**	**314,882**	**538,281**	**228,657**	**872,808**	**76,387**
Creek	68.2	.0290	32.1	9.8	15.9	19.4	26.0	23.9	197,041	74,743	14,556	18,902	4,345	37,163	4,058
Osage	45.4	.0192	33.3	9.6	16.1	19.1	28.1	16.4	82,528	28,806	4,521	2,419	3,055	18,331	2,562
Rogers	57.2	.0243	31.3	9.8	16.1	22.6	21.5	19.3	165,980	42,923	11,956	12,577	3,891	40,749	946
Tulsa	510.1	.2166	30.9	12.9	19.0	18.3	23.9	200.8	3,515,309	687,939	280,096	496,899	215,229	768,056	67,571
● Tulsa	385.3	.1636	31.4	13.6	18.9	17.6	25.6	158.8	3,038,685	546,085	253,894	445,450	198,214	650,990	59,507
Wagoner	52.7	.0224	30.0	9.1	17.3	20.6	20.7	17.3	62,268	25,060	3,753	7,484	2,137	8,509	1,250
SUBURBAN TOTAL	348.3	.1479	30.7	9.9	17.5	20.4	22.1	118.9	984,441	313,386	60,988	92,831	30,443	221,818	16,880
OTHER COUNTIES															
Adair	20.8	.0088	31.3	10.1	13.9	16.9	28.0	6.6	44,815	18,259	838	3,357	1,210	8,904	1,232
Alfalfa	7.3	.0031	41.3	8.0	11.5	15.7	41.4	2.9	21,729	6,336	1,245	190	415	2,795	576
Atoka	13.8	.0059	34.1	9.9	15.7	18.0	30.7	4.8	41,647	14,872	2,191	5,443	887	6,455	1,107
Beaver	7.4	.0031	34.3	8.2	15.0	18.0	30.9	2.9	17,278	5,656	1,710		86	2,641	546
Beckham	23.6	.0101	33.8	11.2	14.8	15.3	33.0	9.0	137,553	39,916	14,426	14,857	3,587	21,816	3,327
Blaine	14.8	.0063	34.9	10.2	13.3	16.0	33.9	5.7	51,735	14,380	3,079	1,114	1,293	7,973	1,952
Bryan	33.7	.0143	33.6	12.9	14.1	16.0	32.0	12.7	92,399	25,150	6,979	7,982	3,811	19,940	1,916
Caddo	33.4	.0141	33.7	10.1	13.3	16.2	32.0	12.2	112,311	31,274	6,372	9,187	5,313	27,467	3,050
Carter	48.1	.0204	33.8	10.2	14.8	17.0	31.2	17.9	218,133	56,518	17,613	26,276	12,395	36,947	4,266
Cherokee	34.1	.0145	30.4	14.5	14.4	16.9	26.4	11.8	99,966	34,927	11,119	11,757	1,787	11,289	1,876
Choctaw	18.8	.0080	34.5	9.2	13.1	15.9	33.4	6.6	54,112	18,233	2,465	4,250	764	14,089	1,499
Cimarron	3.6	.0015	35.8	7.5	14.5	17.5	33.6	1.4	13,617	3,625	1,188	127	332	2,953	234
Coal	6.6	.0028	36.8	8.9	12.3	15.3	36.6	2.4	7,942	3,252	291	2,020	30	1,021	210
Cotton	7.9	.0034	37.1	8.7	13.2	16.8	35.8	3.2	23,983	8,128	1,398	1,084	502	8,023	383
Craig	15.9	.0067	37.3	9.3	13.4	18.3	34.7	5.6	72,940	16,486	6,534	7,661	2,168	16,601	2,237
Custer	30.9	.0131	29.2	19.4	14.9	15.0	26.4	11.5	146,954	39,758	12,108	12,528	7,317	35,447	3,840
Delaware	28.1	.0119	38.2	8.2	12.1	16.3	37.4	10.3	70,250	20,543	5,628	9,364	3,093	11,627	1,905
Dewey	6.5	.0028	37.4	9.2	12.9	15.6	37.2	2.4	14,825	4,637	1,397	470	138	3,174	91
Ellis	6.4	.0027	35.1	9.0	14.9	15.6	34.5	2.4	20,998	4,704	987	193	303	7,427	578
Garvin	30.9	.0131	36.4	9.8	13.1	16.5	35.2	11.8	111,093	30,120	8,485	7,881	3,863	25,056	3,142
Grady	46.5	.0198	32.3	11.0	15.0	18.5	27.4	16.6	169,576	38,819	15,346	18,498	5,320	39,496	3,204
Grant	6.7	.0028	41.7	7.5	11.8	16.3	41.2	2.7	19,066	5,974	2,150	252	550	5,602	687
Greer	7.0	.0030	43.7	9.3	12.1	14.0	44.5	3.1	28,789	11,926	1,105	976	1,236	4,985	702
Harmon	4.6	.0019	41.2	7.9	11.0	14.0	41.7	1.8	11,565	4,649	321	249	247	1,950	813
Harper	4.8	.0021	37.8	9.5	13.4	18.0	35.4	1.9	15,443	4,706	1,044	161	232	2,839	570
Haskell	12.4	.0052	36.6	8.1	13.6	16.6	35.3	4.7	31,310	11,467	913	1,501	1,256	7,985	940
Hughes	15.5	.0066	40.0	8.2	11.6	16.4	39.2	5.9	46,214	17,778	2,477	1,032	687	9,296	1,402
Jackson	31.6	.0134	28.5	14.8	16.5	16.7	22.6	11.1	133,889	31,743	9,356	11,836	7,287	35,691	4,760
Jefferson	9.1	.0039	36.5	9.0	13.5	14.9	36.6	3.4	29,042	9,739	3,291	225	605	4,351	866
Johnston	11.9	.0050	34.3	11.3	13.0	15.7	33.5	4.3	21,725	8,956	924		219	2,788	1,269
Kay	52.4	.0223	34.5	10.6	15.3	16.6	32.7	20.6	288,699	76,868	22,725	33,141	14,789	56,489	7,795
Kingfisher	15.7	.0067	32.6	11.1	14.4	17.4	29.2	5.7	88,429	24,451	3,030	7,684	772	31,452	2,819
Kiowa	13.5	.0057	39.6	9.1	11.8	15.1	39.8	5.5	47,934	10,837	1,812	3,644	1,331	16,945	2,607
Latimer	10.8	.0046	34.2	12.0	12.4	16.2	32.9	3.8	23,550	13,703	651	1,134	72	2,519	486
Le Flore	45.7	.0194	33.6	9.7	13.9	17.7	30.4	16.3	110,286	45,183	5,537	8,336	2,800	21,406	4,354
Lincoln	31.5	.0134	33.9	9.8	13.9	18.4	30.0	11.6	89,008	22,164	5,173	2,191	3,984	19,017	1,861
Love	8.6	.0036	35.1	9.0	14.1	17.4	32.6	3.3	15,018	6,964	1,061	289	589	429	256
McCurtain	40.1	.0170	31.1	9.8	14.6	17.3	27.0	13.7	125,806	41,139	6,737	15,717	3,218	31,179	3,083
McIntosh	17.7	.0075	41.4	8.2	10.9	17.0	40.2	6.9	62,727	21,320	2,912	894	2,462	15,541	1,072
Major	9.8	.0042	34.4	9.9	14.2	17.5	31.7	3.5	46,428	10,217	2,562	1,435	36	16,898	1,429
Marshall	12.3	.0052	41.2	8.5	11.4	15.6	41.3	5.1	47,355	18,846	3,280	2,692	554	11,433	1,249
Mayes	37.5	.0159	34.0	9.7	13.9	18.1	30.4	13.6	145,111	51,195	9,657	9,993	3,973	28,811	3,306
Murray	13.5	.0058	35.4	9.2	13.7	15.8	34.5	5.1	60,834	20,105	4,102	2,991	1,391	17,713	466
Muskogee	73.4	.0311	33.0	10.7	15.0	16.6	30.3	27.1	342,084	95,715	30,256	39,541	15,282	68,840	5,001
Muskogee	42.9	.0182	34.1	10.8	14.9	14.8	33.8	16.8	312,973	79,980	28,127	39,479	14,769	67,263	4,565
Noble	12.8	.0055	34.5	10.5	14.2	17.9	31.4	4.8	52,597	9,444	3,547	2,993	624	10,843	984
Nowata	12.6	.0053	35.2	9.8	14.2	17.2	33.1	4.7	31,711	9,261	1,828	694	1,172	7,346	1,095
Okfuskee	11.9	.0051	37.5	8.3	11.5	16.5	36.6	4.6	26,670	10,061	849	716	778	3,699	1,077
Okmulgee	42.6	.0181	33.9	12.4	13.4	16.3	32.1	15.6	161,571	47,047	12,698	20,953	3,649	24,609	3,202

OKLA. (cont.)

S&MM ESTIMATES

POPULATION—12/31/83

RETAIL SALES BY STORE GROUP 1983

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Ottawa	35.2	.0150	33.4	12.2	14.3	17.0	30.8	13.1	130,814	27,099	10,177	15,507	3,487	31,097	4,123
Pawnee	18.1	.0077	34.9	9.1	14.6	18.4	31.5	6.8	54,236	17,656	3,703	2,994	1,803	13,531	1,796
Payne	67.7	.0287	24.9	30.9	16.2	13.1	20.3	24.7	253,834	65,500	28,218	32,648	13,670	35,455	4,344
Pittsburg	43.2	.0183	36.4	8.7	14.3	17.6	34.1	16.4	148,732	44,692	10,104	20,895	7,407	24,755	2,350
Pontotoc	35.9	.0153	33.8	13.7	13.9	16.4	31.9	13.5	171,607	59,871	11,972	14,030	6,823	31,570	2,612
Pushmataha	13.3	.0056	36.3	8.7	12.6	18.2	33.4	5.1	35,168	12,520	2,179	1,023	1,034	10,530	362
Roger Mills	5.5	.0024	34.9	9.8	13.9	15.8	34.0	2.1	11,565	1,235	473	240	310	5,581	591
Seminole	29.8	.0126	35.0	9.9	13.5	16.4	33.5	11.1	100,488	32,324	7,741	8,604	3,457	22,760	2,378
☐ Sequoyah	35.1	.0149	32.0	9.8	13.9	18.8	27.1	11.8	89,912	30,350	7,869	9,368	2,301	17,116	637
Stephens	48.2	.0205	33.9	10.5	15.5	17.0	31.4	18.3	264,144	67,046	13,494	25,281	11,055	81,205	6,482
Texas	18.9	.0080	30.1	13.0	16.3	17.7	24.4	6.8	75,798	25,881	5,774	7,432	3,069	11,967	3,343
Tillman	12.7	.0054	34.9	9.0	13.1	15.1	34.8	4.8	33,836	9,887	1,922	2,102	1,664	7,592	870
Washington	52.5	.0222	34.1	9.8	16.6	18.9	29.6	20.7	414,403	85,264	41,496	60,921	26,749	71,659	5,973
Washita	15.6	.0067	33.4	11.6	14.5	15.3	32.5	5.8	39,222	13,093	2,218	1,500	2,424	8,497	2,111
Woods	11.2	.0047	37.0	15.0	12.4	14.7	37.5	4.4	54,942	15,923	4,447	4,886	5,621	9,142	1,420
Woodward	24.7	.0105	30.0	12.4	17.3	17.6	23.7	8.8	178,008	52,268	8,613	20,993	8,438	28,009	2,488
TOTAL METRO COUNTIES	**1,908.0**	**.8102**	**30.4**	**13.3**	**18.2**	**18.3**	**23.3**	**712.1**	**10,162,980**	**2,190,503**	**934,498**	**1,279,470**	**554,451**	**2,258,365**	**200,799**
TOTAL STATE	**3,345.6**	**1.4205**	**31.5**	**12.6**	**16.5**	**17.6**	**26.7**	**1,245.6**	**15,776,494**	**3,797,813**	**1,348,426**	**1,814,035**	**775,871**	**3,423,512**	**333,364**

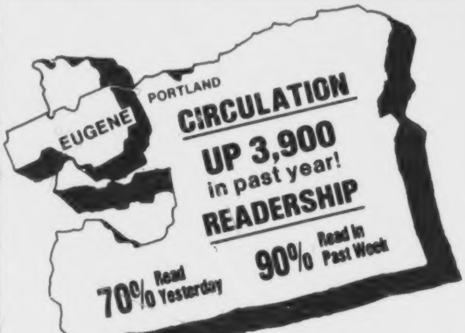
OKLA.

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1983

% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
ENID	**720,070**	**23,873**	**23.3**	**32.3**	**18.1**	**9.1**	**.0316**
Garfield	720,070	23,873	23.3	32.3	18.1	9.1	.0316
• Enid	582,287	23,548	23.8	32.2	17.7	8.9	.0271
SUBURBAN TOTAL	137,783	25,462	21.1	32.2	19.9	10.2	.0045
LAWTON	**992,976**	**21,681**	**28.6**	**31.4**	**15.8**	**7.4**	**.0425**
Comanche	992,976	21,681	28.6	31.4	15.8	7.4	.0425
• Lawton	732,384	21,537	29.2	30.8	16.0	7.3	.0336
SUBURBAN TOTAL	260,592	22,230	26.5	33.4	14.8	8.1	.0089
OKLAHOMA CITY	**10,113,760**	**24,262**	**23.2**	**31.3**	**18.1**	**10.3**	**.4292**
Canadian	736,431	29,558	17.7	32.7	24.6	12.3	.0286
Cleveland	1,662,153	26,186	21.3	32.6	20.6	10.7	.0632
• Norman	826,553	22,401	25.0	28.5	16.5	10.4	.0351
Logan	258,551	20,261	25.9	29.6	14.7	6.3	.0100
McClain	210,496	22,870	21.9	32.3	16.9	7.0	.0086
Oklahoma	6,686,484	23,912	24.0	31.1	17.4	10.6	.2950
Midwest City	559,263	25,381	24.5	34.7	20.5	9.0	.0245
• Oklahoma City	4,744,179	23,117	24.2	30.4	16.5	10.3	.2148
Pottawatomie	559,645	20,579	25.0	29.1	15.5	6.8	.0238
• Shawnee	277,549	18,902	24.9	27.7	13.2	6.4	.0136
SUBURBAN TOTAL	4,265,479	26,324	21.5	33.4	20.8	10.5	.1657
TULSA	**7,843,984**	**24,664**	**22.2**	**31.8**	**16.2**	**10.6**	**.3323**
Creek	596,274	22,668	22.6	32.5	16.8	6.8	.0235
Osage	406,486	22,100	22.8	33.0	15.1	6.9	.0147
Rogers	517,211	25,156	21.0	32.7	19.8	8.6	.0201
Tulsa	5,851,061	25,034	22.4	31.5	18.4	11.6	.2578
• Tulsa	4,610,338	24,225	23.6	30.5	17.2	12.0	.2085
Wagoner	472,952	25,500	19.3	32.4	19.3	9.7	.0162
SUBURBAN TOTAL	3,[illegible]33,646	25,232	20.3	33.6	19.5	8.7	.1238
OTHER COUNTIES							
Adair	112,784	13,421	29.3	25.2	5.6	2.2	.0054
Alfalfa	61,626	17,348	28.1	28.9	10.6	4.7	.0025
Atoka	91,700	13,740	30.7	20.9	7.5	3.9	.0042
Beaver	69,937	21,683	24.6	36.6	12.1	6.0	.0025
Beckham	230,538	20,989	22.6	26.6	16.6	8.8	.0105
Blaine	139,321	20,517	23.5	28.2	15.4	7.4	.0056
Bryan	218,422	13,712	31.7	21.4	6.9	2.9	.0098
Caddo	288,385	19,389	24.7	27.6	12.4	8.5	.0120
Carter	432,858	20,209	24.3	29.1	14.2	7.1	.0190
Cherokee	231,123	15,459	31.0	25.1	8.3	4.0	.0103
Choctaw	107,630	12,193	27.6	21.3	6.0	2.6	.0052
Cimarron	28,767	17,370	32.7	29.1	8.4	4.4	.0013
Coal	40,892	13,104	30.3	22.6	4.6	3.5	.0017
Cotton	55,567	14,827	30.4	26.4	7.6	1.3	.0025
Craig	106,109	16,011	32.5	27.0	7.0	3.6	.0055
Custer	322,146	22,582	22.8	28.0	16.3	11.0	.0133
Delaware	178,708	14,172	34.0	24.0	6.2	2.5	.0079
Dewey	65,705	22,312	22.5	26.4	16.1	12.4	.0025
Ellis	51,326	17,735	29.9	28.5	10.9	4.6	.0021
Garvin	280,088	19,740	25.4	28.0	14.9	6.4	.0114
Grady	423,840	21,516	24.2	29.1	15.5	9.0	.0174
Grant	61,703	19,395	27.9	29.0	13.3	5.9	.0023
Greer	56,449	13,745	27.6	24.3	6.3	4.2	.0026
Harmon	23,300	9,224	30.0	11.1	2.7	2.5	.0012
Harper	44,207	21,195	24.6	34.5	11.2	6.9	.0017
Haskell	79,240	13,131	30.9	19.4	7.9	2.7	.0036
Hughes	99,340	13,026	29.8	21.9	6.8	2.6	.0046
Jackson	227,099	16,587	34.1	26.9	8.9	3.4	.0110
Jefferson	60,056	13,624	30.3	23.2	6.4	2.9	.0027
Johnston	65,067	11,244	30.0	16.6	7.3	1.2	.0030
Kay	517,144	21,818	25.4	31.6	15.1	7.5	.0229
Kingfisher	157,140	25,076	21.0	33.3	19.5	9.1	.0069
Kiowa	99,873	13,704	29.1	23.0	7.0	3.8	.0045
Latimer	67,749	13,396	28.0	22.9	6.6	3.4	.0030
Le Flore	303,979	15,390	31.3	26.4	7.7	2.6	.0132
Lincoln	256,769	19,671	24.7	31.7	12.4	5.1	.0104
Love	71,720	18,621	25.3	29.6	10.8	6.2	.0027
McCurtain	215,553	12,689	31.8	20.9	6.1	1.4	.0113
McIntosh	125,619	14,739	30.0	24.3	8.3	2.7	.0057
Major	86,686	20,892	26.8	30.5	14.1	7.5	.0039
Marshall	106,953	15,811	31.5	24.4	9.9	4.7	.0046
Mayes	268,746	17,013	29.8	29.4	9.6	3.0	.0125
Murray	109,871	18,583	27.3	31.1	11.0	4.0	.0051
Muskogee	577,625	17,574	26.2	28.2	11.0	5.0	.0272
Muskogee	356,534	16,785	26.7	26.3	10.4	5.6	.0192
Noble	113,966	20,047	28.1	30.9	12.7	6.6	.0050
Nowata	105,991	19,948	24.0	33.3	11.9	4.6	.0042
Okfuskee	84,219	14,324	28.7	22.9	8.3	4.0	.0034
Okmulgee	315,347	15,957	28.1	27.1	9.7	3.7	.0145
Ottawa	257,041	16,395	31.2	28.6	8.3	3.0	.0118
Pawnee	156,828	19,500	25.8	30.6	12.3	6.0	.0063
Payne	587,355	17,671	28.8	25.9	12.2	6.2	.0247
Pittsburg	321,878	16,348	30.0	28.2	8.4	3.1	.0143
Pontotoc	292,430	17,440	25.9	28.0	11.2	5.2	.0138
Pushmataha	80,532	12,115	32.0	18.9	4.5	2.7	.0037
Roger Mills	61,150	22,491	23.8	31.0	11.6	13.7	.0021
Seminole	233,613	17,102	26.2	27.7	10.5	4.9	.0100
☐ Sequoyah	204,371	14,614	33.4	25.0	5.4	2.6	.0097
Stephens	463,441	22,056	23.7	31.1	16.2	7.5	.0208
Texas	163,825	21,403	27.0	34.9	13.3	6.0	.0070
Tillman	77,986	12,406	32.6	18.8	4.3	3.2	.0036
Washington	626,479	26,767	20.0	30.7	19.1	14.4	.0284
Washita	158,305	23,721	23.3	31.9	15.7	11.0	.0058
Woods	111,911	20,321	26.9	29.4	13.0	8.5	.0047
Woodward	276,332	28,264	19.7	29.2	21.6	14.9	.0125
TOTAL METRO COUNTIES	**19,875,161**	**24,056**	**23.3**	**31.4**	**17.8**	**10.1**	**.8453**
TOTAL STATE	**31,583,150**	**21,276**	**25.0**	**29.7**	**15.1**	**8.2**	**1.3611**



SOURCE:
Mar%Stat ONPA Study June 1983

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S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/83								RETAIL SALES BY STORE GROUP 1983						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group: 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
EUGENE - SPRINGFIELD	**270.5**	**.1149**	**30.0**	**14.2**	**21.3**	**17.2**	**22.3**	**106.3**	**1,595,692**	**341,893**	**159,495**	**257,681**	**65,836**	**268,217**	**47,510**
Lane	270.5	.1149	30.0	14.2	21.3	17.2	22.3	106.3	1,595,692	341,893	159,495	257,681	65,836	268,217	47,510
• Eugene	104.2	.0442	29.2	19.0	23.6	15.6	20.8	43.6	772,875	170,041	104,318	44,564	45,918	150,396	25,313
• Springfield	40.6	.0172	27.8	16.1	23.0	14.6	18.9	16.5	235,543	49,590	27,659	45,127	13,846	45,989	5,899
SUBURBAN TOTAL	125.7	.0535	31.8	9.7	18.7	19.3	24.7	46.2	587,274	122,262	27,518	167,990	6,072	71,832	16,298
MEDFORD	**138.1**	**.0587**	**32.5**	**10.9**	**17.9**	**18.0**	**27.4**	**52.3**	**811,010**	**181,135**	**77,440**	**98,532**	**33,765**	**124,874**	**16,198**
Jackson	138.1	.0587	32.5	10.9	17.9	18.0	27.4	52.3	811,010	181,135	77,440	98,532	33,765	124,874	16,198
• Medford	41.2	.0175	31.8	11.2	18.9	16.5	27.4	16.5	558,241	85,306	52,636	75,810	24,644	109,273	7,611
SUBURBAN TOTAL	96.9	.0412	32.8	10.7	17.4	18.7	27.4	35.8	252,769	95,829	24,804	22,722	9,121	15,601	8,587
PORTLAND	**1,125.6**	**.4779**	**31.5**	**11.8**	**20.3**	**17.9**	**25.1**	**445.6**	**6,833,390**	**1,144,253**	**854,782**	**1,513,410**	**331,665**	**989,366**	**128,620**
Clackamas	248.9	.1057	31.7	9.5	18.7	20.8	22.9	89.1	1,100,811	310,105	101,748	186,272	29,338	183,773	23,151
Multnomah	553.7	.2351	32.2	12.9	21.0	15.9	28.1	234.0	3,704,561	465,756	560,363	837,512	227,723	502,217	51,086
• Portland	364.2	.1546	32.6	13.2	21.8	14.7	30.0	161.0	2,564,074	369,852	396,542	434,049	194,657	351,768	18,766
Washington	264.6	.1123	30.3	11.7	21.3	19.6	20.3	101.8	1,775,460	294,564	167,209	480,305	69,351	249,225	38,354
Yamhill	58.4	.0248	30.9	12.4	16.8	17.1	26.0	20.7	252,558	73,828	25,462	9,321	5,253	54,151	16,029
SUBURBAN TOTAL	761.4	.3233	31.0	11.2	19.6	19.5	22.6	284.6	4,269,316	774,401	458,240	1,079,361	137,008	637,598	109,854
PORTLAND - VANCOUVER CONSOLIDATED AREA	***1,333.1***	***.5660***	***31.3***	***11.7***	***20.1***	***18.0***	***24.5***	***521.4***	***7,600,377***	***1,336,924***	***962,123***	***1,632,280***	***354,681***	***1,088,303***	***160,626***
SALEM	**254.4**	**.1081**	**31.3**	**12.1**	**18.1**	**17.1**	**26.2**	**94.4**	**1,224,982**	**211,962**	**144,251**	**274,039**	**58,874**	**175,136**	**36,908**
Marion	208.1	.0884	31.3	12.0	18.3	17.1	26.1	77.2	1,104,603	167,288	131,501	270,454	54,856	162,573	32,366
• Salem	90.4	.0384	31.2	14.5	20.3	16.0	26.3	35.4	756,858	59,932	90,309	253,538	44,711	102,297	29,645
Polk	46.3	.0197	31.4	12.3	17.5	17.3	26.5	17.2	120,379	44,674	12,750	3,585	4,018	12,563	4,542
SUBURBAN TOTAL	164.0	.0697	31.4	10.7	17.0	17.7	26.2	59.0	468,124	152,030	53,942	20,501	14,163	72,839	7,263
OTHER COUNTIES															
Baker	15.9	.0068	35.0	8.6	15.1	17.7	32.3	6.2	64,217	17,678	10,506	3,002	1,441	10,093	3,206
Benton	69.1	.0293	26.7	25.3	20.5	15.2	17.7	24.7	311,330	67,649	40,267	50,049	17,843	33,530	15,889
Corvallis	42.0	.0178	24.6	35.8	20.6	11.4	16.1	15.3	285,914	62,352	34,359	48,642	17,533	32,242	14,627
Clatsop	32.5	.0138	32.7	12.1	17.3	15.9	30.1	12.7	177,496	46,365	31,996	5,149	7,883	14,605	13,221
Columbia	36.3	.0154	31.5	9.2	17.5	18.5	25.4	13.3	129,976	36,099	14,331	4,705	10,507	18,461	9,353
Coos	61.9	.0263	32.7	10.4	16.9	18.2	27.8	23.7	324,056	81,815	35,199	22,798	14,526	65,180	19,410
Crook	13.5	.0057	33.1	9.9	16.0	18.5	28.4	5.0	39,922	11,331	3,096	1,101	1,024	4,985	2,262
Curry	17.2	.0073	37.9	8.4	14.5	16.8	36.7	7.2	68,322	19,559	8,724	1,064	2,442	8,355	5,238
Deschutes	67.4	.0286	31.0	10.8	20.1	18.3	23.7	25.3	436,535	110,126	41,666	29,461	16,461	75,153	20,133

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ORE. (cont.)

S&MM ESTIMATES

POPULATION—12/31/83

RETAIL SALES BY STORE GROUP 1983

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
Douglas	95.7	.0407	31.5	10.4	16.8	18.2	25.9	34.9	434,890	113,851	57,119	48,693	12,978	67,985	20,124
Gilliam	1.9	.0008	34.5	9.6	15.2	17.7	31.6	.8	7,859	3,025	1,172	87	31	1,100	133
Grant	8.1	.0034	32.9	9.2	16.5	18.9	27.8	3.1	31,469	15,999	2,439	955	1,107	2,976	2,177
Harney	8.1	.0034	31.4	10.3	17.2	19.4	24.4	3.0	43,831	14,301	6,811	630	922	6,823	540
Hood River	16.0	.0068	32.4	10.5	17.4	17.7	27.7	6.1	81,962	28,656	8,708	4,353	4,370	11,451	824
Jefferson	12.3	.0052	29.9	10.8	16.4	18.0	23.6	4.4	43,072	14,560	5,739	2,324	585	4,388	3,145
Josephine	62.8	.0267	34.7	8.5	15.7	17.8	31.8	23.8	336,451	70,762	30,979	32,191	15,408	71,066	12,801
Klamath	58.5	.0248	31.1	11.2	17.4	17.9	25.3	22.2	326,218	81,881	27,977	52,361	13,945	52,804	12,132
Lake	7.6	.0032	32.6	9.4	16.4	18.8	27.2	2.9	41,298	10,072	4,558	497	758	10,353	3,020
Lincoln	37.2	.0158	36.4	9.3	16.9	16.0	35.7	15.9	193,357	50,246	37,704	10,681	3,481	23,640	9,966
Linn	90.6	.0384	31.2	10.8	17.8	17.7	25.6	34.0	431,612	80,944	53,368	81,253	16,936	84,118	12,009
Malheur	27.3	.0116	31.1	10.6	15.0	16.4	27.7	9.6	156,649	44,102	16,587	7,805	4,945	27,418	7,702
Morrow	8.1	.0034	30.3	10.5	17.3	18.8	23.1	2.8	17,444	3,655	2,148	49	374	2,440	1,474
Sherman	2.1	.0009	33.0	8.7	16.6	15.0	31.7	.8	11,610	610	3,351	32	240		99
Tillamook	21.2	.0090	35.2	8.9	16.5	16.1	34.1	8.6	95,104	26,026	14,007	4,008	2,450	16,774	2,598
Umatilla	61.5	.0261	31.0	11.3	17.6	17.1	25.9	22.1	340,292	89,414	34,736	14,532	12,542	65,021	12,992
Union	24.4	.0103	30.7	12.2	17.3	17.4	25.1	8.8	109,602	28,519	13,385	1,057	5,590	16,340	10,462
Wallowa	7.4	.0032	34.7	8.5	16.2	17.9	31.5	3.0	31,631	6,815	3,342	1,411	440	6,819	2,084
Wasco	21.2	.0090	33.2	9.1	16.9	17.2	29.7	8.3	124,936	20,698	14,482	5,639	6,246	25,559	9,297
Wheeler	1.3	.0006	38.3	7.4	12.3	17.9	36.2	.6	3,775	391	301	988	35	1,574	
TOTAL METRO COUNTIES	**1,788.6**	**.7596**	**31.3**	**12.2**	**20.0**	**17.7**	**24.9**	**698.6**	**10,465,074**	**1,879,243**	**1,235,968**	**2,143,662**	**490,140**	**1,557,593**	**229,236**
TOTAL STATE	**2,675.7**	**1.1361**	**31.5**	**11.9**	**19.1**	**17.6**	**25.6**	**1,032.4**	**14,879,990**	**2,974,392**	**1,760,666**	**2,530,537**	**665,650**	**2,286,604**	**442,027**

ORE.

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1983

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
EUGENE - SPRINGFIELD	**2,375,686**	**19,871**	**27.9**	**33.5**	**11.9**	**4.2**	**.1144**
Lane	2,375,686	19,871	27.9	33.5	11.9	4.3	.1144
• Eugene	975,236	18,380	28.4	28.7	11.7	5.5	.0493
• Springfield	319,224	18,126	30.7	34.3	8.1	1.5	.0163
SUBURBAN TOTAL	1,081,226	21,815	26.4	37.6	13.4	4.2	.0488
MEDFORD	**1,091,463**	**18,189**	**31.9**	**32.1**	**8.8**	**3.4**	**.0557**
Jackson	1,091,463	18,189	31.9	32.1	8.8	3.4	.0557
• Medford	353,056	18,343	31.2	31.6	8.9	4.3	.0252
SUBURBAN TOTAL	738,407	18,116	32.1	32.4	8.7	3.0	.0305
PORTLAND	**11,853,687**	**23,926**	**23.9**	**33.2**	**18.0**	**8.1**	**.5230**
Clackamas	2,506,505	26,078	22.0	36.3	20.2	8.4	.1028
Multnomah	5,672,653	21,192	26.2	31.8	14.9	6.3	.2626
• Portland	3,735,866	19,663	27.3	29.8	13.3	6.1	.1760
Washington	3,196,477	29,106	19.3	33.5	24.0	12.9	.1361
Yamhill	478,052	20,808	27.6	35.1	13.0	4.2	.0215
SUBURBAN TOTAL	8,117,821	26,279	21.9	35.1	20.6	9.3	.3470
PORTLAND - VANCOUVER CONSOLIDATED AREA	***13,849,580***	***24,023***	***23.6***	***33.6***	***18.0***	***8.0***	***.6028***
SALEM	**2,065,594**	**19,219**	**30.2**	**33.3**	**10.9**	**3.6**	**.0970**
Marion	1,696,826	19,194	30.5	32.9	11.1	3.7	.0822
• Salem	768,520	18,127	31.2	30.4	10.4	4.0	.0433
Polk	368,768	19,321	29.1	34.8	10.1	3.0	.0148
SUBURBAN TOTAL	1,297,074	19,862	29.5	35.0	11.2	3.4	.0537
OTHER COUNTIES							
Baker	112,962	16,053	32.6	28.6	7.8	1.3	.0054
Benton	651,222	22,095	25.8	29.9	16.8	8.0	.0277
Corvallis	378,931	19,019	28.7	27.4	14.0	6.3	.0189

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1983

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
Clatsop	272,154	18,197	30.0	30.6	10.9	3.5	.0131
Columbia	306,950	22,088	24.8	37.4	14.2	3.8	.0129
Coos	467,028	17,872	31.6	33.9	7.7	2.2	.0236
Crook	96,208	16,888	36.3	30.8	5.1	2.3	.0041
Curry	136,019	16,307	33.9	29.3	6.5	2.8	.0062
Deschutes	551,827	19,615	30.5	34.8	10.4	3.6	.0285
Douglas	683,817	18,351	31.4	35.0	7.4	1.9	.0338
Gilliam	20,384	22,263	28.7	33.4	16.8	6.1	.0008
Grant	54,615	16,029	34.7	30.7	5.1	1.2	.0027
Harney	52,420	16,333	38.4	30.3	4.4	1.0	.0029
Hood River	123,637	17,728	31.7	32.5	9.2	2.3	.0061
Jefferson	97,308	20,021	31.3	35.6	10.5	4.0	.0042
Josephine	431,635	15,730	33.9	27.9	6.8	2.0	.0231
Klamath	433,937	17,652	30.7	32.7	8.0	2.2	.0226
Lake	54,715	17,584	32.2	34.2	7.5	.9	.0027
Lincoln	329,847	17,749	30.8	30.0	9.6	4.1	.0152
Linn	752,040	20,329	27.9	35.3	12.2	3.4	.0348
Malheur	184,393	16,664	33.2	28.6	7.9	3.2	.0101
Morrow	72,437	23,762	26.3	33.6	18.3	6.9	.0025
Sherman	18,389	20,500	29.4	31.7	15.1	4.6	.0009
Tillamook	168,340	16,796	34.2	28.7	8.2	2.9	.0078
Umatilla	501,403	20,151	30.5	34.0	12.8	3.7	.0246
Union	190,590	19,384	28.2	32.8	11.8	3.7	.0090
Wallowa	53,999	15,757	34.7	28.4	6.2	2.2	.0025
Wasco	183,016	20,459	26.0	36.5	10.2	4.4	.0089
Wheeler	9,696	12,552	38.4	20.0	5.7	1.5	.0003
TOTAL METRO COUNTIES	**17,386,430**	**22,035**	**26.0**	**33.1**	**15.4**	**6.6**	**.7901**
TOTAL STATE	**24,397,418**	**20,825**	**27.4**	**33.0**	**13.7**	**5.5**	**1.1271**

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PENNSYLVANIA

PA. S&MM ESTIMATES	POPULATION—12/31/83								RETAIL SALES BY STORE GROUP 1983						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
ALLENTOWN - BETHLEHEM	**651.1**	**.2764**	**34.1**	**11.5**	**16.1**	**17.9**	**30.7**	**243.4**	**3,292,145**	**795,972**	**317,978**	**415,358**	**141,798**	**552,398**	**88,610**
Carbon	54.4	.0231	36.8	9.8	14.4	16.5	35.5	20.9	168,501	45,751	9,856	7,310	6,698	42,176	4,748
Lehigh	277.5	.1178	34.3	11.6	16.7	18.1	30.6	106.3	1,780,812	351,030	188,768	316,635	88,902	279,823	40,647
• Allentown	104.3	.0443	34.7	13.5	16.0	15.3	34.2	42.8	709,594	108,310	63,726	107,025	28,178	146,480	15,026
Northampton	230.2	.0977	34.0	12.2	15.7	17.7	30.7	84.5	914,351	272,649	83,052	71,458	32,859	181,473	29,236
• Bethlehem	71.7	.0304	34.1	16.0	14.8	15.1	33.5	27.6	401,157	156,141	37,267	38,727	9,578	35,845	12,634
• Easton	25.4	.0108	31.6	16.5	15.3	13.7	31.1	9.4	121,950	62,906	6,624	4,050	6,830	4,545	2,871
Warren, N. J.	*89.0*	*.0378*	*33.0*	*10.5*	*16.5*	*18.7*	*28.0*	*31.7*	*428,481*	*126,542*	*36,302*	*19,955*	*13,339*	*48,926*	*13,979*
SUBURBAN TOTAL	449.7	.1909	34.2	10.0	16.3	19.2	29.5	163.6	2,059,444	468,615	210,361	265,556	97,212	365,528	58,079
ALTOONA	**136.9**	**.0582**	**33.8**	**10.9**	**15.2**	**16.6**	**31.5**	**50.5**	**651,123**	**167,316**	**58,698**	**97,045**	**37,106**	**108,832**	**17,513**
Blair	136.9	.0582	33.8	10.9	15.2	16.6	31.5	50.5	651,123	167,316	58,698	97,045	37,106	108,832	17,513
• Altoona	56.0	.0238	34.8	11.6	14.2	15.3	34.4	21.3	302,992	95,761	41,692	16,956	27,495	27,864	12,301
SUBURBAN TOTAL	80.9	.0344	33.1	10.5	15.9	17.6	29.4	29.2	348,131	71,555	17,006	80,089	9,611	80,968	5,212
BEAVER COUNTY	**203.0**	**.0861**	**33.9**	**11.5**	**15.1**	**17.7**	**30.7**	**73.3**	**791,030**	**207,622**	**61,966**	**158,893**	**27,053**	**121,493**	**22,879**
Beaver	203.0	.0861	33.9	11.5	15.1	17.7	30.7	73.3	791,030	207,622	61,966	158,893	27,053	121,493	22,879
SUBURBAN TOTAL	203.0	.0861	33.9	11.5	15.1	17.7	30.7	73.3	791,030	207,622	61,966	158,893	27,053	121,493	22,879
ERIE	**285.2**	**.1211**	**30.8**	**13.3**	**16.3**	**16.3**	**26.9**	**101.7**	**1,268,130**	**245,519**	**119,342**	**178,809**	**61,294**	**246,783**	**41,126**
Erie	285.2	.1211	30.8	13.3	16.3	16.3	26.9	101.7	1,268,130	245,519	119,342	178,809	61,294	246,783	41,126
• Erie	118.9	.0505	31.3	14.0	16.3	13.6	30.3	44.9	469,532	135,884	44,915	24,698	32,130	96,240	17,980
Millcreek Township	46.1	.0196	32.9	11.3	16.5	18.9	27.6	16.8	429,661	43,755	37,669	130,903	15,718	72,523	8,354
SUBURBAN TOTAL	166.3	.0706	30.5	12.8	16.1	18.2	24.5	56.8	798,598	109,635	74,427	154,111	29,164	150,543	23,146
HARRISBURG - LEBANON - CARLISLE	**572.8**	**.2432**	**32.8**	**12.0**	**16.9**	**18.1**	**28.1**	**215.0**	**3,220,060**	**778,906**	**298,031**	**365,394**	**123,793**	**541,402**	**89,752**
Cumberland	186.4	.0791	32.5	13.6	16.5	19.1	26.8	68.5	1,240,390	271,432	116,166	139,894	57,435	180,907	36,640
• Carlisle	19.1	.0081	31.8	19.8	15.7	15.2	29.7	7.5	226,215	57,146	22,190	28,683	8,908	27,135	5,793
Dauphin	236.4	.1004	33.1	11.3	17.5	17.4	29.4	92.8	1,389,023	371,383	140,705	154,668	44,186	217,550	40,723
• Harrisburg	51.0	.0217	32.4	11.2	17.0	14.3	31.3	21.8	265,996	40,065	30,956	37,354	7,666	65,398	14,543
Lebanon	111.9	.0475	33.2	11.1	16.2	18.0	29.0	40.1	482,104	111,022	33,613	68,767	18,703	106,907	9,872
• Lebanon	26.4	.0112	34.4	11.7	14.9	15.6	33.5	10.7	141,784	36,995	10,017	9,931	8,296	18,565	5,345
Perry	38.1	.0162	31.2	10.5	18.2	18.0	25.0	13.6	108,543	25,069	7,547	2,065	3,469	36,038	2,517
SUBURBAN TOTAL	476.3	.2022	32.8	11.8	17.0	18.8	27.5	175.0	2,586,065	644,700	234,868	[illegible]	98,923	430,304	64,071

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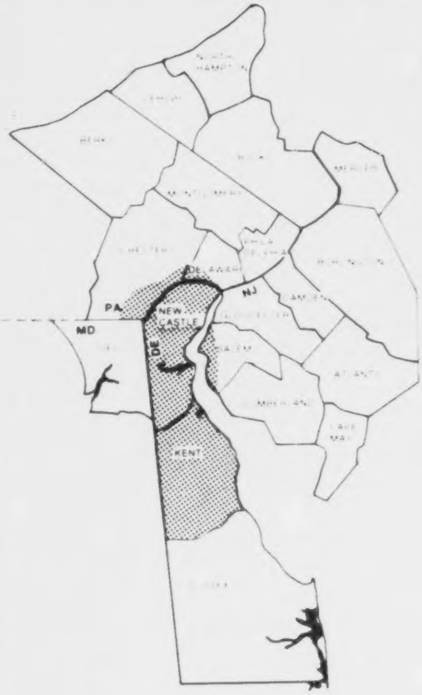
PA. (cont.) S&MM ESTIMATES	POPULATION—12/31/83								RETAIL SALES BY STORE GROUP 1983						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
JOHNSTOWN	**264.7**	**.1123**	**33.3**	**11.7**	**15.1**	**15.7**	**31.8**	**95.0**	**1,073,490**	**252,575**	**79,617**	**174,977**	**47,734**	**226,219**	**30,661**
Cambria	181.3	.0769	33.3	12.1	15.1	15.3	32.1	64.9	817,804	189,692	56,868	160,759	36,085	149,365	23,636
• Johnstown	33.9	.0144	37.2	11.3	14.2	13.8	38.2	14.0	169,319	34,972	12,464	22,193	10,526	56,428	5,347
Somerset	83.4	.0354	33.3	10.8	15.5	16.5	30.8	30.1	255,686	62,883	22,749	14,218	11,649	76,854	7,025
SUBURBAN TOTAL	230.8	.0979	32.8	11.8	15.5	15.9	30.7	81.0	904,171	217,603	67,153	152,784	37,208	169,791	25,314
LANCASTER	**376.7**	**.1599**	**31.5**	**12.8**	**16.5**	**17.7**	**26.4**	**132.9**	**1,819,924**	**434,554**	**161,537**	**184,895**	**106,311**	**318,434**	**50,563**
Lancaster	376.7	.1599	31.5	12.8	16.5	17.7	26.4	132.9	1,819,924	434,554	161,537	184,895	106,311	318,434	50,563
• Lancaster	55.1	.0234	30.2	16.1	16.8	14.0	28.0	21.5	281,074	52,296	33,607	39,009	28,509	26,084	4,994
SUBURBAN TOTAL	321.6	.1365	31.7	12.2	16.6	18.3	26.2	111.4	1,538,850	382,258	127,930	145,886	77,802	292,350	45,569
PHILADELPHIA	**4,725.1**	**2.0062**	**32.5**	**12.2**	**16.5**	**17.8**	**28.1**	**1,696.5**	**22,401,249**	**5,166,831**	**2,280,770**	**2,743,828**	**953,603**	**3,797,974**	**616,758**
Bucks	504.0	.2140	31.0	11.7	17.3	19.8	23.3	171.9	2,838,068	643,469	259,840	395,209	103,612	587,123	59,437
Bensalem Township	56.0	.0238	29.2	12.3	23.7	17.1	19.2	21.1	450,745	101,846	39,401	137,737	13,894	16,087	9,703
Bristol Township	60.4	.0256	29.2	13.3	17.7	16.9	22.9	19.4	177,571	76,999	19,388		3,979	35,304	5,332
Chester	331.8	.1409	31.7	11.9	17.3	20.1	24.1	114.7	1,412,742	350,587	108,168	124,307	61,764	286,466	41,599
Delaware	541.1	.2297	33.8	12.7	15.4	16.7	31.4	194.1	2,938,809	689,991	262,900	474,218	105,480	470,677	78,078
Chester	43.1	.0183	30.5	13.9	15.1	13.8	29.4	15.5	97,342	26,113	10,430	1,142	2,773	24,159	2,023
Haverford Township	52.1	.0221	35.0	12.0	14.9	16.7	33.4	17.7	140,688	42,211	13,923	3,331	2,896	6,766	3,739
Upper Darby Township	81.3	.0345	34.9	11.8	17.0	14.9	34.8	32.5	391,805	120,197	39,654	25,657	7,150	43,249	18,943
Montgomery	653.1	.2773	34.4	11.3	15.9	18.8	30.3	235.8	3,863,838	783,327	393,234	499,707	182,590	693,119	95,108
Abington Township	58.8	.0250	37.8	10.5	14.1	17.5	35.8	21.2	344,372	76,366	25,277	92,292	17,763	66,442	5,097
Lower Merion Township	59.4	.0252	39.0	11.7	12.7	18.7	36.7	22.4	528,526	92,819	76,621	47,781	45,194	103,132	17,911
• Norristown	35.6	.0151	32.0	13.2	18.1	16.1	28.5	13.1	180,107	39,598	14,981	26,506	7,789	14,245	9,112
Philadelphia	1,620.2	.6879	33.1	12.8	16.0	16.1	30.9	612.2	5,791,028	1,465,032	745,381	493,251	279,162	725,228	226,024
• Philadelphia	1,620.2	.6879	33.1	12.8	16.0	16.1	30.9	612.2	5,791,028	1,465,032	745,381	493,251	279,162	725,228	226,024
Burlington, N. J.	*381.4*	*.1619*	*30.4*	*12.9*	*17.5*	*19.8*	*22.1*	*125.4*	*1,860,940*	*374,583*	*191,450*	*292,066*	*55,357*	*423,231*	*28,433*
Camden, N. J.	*481.7*	*.2046*	*31.7*	*11.4*	*16.7*	*17.9*	*26.7*	*171.2*	*2,510,886*	*624,304*	*240,113*	*262,953*	*135,184*	*400,421*	*69,221*
• Camden	*82.0*	*.0348*	*26.6*	*12.4*	*14.6*	*14.5*	*23.3*	*28.0*	*163,859*	*39,194*	*17,761*	*3,334*	*11,191*	*26,964*	*10,159*
Cherry Hill Township	*72.2*	*.0307*	*35.5*	*9.4*	*13.0*	*23.7*	*27.1*	*23.7*	*733,890*	*167,826*	*72,096*	*103,122*	*51,266*	*163,367*	*9,812*



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Only the News-Journal papers deliver Delaware's affluent portion of the Philadelphia ADI with 75% household coverage in the Wilmington MSA. Philadelphia media deliver less than 4% of households. When it comes to selling these prime consumers in the Delaware market the News-Journal papers have it covered more completely than any other advertising media.

Per capita income	**$10,332***
Average household E.B.I.	**$28,692**
Median household E.B.I.	**$26,069**
Total retail sales	**$1,997,775,000**
Total food sales	**$439,259,000**

News-Journal papers

Gene Schwenk, National/Travel Advertising Manager
831 Orange St., Box 1111, Wilmington, DE 19899
800/235-9100, ext. 2244

Represented nationally by Gannett Newspaper Advertising Sales

*S&MM Survey of Buying Power, 1983

PA. (cont.)
S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/83 Total Population (Thousands)	% Of U.S.	Median Age of Pop	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	RETAIL SALES BY STORE GROUP 1983 Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/Furnish./Appliance ($000)	Automotive ($000)	Drug ($000)
Gloucester Township	*47.4*	*.0201*	*29.3*	*11.8*	*21.6*	*18.7*	*19.1*	*16.3*	*89,397*	*26,084*	*7,899*	*14,505*	*1,464*	*7,363*	*2,453*
Gloucester, N. J.	*211.8*	*.0899*	*30.4*	*12.4*	*17.3*	*18.4*	*23.6*	*71.2*	*1,184,938*	*235,538*	*79,684*	*202,117*	*30,454*	*211,709*	*18,858*
SUBURBAN TOTAL	2,987.3	1.2684	32.3	11.9	16.6	18.9	26.8	1,043.2	16,266,255	3,623,007	1,502,647	2,220,737	655,461	3,031,537	371,463
PHILADELPHIA - WILMINGTON - TRENTON CONSOLIDATED AREA	***5,702.5***	***2.4211***	***32.4***	***12.3***	***16.5***	***17.9***	***27.8***	***2,038.7***	***27,447,326***	***6,433,664***	***2,709,013***	***3,376,128***	***1,197,105***	***4,578,273***	***768,268***

OUR COMBINATION GIVES YOU A LOCK ON PHILADELPHIA

The Philadelphia Inquirer and Daily News offer enormous coverage of America's fourth largest market. One issue reaches over 1.9 million people. 54% of all PMSA adults. Five issues, 74%.

Successful marketing is no secret. All you need is the right combination.

THE PHILADELPHIA Inquirer AND PHILADELPHIA DAILY NEWS

The largest daily-combination buy in America

For your own lock on the market—in solid chrome—contact your nearest Knight-Ridder Newspaper Sales representative

SOURCE SMRB

PA. (cont.)

S&MM ESTIMATES

	POPULATION—12/31/83								RETAIL SALES BY STORE GROUP 1983						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
PITTSBURGH	**2,176.3**	**.9239**	**34.6**	**11.6**	**15.9**	**17.0**	**32.3**	**830.3**	**10,497,167**	**2,313,174**	**1,041,584**	**1,610,556**	**460,647**	**2,125,657**	**268,270**
Allegheny	1,399.5	.5942	34.7	12.1	16.0	16.8	32.8	545.1	7,186,793	1,563,688	778,782	1,131,123	315,328	1,427,189	196,559
● McKeesport	30.2	.0128	37.8	11.0	14.4	13.8	38.7	12.5	189,683	50,097	16,871	12,310	11,097	40,063	5,538
Penn Hills Township	56.6	.0240	33.3	11.2	16.7	18.3	28.9	20.0	311,946	118,996	20,300	27,486	7,105	76,609	9,596
● Pittsburgh	404.0	.1715	34.1	15.1	16.5	14.1	34.4	165.5	1,925,524	355,342	268,324	289,927	94,441	304,383	61,127
Fayette	161.9	.0687	34.0	10.5	14.9	15.9	32.7	59.2	752,103	178,424	52,064	144,091	24,939	140,324	18,645
Washington	219.2	.0930	34.6	11.3	15.1	17.4	31.9	80.5	903,211	213,122	57,800	100,171	39,534	209,099	16,015
Westmoreland	395.7	.1680	34.2	10.6	15.8	18.0	30.8	145.5	1,655,060	357,940	152,938	235,171	80,846	349,045	37,651
Hempfield Township	44.1	.0187	32.2	10.0	18.2	19.3	25.6	15.3	232,940	13,439	14,157	120,736	2,913	56,661	797
SUBURBAN TOTAL	1,742.1	.7396	34.6	10.8	15.8	17.7	31.7	652.3	8,381,960	1,907,735	756,389	1,308,319	355,089	1,781,211	201,605
PITTSBURGH - BEAVER VALLEY CONSOLIDATED AREA	***2,379.3***	***1.0100***	***34.5***	***11.6***	***15.8***	***17.1***	***32.2***	***903.6***	***11,288,197***	***2,520,796***	***1,103,550***	***1,769,449***	***487,700***	***2,247,150***	***291,149***
READING	**319.8**	**.1357**	**34.7**	**11.2**	**15.6**	**17.8**	**31.8**	**121.0**	**1,551,869**	**338,508**	**144,034**	**230,955**	**56,939**	**270,520**	**25,867**
Berks	319.8	.1357	34.7	11.2	15.6	17.8	31.8	121.0	1,551,869	338,508	144,034	230,955	56,939	270,520	25,867
● Reading	78.1	.0332	34.9	12.4	14.5	14.5	35.3	32.7	337,545	49,335	27,145	27,143	14,915	56,646	5,653
SUBURBAN TOTAL	241.7	.1025	34.7	10.8	16.0	18.9	30.6	88.3	1,214,324	289,173	116,589	203,812	42,024	213,874	20,214
SCRANTON - WILKES-BARRE	**738.1**	**.3133**	**35.8**	**11.2**	**14.7**	**16.6**	**34.3**	**275.4**	**3,147,686**	**819,421**	**297,112**	**405,237**	**108,882**	**513,122**	**95,903**
Columbia	64.4	.0273	32.6	15.1	14.8	16.7	29.8	23.1	252,556	67,998	12,887	29,553	6,139	38,720	7,887
Lackawanna	225.6	.0958	36.5	11.2	14.2	16.1	35.7	84.1	913,216	232,950	80,111	130,092	29,448	155,434	29,860
● Scranton	85.6	.0363	37.8	12.4	13.8	14.1	38.6	33.7	460,036	87,756	31,755	86,647	21,193	99,248	13,654
Luzerne	343.3	.1457	37.2	10.4	14.4	16.5	36.0	129.8	1,415,685	366,873	140,011	182,855	60,375	225,288	42,511
● Hazleton	26.7	.0113	41.3	10.2	12.7	15.7	41.1	10.9	257,298	89,669	29,426	27,759	12,837	27,231	9,197
● Wilkes-Barre	50.3	.0214	37.8	13.1	13.6	14.5	38.2	20.2	176,830	62,263	17,888	18,206	10,552	4,822	5,578
Monroe	75.6	.0321	33.7	11.8	16.3	18.1	29.8	28.4	450,171	110,259	58,646	54,815	10,328	71,245	11,855
Wyoming	29.2	.0124	30.8	10.1	17.2	17.3	25.5	10.0	116,058	41,341	5,457	7,922	2,592	22,435	3,790
SUBURBAN TOTAL	575.5	.2443	35.2	10.9	15.0	17.2	33.0	210.6	2,253,522	579,733	218,043	272,625	64,300	381,821	67,474
SHARON	**128.4**	**.0545**	**33.5**	**12.5**	**14.7**	**16.9**	**30.8**	**46.2**	**562,956**	**135,398**	**46,943**	**73,292**	**17,869**	**154,498**	**13,006**
Mercer	128.4	.0545	33.5	12.5	14.7	16.9	30.8	46.2	562,956	135,398	46,943	73,292	17,869	154,498	13,006
● Sharon	18.2	.0077	34.9	11.5	15.0	14.9	34.9	7.2	108,449	20,441	9,020	10,238	4,547	34,093	4,956
SUBURBAN TOTAL	110.2	.0468	33.2	12.7	14.7	17.2	30.2	39.0	454,507	114,957	37,923	63,054	13,322	120,405	8,050
STATE COLLEGE	**116.0**	**.0493**	**25.3**	**29.3**	**16.8**	**14.9**	**18.6**	**38.5**	**540,311**	**158,473**	**53,898**	**63,455**	**21,257**	**89,604**	**12,801**
Centre	116.0	.0493	25.3	29.3	16.8	14.9	18.6	38.5	540,311	158,473	53,898	63,455	21,257	89,604	12,801
● State College	36.5	.0155	22.7	62.5	13.6	6.3	10.0	10.3	206,741	53,570	32,079	20,603	7,672	27,985	3,947
SUBURBAN TOTAL	79.5	.0338	30.4	14.0	18.3	18.9	22.6	28.2	333,570	104,903	21,819	42,852	13,585	61,619	8,854
WILLIAMSPORT	**120.5**	**.0512**	**32.6**	**12.0**	**15.7**	**17.1**	**29.2**	**44.0**	**512,445**	**141,560**	**38,150**	**51,056**	**21,910**	**129,346**	**14,274**
Lycoming	120.5	.0512	32.6	12.0	15.7	17.1	29.2	44.0	512,445	141,560	38,150	51,056	21,910	129,346	14,274
● Williamsport	32.9	.0140	31.3	16.0	15.2	14.2	30.2	12.7	232,487	68,692	19,054	37,263	13,042	37,047	5,709
SUBURBAN TOTAL	87.6	.0372	33.1	10.4	16.1	18.2	28.7	31.3	279,958	72,868	19,096	13,793	8,868	92,299	8,565
YORK	**397.9**	**.1690**	**32.3**	**11.5**	**17.0**	**18.6**	**26.9**	**145.6**	**1,726,944**	**430,340**	**154,968**	**217,825**	**79,588**	**281,732**	**37,661**
Adams	72.8	.0309	31.2	13.3	16.4	17.5	26.2	25.2	240,753	65,574	29,333	11,646	12,091	38,839	4,516
York	325.1	.1381	32.6	11.1	17.2	18.8	27.1	120.4	1,486,191	364,766	125,635	206,179	67,497	242,893	33,145
● York	43.5	.0185	32.1	13.3	16.8	14.2	31.0	18.0	159,382	27,755	18,027	13,792	8,109	26,826	7,040
SUBURBAN TOTAL	354.4	.1505	32.4	11.3	17.1	19.1	26.4	127.6	1,567,562	402,585	136,941	204,033	71,479	254,906	30,621
OTHER COUNTIES															
Armstrong	78.6	.0334	34.2	11.1	14.7	16.5	32.4	29.3	245,989	69,696	21,197	22,563	10,436	56,801	8,501
Bedford	48.3	.0206	33.1	10.4	14.7	18.2	29.0	17.2	222,851	39,997	31,219	12,672	5,432	30,669	4,115
Bradford	64.8	.0275	31.6	10.6	15.4	17.8	26.9	23.0	259,806	61,257	10,981	21,953	7,400	74,043	9,162
Butler	154.0	.0654	31.1	12.9	16.7	17.6	25.8	53.5	630,122	134,160	61,474	63,266	22,398	136,572	15,095
Cameron	6.4	.0027	34.9	9.7	14.9	17.0	32.9	2.6	19,861	7,876	1,267	1,761	326	2,228	603
Clarion	45.4	.0193	29.6	17.7	14.1	16.4	26.0	15.1	169,206	43,716	14,028	8,875	5,662	36,312	3,830
Clearfield	84.4	.0358	32.6	10.8	15.1	16.7	29.7	30.1	440,627	99,198	20,303	34,624	14,394	107,213	10,469
Clinton	39.6	.0168	32.2	14.5	14.3	16.9	29.2	14.1	184,093	40,795	7,650	6,830	5,093	52,069	4,164
Crawford	91.5	.0389	32.2	11.7	15.4	16.9	28.8	32.7	354,813	79,097	29,675	38,847	11,817	79,575	12,076
Elk	38.5	.0164	32.6	10.8	14.4	17.1	29.4	13.4	117,695	34,339	6,854	10,223	4,479	21,778	3,681
Forest	5.1	.0022	36.8	9.1	13.7	17.4	34.9	1.9	15,258	3,879	2,349	377	258	2,907	
Franklin	117.4	.0498	32.8	11.0	16.0	18.5	28.0	42.7	457,705	117,235	43,116	42,885	11,888	89,131	18,328
Fulton	13.6	.0058	31.9	10.4	15.4	18.7	26.6	5.0	29,675	6,525	2,955	907	650	10,394	846
Greene	42.0	.0178	32.3	11.0	16.1	15.4	30.1	15.1	121,894	42,912	5,317	8,524	2,734	29,603	[illegible],459

Susquehanna
Wayne
Wyoming
LACKAWANNA
SCRANTON
Pike
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DAILY SUNDAY

85% COVERAGE

COMBINED DAILY AND SUNDAY OF LACKAWANNA CTY.

TURN TO LANDON FOR RESULTS (SEE PAGE B-26)

Source S&MM Survey of Buying Power 1983

STATISTICS
Population 225,600
Household 84,100
Retail Sales $1.7 billion
Food Sales $351 million
EBI $3.1 billion

PA. (cont.)
S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/83 Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	RETAIL SALES BY STORE GROUP 1983 Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/Furnish./Appliance ($000)	Automotive ($000)	Drug ($000)
Huntingdon	43.3	.0184	32.1	12.3	15.9	17.6	27.9	15.0	120,830	36,446	9,816	7,436	1,946	27,714	3,553
Indiana	95.6	.0406	29.0	18.7	15.5	15.0	25.8	32.0	353,169	84,446	29,130	46,523	11,994	91,359	6,548
Jefferson	50.1	.0213	33.4	11.1	14.8	16.6	31.0	18.5	185,294	39,590	13,470	11,822	5,327	43,914	6,672
Juniata	20.2	.0086	32.8	10.6	15.6	18.2	28.3	7.2	48,038	11,909	2,060	1,956	1,864	14,985	741
Lawrence	106.6	.0453	34.1	12.0	14.9	16.6	32.1	38.5	424,486	133,398	27,461	43,848	12,552	94,029	16,797
McKean	50.1	.0213	34.1	10.6	13.9	16.4	32.3	18.5	189,798	48,904	13,858	13,436	4,527	51,419	7,327
Mifflin	47.4	.0201	33.7	9.9	14.9	18.1	30.0	17.4	183,044	44,475	14,971	15,082	4,648	30,781	6,841
Montour	16.9	.0072	34.8	11.0	15.0	17.6	32.2	5.8	60,526	12,363	8,371	1,988	2,742	17,884	2,620
Northumberland	100.7	.0428	36.4	9.7	14.4	17.0	34.8	39.1	420,218	93,206	29,985	32,269	11,646	81,899	19,400
Pike	20.9	.0089	40.1	7.7	13.6	17.3	39.0	8.3	51,480	7,458	12,260	1,667	2,488	4,984	253
Potter	18.3	.0077	32.4	10.0	14.4	17.0	29.2	6.5	45,033	20,513	2,111	620	1,867	4,749	2,358
Schuylkill	160.5	.0682	38.0	9.4	13.9	16.3	37.1	62.0	518,891	116,326	33,963	81,074	17,238	92,829	21,225
Snyder	35.2	.0149	30.9	14.0	16.7	17.9	25.3	11.8	136,271	22,021	12,741	17,654	2,974	33,033	3,486
Sullivan	6.4	.0027	34.3	11.5	13.3	15.0	34.1	2.2	10,729	3,530	1,573	717	236	2,395	169
Susquehanna	39.5	.0168	33.0	9.8	15.1	18.1	28.8	13.9	111,419	30,600	10,030	1,350	3,156	22,805	2,671
Tioga	41.5	.0176	31.1	13.5	14.2	17.7	26.7	14.3	137,166	31,312	9,745	9,778	3,565	33,166	4,718
Union	34.3	.0146	30.5	17.3	16.7	17.9	24.6	10.7	136,091	42,811	15,047	8,609	4,123	22,216	7,301
Venango	65.5	.0278	32.9	10.6	16.3	17.4	29.2	23.7	221,413	59,214	14,679	22,122	6,339	51,129	6,335
Warren	47.7	.0203	33.9	10.0	15.2	18.0	30.3	17.3	507,700	26,558	11,427	13,337	4,236	36,326	4,584
Wayne	37.7	.0160	34.6	9.3	14.6	16.9	32.6	13.8	149,309	42,834	9,464	9,676	2,857	21,228	5,249
TOTAL METRO COUNTIES	**10,048.6**	**4.2661**	**33.4**	**12.1**	**16.0**	**17.3**	**30.2**	**3,709.8**	**47,071,284**	**11,025,202**	**4,607,079**	**6,194,484**	**2,031,450**	**8,393,727**	**1,295,153**
TOTAL STATE	**11,916.6**	**5.0596**	**33.4**	**12.1**	**15.8**	**17.3**	**30.1**	**4,382.0**	**54,351,789**	**12,713,798**	**5,147,626**	**6,809,755**	**2,240,742**	**9,901,866**	**1,517,330**

PA.
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1983

% of Hslds. by EBI Group:
(A) $10,000–$19,999
(B) $20,000–$34,999
(C) $35,000–$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
ALLENTOWN - BETHLEHEM	**6,757,365**	**25,473**	**21.9**	**34.0**	**19.6**	**9.1**	**.2835**
Carbon	451,620	19,883	29.4	35.1	11.3	3.2	.0185
Lehigh	3,121,370	27,179	20.3	32.7	21.8	11.0	.1357
• Allentown	1,083,300	22,464	23.9	31.4	17.2	7.1	.0501
Northampton	2,258,634	24,726	22.3	35.2	18.2	7.7	.0911
• Bethlehem	523,821	23,193	23.1	31.1	17.3	8.4	.0318

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PA. (cont.)
S&MM ESTIMATES

$$ EFFECTIVE BUYING INCOME 1983

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
• Easton	198,455	17,557	27.7	30.6	9.7	3.8	.0095
Warren, N. J.	*925,741*	*26,904*	*20.6*	*34.6*	*21.4*	*10.5*	*.0382*
SUBURBAN TOTAL	4,752,589	26,985	20.7	35.4	21.2	10.1	.1921
ALTOONA	**1,127,899**	**20,147**	**28.5**	**34.7**	**11.9**	**3.8**	**.0523**
Blair	1,127,899	20,147	28.5	34.7	11.9	3.8	.0523
• Altoona	451,984	18,774	28.9	31.9	11.5	3.4	.0221
SUBURBAN TOTAL	675,915	21,084	28.1	36.7	12.3	4.1	.0302
BEAVER COUNTY	**2,044,620**	**27,112**	**19.2**	**34.6**	**21.6**	**8.7**	**.0812**
Beaver	2,044,620	27,112	19.2	34.6	21.6	8.7	.0812
SUBURBAN TOTAL	2,044,620	27,112	19.2	34.6	21.6	8.7	.0812
ERIE	**2,680,842**	**23,964**	**23.3**	**35.2**	**17.3**	**7.3**	**.1138**
Erie	2,680,842	23,964	23.3	35.2	17.3	7.3	.1138
• Erie	1,058,621	21,058	25.4	33.1	14.3	5.1	.0447
Millcreek Township	523,800	28,449	20.3	36.9	21.8	12.2	.0260
SUBURBAN TOTAL	1,622,221	26,181	21.5	36.7	19.8	9.1	.0691
HARRISBURG - LEBANON - CARLISLE	**6,060,330**	**25,553**	**22.0**	**35.3**	**19.6**	**9.2**	**.2603**
Cumberland	2,061,222	27,298	20.4	35.9	21.6	10.8	.0916
• Carlisle	201,149	21,895	26.0	31.7	15.2	8.2	.0117
Dauphin	2,651,610	25,831	21.3	32.8	20.5	10.4	.1120
• Harrisburg	479,369	18,451	27.3	27.7	12.0	6.2	.0214
Lebanon	1,037,400	23,752	24.5	38.1	16.7	5.7	.0440
• Lebanon	234,703	18,989	29.6	31.7	11.5	4.2	.0109
Perry	310,098	21,427	28.8	39.2	12.2	2.9	.0127
SUBURBAN TOTAL	5,145,109	26,919	20.8	36.4	21.3	9.9	.2163
JOHNSTOWN	**1,979,873**	**18,664**	**29.9**	**34.0**	**9.1**	**3.1**	**.0922**
Cambria	1,368,647	18,915	28.9	34.4	9.6	3.1	.0655
• Johnstown	234,410	14,416	31.2	27.2	5.7	1.1	.0122
Somerset	611,226	18,163	31.5	33.4	8.1	3.0	.0267
SUBURBAN TOTAL	1,745,463	19,421	29.5	35.3	9.7	3.4	.0800
LANCASTER	**3,653,034**	**24,888**	**23.5**	**36.5**	**18.3**	**8.0**	**.1564**
Lancaster	3,653,034	24,988	23.5	36.5	18.3	8.0	.1564
• Lancaster	447,196	18,161	31.9	31.4	10.9	2.4	.0214
SUBURBAN TOTAL	3,205,838	26,230	21.9	37.6	19.7	9.1	.1350

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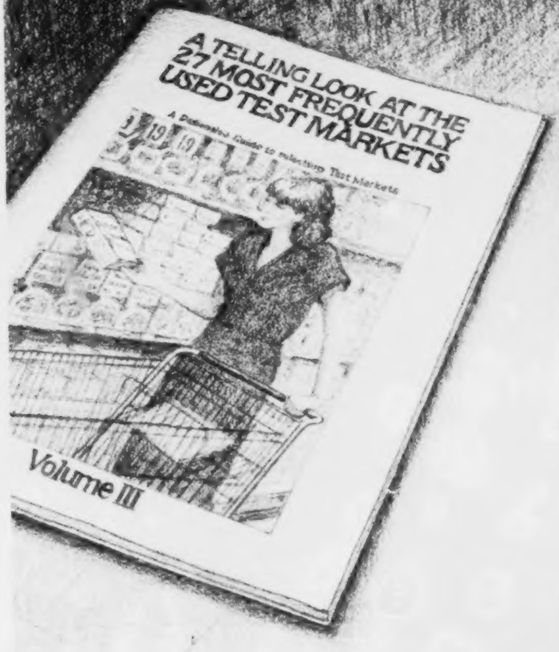
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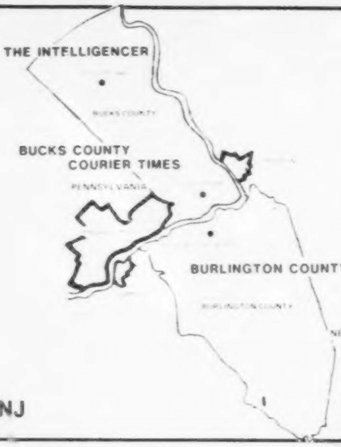

PA. (cont.)
S&MM ESTIMATES

$$ EFFECTIVE BUYING INCOME 1983

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
PHILADELPHIA	**49,893,505**	**26,120**	**20.5**	**30.3**	**19.9**	**12.6**	**2.0387**
Bucks	5,541,141	30,329	17.1	33.6	24.9	14.2	.2336
Bensalem Township	587,466	26,546	21.2	36.0	21.3	8.5	.0288
Bristol Township	568,373	28,319	18.4	38.5	24.5	8.1	.0218
Chester	4,008,265	31,402	17.2	30.2	23.9	18.9	.1499
Delaware	6,016,218	27,947	19.8	31.4	21.5	14.0	.2495
Chester	310,232	16,648	26.9	25.9	12.3	3.3	.0128
Haverford Township	632,706	32,997	16.1	29.8	25.3	20.3	.0216
Upper Darby Township	882,242	24,487	23.7	33.5	18.2	9.5	.0358
Montgomery	8,606,968	31,851	16.5	30.9	23.4	20.1	.3378
Abington Township	824,811	33,004	15.6	31.0	22.7	23.0	.0314
Lower Merion Township	1,142,404	40,947	13.0	21.7	17.8	39.8	.0429
• Norristown	320,730	21,454	28.0	32.7	15.3	5.8	.0145
Philadelphia	14,425,359	19,848	24.2	28.1	14.5	7.2	.5937
• Philadelphia	14,425,359	19,848	24.2	28.1	14.5	7.2	.5937
Burlington, N. J.	*4,202,746*	*30,456*	*17.9*	*32.4*	*24.6*	*15.5*	*.1696*
Camden, N. J.	*4,966,329*	*25,986*	*20.9*	*30.1*	*19.9*	*12.6*	*.2111*
• Camden	*472,831*	*13,615*	*29.7*	*22.8*	*7.2*	*2.1*	*.0213*
Cherry Hill Township	*1,008,941*	*40,472*	*11.4*	*21.6*	*27.7*	*32.6*	*.0464*
Gloucester Township	*497,438*	*29,075*	*18.5*	*35.2*	*24.1*	*11.7*	*.0170*
Gloucester, N. J.	*2,126,479*	*28,641*	*19.1*	*33.2*	*23.9*	*11.2*	*.0935*
SUBURBAN TOTAL	34,674,585	30,123	17.9	31.7	23.6	16.1	1.4092
PHILADELPHIA - WILMINGTON - TRENTON CONSOLIDATED AREA	***60,427,661***	***26,343***	***20.4***	***30.1***	***20.1***	***12.9***	***2.4754***

S&MM ESTIMATES

$$ EFFECTIVE BUYING INCOME 1983

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
PITTSBURGH	**22,612,947**	**24,366**	**22.1**	**32.4**	**18.0**	**9.4**	**.9357**
Allegheny	15,548,572	25,371	21.2	31.2	19.1	11.1	.6344
• McKeesport	280,779	18,937	25.0	27.3	14.6	5.7	.0134
Penn Hills Township	605,703	28,881	17.6	37.8	24.1	10.8	.0257
• Pittsburgh	3,915,788	19,290	25.2	28.2	13.1	7.1	.1671
Fayette	1,190,883	18,061	26.9	32.1	10.1	2.8	.0583
Washington	2,062,826	23,586	23.5	33.7	17.4	7.2	.0858
Westmoreland	3,810,666	24,226	22.9	35.6	17.7	7.1	.1572
Hempfield Township	442,607	27,342	19.6	39.1	21.9	8.2	.0191
SUBURBAN TOTAL	18,416,380	25,688	21.2	33.5	19.3	10.1	.7552
PITTSBURGH - BEAVER VALLEY CONSOLIDATED AREA	***24,657,567***	***24,589***	***21.9***	***32.5***	***18.3***	***9.4***	***1.0169***
READING	**3,167,859**	**23,928**	**23.3**	**35.0**	**17.5**	**7.1**	**.1344**
Berks	3,167,859	23,928	23.3	35.0	17.5	7.1	.1344
• Reading	657,519	17,209	28.0	29.4	10.4	3.1	.0293
SUBURBAN TOTAL	2,510,340	26,386	21.6	37.1	20.1	8.5	.1051
SCRANTON - WILKES-BARRE	**6,542,792**	**20,929**	**28.4**	**33.5**	**13.8**	**5.2**	**.2829**
Columbia	546,236	20,980	29.0	35.0	13.2	4.7	.0237
Lackawanna	1,965,363	20,398	28.4	32.4	13.6	5.0	.0845
• Scranton	714,068	18,139	29.3	30.0	11.6	3.5	.0342
Luzerne	3,096,420	21,001	28.4	33.3	13.9	5.4	.1314
• Hazleton	254,252	19,828	30.1	30.8	13.2	5.5	.0142
• Wilkes-Barre	429,474	17,858	29.2	29.3	11.2	3.9	.0180
Monroe	709,086	22,281	27.5	35.3	15.0	5.9	.0331

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Nationally Marketed By **LANDON**

PA. (cont.)
S&MM ESTIMATES

EFFECTIVE BUYING INCOME
1983

% of Hslds by EBI Group:
(A) $10,000–$19,999
(B) $20,000–$34,999
(C) $35,000–$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	A	B	C	D	Buying Power Index
Wyoming	225,687	20,460	29.5	36.5	11.5	3.5	.0102
SUBURBAN TOTAL	5,144,998	21,716	28.0	34.6	14.4	5.6	.2165
SHARON	**1,136,910**	**22,741**	**24.4**	**36.5**	**15.2**	**5.3**	**.0496**
Mercer	1,136,910	22,741	24.4	36.5	15.2	5.3	.0496
• Sharon	161,476	19,981	25.4	31.6	14.5	3.9	.0078
SUBURBAN TOTAL	975,434	23,161	24.2	37.4	15.3	5.6	.0418
STATE COLLEGE	**939,345**	**20,329**	**27.4**	**31.7**	**13.0**	**6.1**	**.0437**
Centre	939,345	20,329	27.4	31.7	13.0	6.1	.0437
• State College	239,581	13,863	30.3	18.0	9.3	7.1	.0135
SUBURBAN TOTAL	699,764	22,385	26.4	36.7	14.4	5.8	.0302
WILLIAMSPORT	**1,049,863**	**21,255**	**27.5**	**34.9**	**13.7**	**4.9**	**.0457**
Lycoming	1,049,863	21,255	27.5	34.9	13.7	4.9	.0457
• Williamsport	275,558	17,882	30.0	29.6	10.2	4.4	.0146
SUBURBAN TOTAL	774,305	22,605	26.6	37.0	15.1	5.1	.0311
YORK	**3,875,938**	**24,753**	**22.7**	**37.2**	**18.0**	**6.9**	**.1608**
Adams	626,017	22,693	25.8	38.5	14.3	5.3	.0258
York	3,249,921	25,265	22.0	37.0	18.7	7.3	.1350
• York	363,905	17,177	28.1	29.6	10.2	3.0	.0155
SUBURBAN TOTAL	3,512,033	25,737	21.9	38.3	19.1	7.5	.1453
OTHER COUNTIES							
Armstrong	665,515	20,892	26.1	35.1	13.4	3.9	.0271
Bedford	370,225	18,980	30.0	32.7	10.5	4.0	.0177
Bradford	505,091	19,950	28.3	34.6	11.6	3.7	.0229
Butler	1,375,591	23,921	23.1	37.8	16.6	6.0	.0584
Cameron	48,130	16,883	35.0	30.1	8.3	.7	.0021
Clarion	349,439	20,349	27.2	32.9	13.8	4.2	.0157
Clearfield	681,625	20,253	28.3	34.2	12.3	4.2	.0329
Clinton	278,484	17,876	32.9	33.8	6.9	2.1	.0140
Crawford	753,179	20,350	28.8	34.1	12.6	4.2	.0327
Elk	347,347	23,494	24.4	36.9	16.2	6.4	.0137
Forest	40,213	18,867	31.5	33.3	10.6	2.7	.0018
Franklin	1,049,035	22,518	26.9	37.1	15.7	4.5	.0440
Fulton	95,992	17,536	32.2	33.0	6.9	1.9	.0040
Greene	313,010	18,738	27.7	33.2	10.8	2.7	.0133
Huntingdon	308,105	18,136	31.0	33.1	9.2	2.4	.0134
Indiana	761,466	21,024	26.6	34.4	13.6	4.7	.0333
Jefferson	438,950	21,114	26.7	34.2	13.2	5.5	.0185
Juniata	147,208	18,033	33.6	32.6	8.8	2.3	.0060
Lawrence	955,801	22,668	23.5	34.4	16.2	6.0	.0402
McKean	443,309	21,422	26.5	33.8	14.3	5.6	.0185
Mifflin	359,140	18,531	28.6	33.1	10.3	2.6	.0164
Montour	162,367	24,158	24.6	35.0	18.3	8.3	.0065
Northumberland	756,199	17,146	32.6	31.3	8.1	2.1	.0354
Pike	189,493	19,788	30.4	32.0	11.8	5.6	.0071
Potter	131,322	18,198	29.7	33.6	8.7	2.7	.0055
Schuylkill	1,296,076	18,425	31.8	32.9	9.5	3.1	.0546
Snyder	275,325	20,798	29.7	38.0	11.2	3.4	.0123
Sullivan	44,396	17,382	35.0	29.8	8.5	3.0	.0018
Susquehanna	309,592	19,953	29.5	34.0	11.9	3.9	.0128
Tioga	299,820	18,539	29.9	33.1	9.6	3.1	.0134
Union	290,424	23,313	26.1	36.0	16.1	6.8	.0126
Venango	591,430	22,969	23.7	37.0	14.9	5.8	.0239
Warren	390,374	20,473	29.2	36.1	11.7	3.6	.0252
Wayne	273,894	16,941	34.7	29.8	7.6	3.1	.0129
TOTAL METRO COUNTIES	**101,301,827**	**24,299**	**22.5**	**32.6**	**17.9**	**9.5**	**4.2188**
TOTAL STATE	**116,599,394**	**23,599**	**23.5**	**32.8**	**17.1**	**8.6**	**4.8894**

RHODE ISLAND

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S&MM ESTIMATES

POPULATION—12/31/83

RETAIL SALES BY STORE GROUP
1983

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group: 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/Furnish./Appliance ($000)	Automotive ($000)	Drug ($000)
PROVIDENCE - PAWTUCKET - WOONSOCKET	**872.3**	**.3704**	**33.2**	**13.0**	**16.1**	**16.5**	**30.6**	**320.8**	**4,500,321**	**1,034,612**	**477,580**	**540,140**	**162,945**	**553,295**	**147,632**
Bristol	47.3	.0201	34.1	12.8	14.3	18.0	30.7	15.9	166,925	48,561	17,469	2,405	5,749	31,230	6,948
Kent	158.2	.0671	33.0	11.1	16.7	18.1	28.6	56.9	1,056,545	219,898	103,935	279,226	21,298	117,925	26,010
Warwick	88.9	.0377	34.2	10.8	16.1	17.6	31.1	32.3	769,360	137,372	74,372	272,792	15,184	68,560	13,215

It takes 2 buys to dominate the Providence ADI

... PANN (the Providence Area Newspaper Network) and the Providence Journal-Bulletin. Together they dominate the ADI with 62% coverage. The PANN Newspaper Network (7 strong daily newspapers) covers 24% of the ADI households with 132,930 ADI circulation; with a total circulation of ????

FALLRIVER HERALD NEWS (MASS.)/NEWPORT NEWS/PAWTUCKET TIMES/WESTERLY SUN/
WEST WARWICK PAWTUXET VALLY DAILY TIMES/WILLIMANTIC CHRONICLE (CONN.)/
WOONSOCKET CALL

TURN TO
LANDON
FOR RESULTS
(SEE PAGE B-26)

pann
PROVIDENCE AREA NEWSPAPER NETWORK

R.I. (cont.)
S&MM ESTIMATES

POPULATION—12/31/83

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)
Providence	569.4	.2418	33.9	13.1	15.7	15.9	32.3	214.3
Cranston	72.4	.0307	37.6	11.0	15.3	16.5	36.4	26.9
East Providence	52.6	.0223	35.4	11.3	15.2	16.3	34.1	19.7
• Pawtucket	71.1	.0302	35.0	12.2	15.2	15.2	34.8	28.8
• Providence	154.2	.0655	31.7	17.3	16.1	13.6	31.1	60.7
• Woonsocket	46.0	.0195	33.2	11.4	15.3	14.7	32.5	17.8
Washington	97.4	.0414	29.9	15.7	18.2	16.9	23.8	33.7
SUBURBAN TOTAL	601.0	.2552	33.4	12.2	16.1	17.5	29.9	213.5
OTHER COUNTIES								
Newport	82.0	.0348	31.4	12.8	18.1	17.7	25.9	29.7
TOTAL METRO COUNTIES	**872.3**	**.3704**	**33.2**	**13.0**	**16.1**	**16.5**	**30.6**	**320.8**
TOTAL STATE	**954.3**	**.4052**	**33.0**	**13.0**	**16.3**	**16.6**	**30.2**	**350.5**

RETAIL SALES BY STORE GROUP 1983

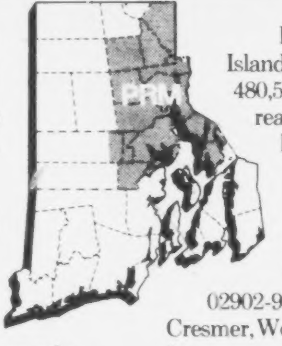
METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/Furnish./Appliance ($000)	Automotive ($000)	Drug ($000)
Providence	2,736,375	645,279	292,209	226,911	116,406	338,057	97,615
Cranston	286,850	63,792	39,471	15,575	19,114	24,388	17,200
East Providence	298,649	62,760	23,463	13,635	15,754	71,120	12,471
• Pawtucket	411,451	88,817	25,585	44,423	13,570	65,764	15,936
• Providence	801,514	132,947	89,231	71,988	43,768	100,097	25,029
• Woonsocket	218,970	54,827	23,605	15,432	10,081	29,207	9,540
Washington	540,476	120,874	63,967	31,598	19,492	66,083	17,059
SUBURBAN TOTAL	3,068,386	758,021	339,159	408,297	95,526	358,227	97,127
OTHER COUNTIES							
Newport	412,679	85,202	73,315	24,448	9,004	50,351	14,162
TOTAL METRO COUNTIES	**4,500,321**	**1,034,612**	**477,580**	**540,140**	**162,945**	**553,295**	**147,632**
TOTAL STATE	**4,913,000**	**1,119,814**	**550,895**	**564,588**	**171,949**	**603,646**	**161,794**

R.I.
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1983

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
PROVIDENCE - PAWTUCKET - WOONSOCKET	**8,514,910**	**23,313**	**23.2**	**32.2**	**16.8**	**8.6**	**.3706**
Bristol	464,277	25,048	22.6	33.6	17.2	11.6	.0182
Kent	1,637,848	26,482	20.0	35.4	20.1	10.1	.0753
Warwick	942,441	26,967	19.3	35.8	20.4	10.4	.0472
Providence	5,434,328	21,818	24.2	30.8	15.6	7.7	.2341
Cranston	772,031	25,356	21.9	33.0	19.3	9.8	.0300
East Providence	523,772	24,379	23.4	34.4	17.9	7.9	.0233
• Pawtucket	657,789	20,254	25.9	32.1	13.5	5.1	.0306
• Providence	1,352,425	16,974	27.7	25.8	10.6	6.0	.0624
• Woonsocket	390,107	18,915	25.4	30.1	12.9	4.5	.0178
Washington	978,457	25,814	22.2	35.1	19.0	10.2	.0430
SUBURBAN TOTAL	6,114,589	25,855	21.3	34.2	19.4	10.2	.2598
OTHER COUNTIES							
Newport	873,228	25,247	22.2	32.2	19.6	10.2	.0362
TOTAL METRO COUNTIES	**8,514,910**	**23,313**	**23.2**	**32.2**	**16.8**	**8.6**	**.3706**
TOTAL STATE	**9,388,138**	**23,471**	**23.1**	**32.2**	**17.1**	**8.7**	**.4068**

BIG #'s, %'s, $'s



In Rhode Island's Primary Retail Market (PRM), the daily Journal-Bulletin is read by 368,600 adults for 74.1% reach and the Sunday Journal is read by 414,300 adults for 83.2% reach. Retail sales here amount to over $2,900,000,000.

And the PRM is where the action is: 72.5% of Rhode Island households, 71.1% of retail sales, 78.0% of automotive sales, 80.5% of furniture/furnishings/appliance sales, 83.0% of general merchandise and department store sales, 62.7% of eating and drinking sales, and 73.0% of drugstore sales.

In the entire state of Rhode Island, the Journal-Bulletin has 480,500 adult readers for 66.5% reach and the Sunday Journal has 572,700 adult readers for 79.3% reach.

Write or call Bill Peckham, General Advertising Manager, Providence Journal Co., 75 Fountain St., Providence. RI 02902-9985 (401) 277-7172, or contact Cresmer, Woodward, O'Mara & Ormsbee, Inc.

Source: Scarborough's National Newspaper Audience Ratings Study, 1983 Providence Market.

The Providence Journal-Bulletin

Represented nationally by Cresmer, Woodward, O'Mara & Ormsbee, Inc.
Member, Metropolitan Sunday Newspaper, Inc.

SOUTH CAROLINA

S.C. S&MM ESTIMATES	POPULATION—12/31/83								RETAIL SALES BY STORE GROUP 1983						
				% of Population by Age Group											
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
ANDERSON	**142.9**	**.0606**	**32.1**	**11.2**	**16.5**	**19.2**	**26.0**	**52.0**	**659,167**	**151,650**	**41,448**	**76,585**	**37,550**	**144,491**	**22,542**
Anderson	142.9	.0606	32.1	11.2	16.5	19.2	26.0	52.0	659,167	151,650	41,448	76,585	37,550	144,491	22,542
• Anderson	27.8	.0118	33.8	13.2	14.4	15.3	32.9	10.9	402,078	57,229	29,946	71,142	20,434	96,665	11,095
SUBURBAN TOTAL	115.1	.0488	31.7	10.7	16.9	20.2	24.3	41.1	257,089	94,421	11,502	5,443	17,116	47,826	11,447
CHARLESTON	**473.7**	**.2011**	**27.4**	**16.9**	**19.0**	**17.1**	**18.4**	**156.6**	**1,824,946**	**394,904**	**174,511**	**240,844**	**83,964**	**343,572**	**54,047**
Berkeley	111.7	.0474	26.4	13.8	19.7	16.4	14.6	36.0	187,911	77,675	10,734	9,775	6,295	21,744	7,212
Charleston	291.4	.1237	27.6	19.3	18.8	15.9	20.1	97.4	1,449,404	258,241	154,939	216,930	69,297	277,573	39,898
• Charleston	72.0	.0306	30.0	18.8	17.1	14.2	27.3	26.6	496,205	80,094	64,228	64,671	26,144	92,987	12,156
North Charleston	67.3	.0286	23.9	31.0	20.8	12.5	12.0	19.8	422,621	63,376	47,013	52,709	31,511	71,499	4,483
Dorchester	70.6	.0300	28.2	11.7	18.9	20.2	17.0	23.2	187,631	58,988	8,838	14,139	8,372	44,255	6,937
SUBURBAN TOTAL	401.7	.1705	27.0	16.5	19.5	17.6	16.8	129.8	1,328,741	314,810	110,283	176,173	57,820	250,585	41,891
CHARLOTTE - GASTONIA - ROCK HILL	**1,013.3**	**.4303**	**31.2**	**12.2**	**17.8**	**19.1**	**24.2**	**368.8**	**5,201,020**	**1,169,608**	**428,327**	**629,358**	**259,070**	**1,211,510**	**194,261**
York	114.1	.0485	29.9	13.0	17.3	18.8	22.5	38.7	475,239	124,135	52,179	46,012	14,117	97,674	19,497
• Rock Hill	36.7	.0156	28.6	17.5	16.5	15.0	24.5	12.6	336,063	86,139	37,612	40,193	9,967	63,712	13,408
Cabarrus, N. C.	*89.7*	*.0381*	*33.3*	*10.8*	*16.1*	*19.3*	*28.0*	*32.5*	*435,437*	*84,389*	*30,314*	*41,074*	*30,830*	*111,702*	*17,824*
Gaston, N. C.	*165.5*	*.0703*	*31.6*	*11.3*	*16.9*	*18.9*	*25.3*	*58.6*	*789,792*	*205,733*	*50,159*	*108,801*	*29,712*	*202,643*	*30,378*
• *Gastonia*	*47.8*	*.0203*	*32.9*	*10.8*	*16.3*	*17.4*	*29.1*	*17.7*	*527,306*	*85,566*	*41,753*	*82,273*	*15,389*	*170,300*	*15,030*
Lincoln, N. C.	*45.8*	*.0194*	*31.8*	*10.7*	*17.2*	*20.0*	*24.4*	*16.4*	*152,312*	*42,859*	*10,892*	*11,910*	*8,392*	*29,853*	*5,989*
Mecklenburg, N. C.	*420.9*	*.1787*	*30.7*	*12.9*	*19.7*	*19.4*	*22.1*	*159.6*	*2,661,231*	*525,804*	*237,877*	*381,916*	*140,569*	*625,732*	*93,084*
• *Charlotte*	*339.6*	*.1442*	*30.6*	*12.8*	*20.1*	*18.6*	*22.5*	*132.1*	*2,095,594*	*372,693*	*208,775*	*297,529*	*134,709*	*513,385*	*85,120*
Rowan, N. C.	*101.3*	*.0430*	*34.1*	*11.5*	*15.6*	*18.0*	*30.6*	*37.8*	*398,556*	*115,364*	*27,743*	*26,310*	*18,193*	*72,662*	*15,190*
Union, N. C.	*76.0*	*.0323*	*30.0*	*12.1*	*17.0*	*19.6*	*21.8*	*25.2*	*288,453*	*71,324*	*19,163*	*13,335*	*17,257*	*71,244*	*12,299*
SUBURBAN TOTAL	589.2	.2502	31.7	11.6	16.8	19.8	24.7	206.4	2,242,057	625,210	140,187	209,363	98,005	464,113	80,703
COLUMBIA	**434.9**	**.1846**	**28.5**	**16.8**	**19.8**	**17.6**	**19.[illegible]**	**149.8**	**2,062,691**	**394,876**	**195,245**	**277,900**	**95,026**	**430,668**	**64,156**
Lexington	156.9	.0666	29.8	11.8	19.2	20.8	19.2	56.0	528,956	153,434	52,062	38,673	12,805	104,665	10,906
Richland	278.0	.1180	27.8	19.6	20.1	15.8	19.8	93.8	1,533,735	241,442	143,183	239,227	82,221	326,003	53,250
• Columbia	102.1	.0434	26.6	27.9	19.0	11.8	22.3	32.7	785,897	67,934	76,355	123,455	65,379	216,062	35,012
SUBURBAN TOTAL	332.8	.1412	29.1	13.4	20.1	19.4	18.7	117.1	1,276,794	326,942	118,890	154,445	29,647	214,606	29,144
FLORENCE	**116.2**	**.0494**	**29.4**	**11.8**	**17.8**	**18.1**	**21.9**	**39.4**	**537,419**	**109,834**	**35,022**	**69,122**	**24,738**	**100,800**	**13,308**
Florence	116.2	.0494	29.4	11.8	17.8	18.1	21.9	39.4	537,419	109,834	35,022	69,122	24,738	100,800	13,308
• Florence	31.3	.0133	30.4	11.5	18.0	16.4	25.4	11.3	329,151	61,582	23,757	45,584	15,903	65,643	10,043
SUBURBAN TOTAL	84.9	.0361	29.0	11.9	17.7	18.7	20.7	28.1	208,268	48,252	11,265	23,538	8,835	35,157	3,265
GREENVILLE - SPARTANBURG	**599.3**	**.2543**	**31.0**	**13.3**	**17.3**	**18.9**	**24.2**	**217.1**	**2,901,080**	**608,934**	**280,814**	**339,409**	**120,224**	**607,460**	**109,953**
Greenville	302.3	.1283	31.0	13.0	17.6	19.0	24.0	111.4	1,534,326	281,052	147,426	216,664	62,548	317,154	53,594
• Greenville	58.2	.0247	31.6	16.3	17.0	14.6	29.6	23.2	688,090	63,691	70,484	135,708	46,164	132,323	28,726
Pickens	85.1	.0361	28.8	18.8	16.4	17.9	22.0	29.1	320,839	85,133	33,340	12,480	13,781	74,539	15,250
Spartanburg	211.9	.0399	31.8	11.6	17.0	19.1	25.5	76.6	1,045,915	242,749	100,048	110,265	43,895	215,767	41,109
• Spartanburg	44.1	.0187	31.9	13.9	16.7	15.6	29.2	16.8	640,107	156,472	73,630	53,054	19,249	130,145	28,714
SUBURBAN TOTAL	497.0	.2109	30.9	12.9	17.3	19.7	23.2	177.1	1,572,883	388,771	136,700	150,647	54,811	344,992	52,513
OTHER COUNTIES															
Abbeville	23.1	.0098	31.5	12.7	15.3	16.8	27.8	8.2	50,581	21,672	2,670	2,894	1,805	8,165	3,382
☐ Aiken	110.3	.0468	31.0	11.4	16.3	18.5	24.9	40.3	421,762	115,120	27,959	44,303	11,903	76,967	17,854
Allendale	11.0	.0047	29.5	10.6	16.5	14.9	26.0	3.6	22,309	6,767	1,745	555	929	2,885	1,622
Bamberg	18.5	.0079	28.3	14.9	14.9	15.0	25.1	5.9	44,479	15,056	2,140	5,875	1,242	5,418	1,683
Barnwell	20.4	.0087	29.4	11.0	16.3	16.2	24.6	6.9	64,931	24,435	2,498	2,824	3,282	16,136	1,845

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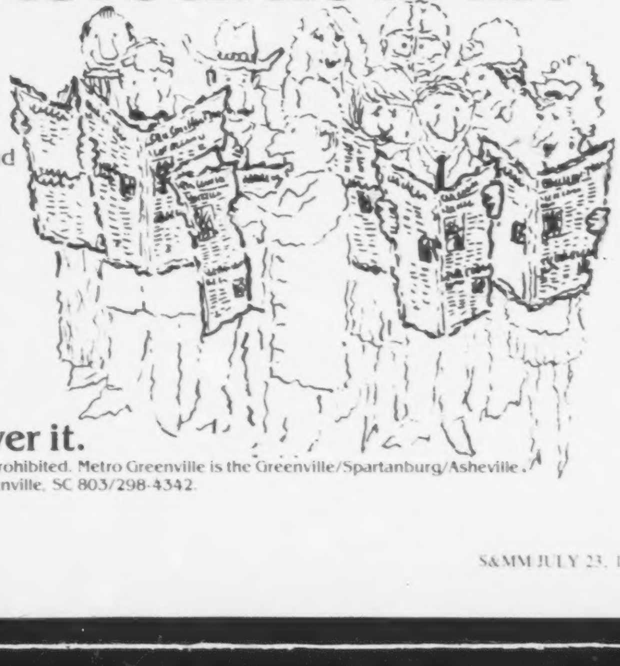

S.C. (cont.)
S&MM ESTIMATES

POPULATION—12/31/83

RETAIL SALES BY STORE GROUP 1983

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group: 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Beaufort	74.3	.0315	24.9	24.6	17.5	12.5	19.6	23.9	301,475	68,783	24,750	25,557	24,627	45,901	9,348
Calhoun	12.8	.0055	30.0	11.8	15.8	16.2	25.9	4.2	19,639	5,587	680	143	999	6,040	1,037
Cherokee	41.8	.0177	31.1	10.9	16.5	18.4	25.1	14.3	159,199	40,402	12,602	8,688	3,881	27,351	6,957
Chester	30.3	.0129	31.5	10.9	15.4	17.1	27.4	10.2	102,747	30,388	7,688	5,795	3,609	21,681	6,719
Chesterfield	39.3	.0167	30.4	10.9	16.6	17.5	24.8	13.9	135,565	45,795	6,846	9,810	5,607	25,636	8,814
Clarendon	28.2	.0120	29.0	12.2	15.7	15.4	25.2	9.2	91,935	27,531	6,634	6,316	1,462	15,867	3,044
Colleton	33.1	.0140	30.4	10.8	15.9	17.0	25.7	11.2	89,286	25,051	6,237	9,863	4,091	8,740	5,097
Darlington	64.9	.0276	29.4	11.3	17.0	17.3	23.2	21.8	194,448	50,808	15,975	14,229	5,069	32,374	11,217
Dillon	31.5	.0133	27.6	11.8	15.5	15.4	23.1	9.9	129,198	36,737	3,898	8,500	5,903	19,862	5,014
Edgefield	18.1	.0077	29.8	11.4	16.6	16.8	24.6	6.0	47,276	9,619	569	1,235	3,024	21,920	1,578
Fairfield	20.6	.0087	29.9	11.6	15.6	15.4	26.6	6.5	49,694	18,182	2,223	2,627	799	9,364	1,938
Georgetown	46.1	.0196	28.6	11.5	16.6	16.2	23.2	15.3	200,978	39,928	23,424	13,791	6,849	50,980	7,452
Greenwood	60.3	.0256	32.0	11.6	16.2	18.3	26.9	21.8	275,624	58,417	17,449	32,689	12,012	40,918	8,811
Hampton	18.9	.0080	29.7	10.6	16.0	15.9	25.7	6.6	74,282	23,153	2,092	7,215	3,840	11,171	2,802
Horry	115.6	.0491	30.0	13.1	17.3	17.8	23.4	42.2	708,197	119,177	106,687	84,937	33,059	142,839	22,199
Jasper	15.5	.0066	28.3	11.3	15.3	16.4	23.4	5.2	58,479	10,620	6,377	254	914	6,818	306
Kershaw	40.2	.0171	30.7	11.0	16.7	18.2	24.6	14.3	137,320	37,037	8,890	13,559	5,318	37,988	3,245
Lancaster	56.3	.0239	30.7	11.3	16.8	18.7	24.0	19.3	198,368	55,044	12,162	20,155	10,014	36,852	9,368
Laurens	52.8	.0224	31.9	11.9	16.0	18.2	26.9	17.6	159,307	44,878	9,630	17,814	4,518	37,510	6,527
Lee	19.1	.0081	27.7	12.8	15.5	15.3	23.4	5.9	32,464	11,022	2,973	2,375	915	6,691	438
McCormick	7.7	.0033	29.5	12.1	15.4	15.5	26.1	2.4	11,718	6,717	525	325	205	1,208	711
Marion	35.4	.0150	29.0	11.1	16.7	15.7	24.3	11.6	106,296	35,657	4,289	9,107	5,459	19,693	4,320
Marlboro	32.8	.0139	28.8	11.4	15.3	16.1	24.4	10.4	95,476	33,036	6,616	8,001	2,633	23,411	4,118
Newberry	31.6	.0135	33.6	11.9	14.7	17.0	31.0	11.6	123,571	27,965	5,411	9,254	5,555	37,970	4,968
Oconee	51.0	.0216	32.0	11.1	16.4	19.8	25.3	19.2	187,348	48,425	7,773	12,608	9,250	41,149	10,771
Orangeburg	86.3	.0367	28.7	14.2	15.7	15.9	24.2	28.4	314,564	62,118	22,752	27,876	10,722	63,218	11,378
Saluda	16.8	.0072	32.0	10.8	14.9	17.4	28.1	5.7	35,511	13,532	1,040	1,385	1,052	7,250	2,197
Sumter	90.9	.0386	27.2	14.8	17.2	17.2	19.5	29.4	387,984	79,733	25,528	36,277	17,119	97,125	10,775
Union	30.9	.0131	32.4	11.2	15.9	18.0	27.9	10.8	88,588	27,250	4,961	5,570	2,548	11,914	5,171
Williamsburg	39.3	.0167	27.8	11.4	16.0	14.8	23.7	12.2	96,154	24,773	3,600	5,863	5,088	26,437	3,543
TOTAL METRO COUNTIES	**1,991.4**	**.8453**	**29.4**	**14.6**	**18.2**	**18.1**	**21.8**	**692.9**	**5,882,304**	**1,899,453**	**807,178**	**1,094,175**	**387,522**	**1,801,632**	**301,357**
TOTAL STATE	**3,306.8**	**1.4040**	**29.5**	**13.8**	**17.4**	**17.6**	**22.8**	**1,139.5**	**13,677,293**	**3,084,748**	**1,176,512**	**1,508,141**	**590,921**	**2,765,114**	**489,752**

S.C.
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1983

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over — A	B	C	D	Buying Power Index
ANDERSON	**1,162,693**	**20,551**	**26.8**	**35.5**	**12.2**	**3.8**	**.0536**
Anderson	1,162,693	20,551	26.8	35.5	12.2	3.8	.0536
• Anderson	224,780	16,850	29.4	27.7	9.0	4.7	.0174
SUBURBAN TOTAL	937,913	21,465	26.1	37.5	13.1	3.6	.0362
CHARLESTON	**3,562,969**	**19,301**	**29.3**	[illegible]	**12.2**	**3.9**	**.1629**
Berkeley	804,646	20,640	29.2	35.8	13.0	3.1	.0316
Charleston	2,204,609	18,130	30.3	29.5	11.2	4.1	.1086
• Charleston	578,053	16,580	28.3	25.5	10.1	5.8	.0311
North Charleston	478,739	15,520	37.5	26.5	6.8	1.3	.0267
Dorchester	553,714	22,230	25.4	36.1	15.3	4.4	.0227
SUBURBAN TOTAL	2,984,916	19,804	29.6	33.2	12.7	3.5	.1318

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1983

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over — A	B	C	D	Buying Power Index
CHARLOTTE - GASTONIA - ROCK HILL	**9,397,566**	**22,843**	**25.4**	**35.0**	**16.0**	**6.6**	**.4193**
York	1,008,944	23,814	23.5	35.2	17.7	6.8	.0434
• Rock Hill	292,225	20,334	27.4	32.6	14.2	4.1	.0179
Cabarrus, N. C.	*793,482*	*22,465*	*25.8*	*36.1*	*15.4*	*5.0*	*.0356*
Gaston, N. C.	*1,402,974*	*21,891*	*26.6*	*36.8*	*13.9*	*4.7*	*.0641*
• Gastonia	*418,105*	*20,396*	*27.3*	*32.1*	*13.2*	*5.7*	*.0264*
Lincoln, N. C.	*371,891*	*21,081*	*28.7*	*37.6*	*12.6*	*3.3*	*.0158*
Mecklenburg, N. C.	*4,307,207*	*23,808*	*24.6*	*32.7*	*17.9*	*8.7*	*.1955*
• Charlotte	*3,460,772*	*22,796*	*25.7*	*32.4*	*16.5*	*8.3*	*.1561*
Rowan, N. C.	*906,220*	*21,815*	*27.0*	*37.0*	*13.5*	*4.6*	*.0381*
Union, N. C.	*606,848*	*21,916*	*26.2*	*37.2*	*13.0*	*5.3*	*.0268*
SUBURBAN TOTAL	5,226,464	23,211	25.0	36.9	16.1	5.8	.2189

CAROLINAS WEST NEWSPAPER NETWORK
1 Buy–1 Order–1 Bill

HENDERSONVILLE
SPARTANBURG
GREENWOOD

2nd biggest buy in the Greenville—Spartanburg—Ashville ADI

1. Greenville	18%
2. CAROLINAS WEST	**13%**
3. Ashville	11%
4. Anderson	8%
ADI Coverage:	50%

CAROLINAS WEST—Nationally Marketed by
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Church News Page A5
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Waccamaw Pottery Plans $10 Million Spartanburg Outlet
READ ALL ABOUT IT!

It takes Spartanburg to get the Greenville/Spartanburg, SC market

Greenville/Spartanburg market has more people spending more money than any other market in South Carolina! And it's getting bigger all the time:

Population	599,300
Effective Buying Income	$4,949,133,000
Total Retail Sales	$2,901,080,00
Households	217,100
EBI Per Household	$22,797
TRS Per Household	13,369

The Spartanburg Herald-Journal

National Adv. Mgr.
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sources: S&MM SBP '84

S.C. (cont.)
S&MM ESTIMATES

$$ EFFECTIVE BUYING INCOME 1983

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
COLUMBIA	**4,003,841**	**22,873**	**25.8**	**32.7**	**16.7**	**7.6**	**.1751**
Lexington	1,484,860	24,583	24.0	34.6	19.9	6.7	.0586
Richland	2,518,981	21,839	26.7	31.6	14.8	8.2	.1165
• Columbia	851,468	17,582	30.0	25.5	11.0	7.1	.0468
SUBURBAN TOTAL	3,152,373	24,298	24.6	34.7	18.3	7.8	.1283
FLORENCE	**813,313**	**17,839**	**29.4**	**29.9**	**9.9**	**3.9**	**.0409**
Florence	813,313	17,839	29.4	29.9	9.9	3.9	.0409
• Florence	247,565	18,473	28.7	29.2	11.0	5.6	.0163
SUBURBAN TOTAL	565,748	17,600	29.7	30.2	9.5	3.3	.0246
GREENVILLE - SPARTANBURG	**4,949,133**	**20,079**	**27.7**	**33.7**	**11.9**	**4.7**	**.2305**
Greenville	2,496,879	19,759	28.3	33.6	11.1	4.6	.1181
• Greenville	485,512	15,931	30.7	25.1	7.8	5.7	.0328
Pickens	681,376	20,620	28.1	35.1	12.4	4.2	.0299
Spartanburg	1,770,878	20,332	26.8	33.0	12.9	5.0	.0825
• Spartanburg	368,922	17,494	28.2	26.8	10.3	6.1	.0279
SUBURBAN TOTAL	4,094,699	20,873	27.3	35.4	12.6	4.4	.1698
OTHER COUNTIES							
Abbeville	166,109	18,538	28.1	33.4	10.0	2.1	.0068
☐ Aiken	1,000,761	22,447	24.0	32.9	16.7	5.6	.0415
Allendale	50,810	10,848	28.6	20.2	2.7	2.0	.0027
Bamberg	104,375	14,125	32.2	24.1	6.9	2.5	.0051
Barnwell	139,706	17,045	29.4	27.5	10.9	3.3	.0063
Beaufort	706,275	21,866	26.8	31.2	13.7	10.0	.0290
Calhoun	74,432	15,435	30.5	26.5	8.0	2.1	.0032
Cherokee	273,250	17,482	31.4	32.7	7.2	2.0	.0135
Chester	210,331	18,454	28.9	32.4	10.5	3.1	.0096
Chesterfield	243,611	15,159	33.5	26.5	5.9	2.0	.0122
Clarendon	143,203	13,173	33.0	23.2	4.0	1.7	.0077
Colleton	180,668	13,842	33.3	24.1	4.8	1.8	.0090
Darlington	434,782	17,178	28.1	28.2	11.1	3.3	.0197
Dillon	177,270	14,820	31.0	26.4	5.9	3.1	.0097
Edgefield	100,643	14,099	29.8	26.0	5.4	2.4	.0049
Fairfield	125,074	17,345	27.0	30.8	10.0	2.3	.0056
Georgetown	305,799	17,577	26.6	30.8	9.2	3.8	.0156
Greenwood	466,649	18,710	29.1	31.8	11.2	3.6	.0221
Hampton	107,340	12,972	29.1	23.6	4.0	3.1	.0058
Horry	973,477	19,421	30.5	31.1	11.1	6.0	.0486
Jasper	89,725	14,488	29.4	24.7	7.5	2.0	.0047
Kershaw	319,833	19,969	25.5	32.7	12.3	5.0	.0138
Lancaster	438,343	21,200	26.7	36.6	12.8	3.8	.0192
Laurens	390,729	20,207	27.4	35.7	11.4	3.4	.0169
Lee	98,021	14,244	32.2	25.0	5.3	1.6	.0046
McCormick	44,528	16,317	28.4	30.6	7.8	2.0	.0017
Marion	199,799	14,453	33.1	25.6	5.7	2.1	.0100
Marlboro	186,909	15,572	30.3	28.6	6.4	2.3	.0092
Newberry	250,428	19,436	26.1	33.9	10.9	3.8	.0113
Oconee	401,043	18,770	29.1	33.7	9.5	3.2	.0176
Orangeburg	528,112	15,148	29.0	25.8	8.3	3.0	.0268
Saluda	105,941	16,616	29.2	30.9	7.4	1.5	.0045
Sumter	598,517	16,966	31.5	28.8	9.6	3.0	.0303
Union	203,278	17,689	31.2	34.3	7.1	1.2	.0094
Williamsburg	218,140	16,047	31.5	28.8	6.6	2.1	.0103
TOTAL METRO COUNTIES	**16,501,654**	**20,688**	**27.3**	**33.0**	**13.5**	**5.3**	**.7479**
TOTAL STATE	**25,558,804**	**19,344**	**28.2**	**31.8**	**11.8**	**4.6**	**1.1753**

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SOUTH DAKOTA

S.D. S&MM ESTIMATES	POPULATION—12/31/83								RETAIL SALES BY STORE GROUP 1983						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
SIOUX FALLS	**115.5**	**.0491**	**29.7**	**14.3**	**18.4**	**16.3**	**23.9**	**44.8**	**915,427**	**138,834**	**88,839**	**117,348**	**31,838**	**164,768**	**47,182**
Minnehaha	115.5	.0491	29.7	14.3	18.4	16.3	23.9	44.8	915,427	138,834	88,839	117,348	31,838	164,768	47,18
• Sioux Falls	88.0	.0374	29.9	15.7	18.6	15.8	24.7	35.3	778,345	115,677	86,848	113,876	31,228	104,215	46,479
SUBURBAN TOTAL	27.5	.0117	29.1	9.7	18.0	18.1	21.4	9.5	137,082	23,157	1,991	3,472	610	60,553	703
OTHER COUNTIES															
Aurora	3.4	.0014	36.1	8.4	11.9	15.6	35.6	1.1	6,003	1,196	573	121	198	279	
Beadle	18.6	.0079	33.6	11.3	15.0	15.9	32.0	7.5	90,688	20,795	6,850	6,394	2,871	23,197	5,484
Bennett	3.1	.0013	28.2	10.1	14.9	15.5	24.4	1.0	12,115	2,201	1,069	61	145	5,280	126
Bon Homme	7.9	.0034	34.7	13.7	12.0	13.9	35.8	3.0	26,748	6,309	3,160	315	1,408	4,461	321
Brookings	25.4	.0108	24.9	28.5	15.1	12.4	22.3	8.6	125,333	32,792	14,283	3,548	3,922	18,039	6,631
Brown	37.6	.0159	30.2	15.0	16.1	15.5	26.8	14.3	252,326	47,244	32,619	32,008	12,230	56,815	9,007
Brule	5.2	.0022	33.3	8.7	14.1	15.8	31.8	2.0	43,209	4,325	3,785	605	484	8,376	1,721
Buffalo	1.8	.0008	21.5	12.4	12.4	15.4	16.0	.4	258	59	47				
Butte	8.5	.0036	32.1	10.1	15.9	15.7	29.7	3.3	40,525	11,656	3,125	2,612	312	6,734	948
Campbell	2.1	.0009	40.0	7.5	11.2	18.1	37.8	.8	4,186	1,752	640	46	28	812	
Charles Mix	9.6	.0041	32.4	9.1	12.5	15.9	30.8	3.3	25,681	8,703	2,684	989	516	3,695	906
Clark	4.9	.0021	38.7	7.8	12.7	15.3	38.3	1.9	12,068	1,958	1,888		238	3,798	1,496
Clay	13.7	.0058	24.4	32.4	15.5	11.9	19.7	4.9	42,500	12,063	6,176	1,201	1,232	5,926	2,575
Codington	21.8	.0092	31.0	12.8	15.6	15.3	28.5	8.2	143,116	25,818	14,032	15,401	6,408	32,196	4,763
Corson	5.2	.0022	25.0	12.6	13.2	15.9	21.0	1.5	7,337	1,390	663	359	96	84	476
Custer	6.6	.0028	32.2	9.5	17.8	18.1	26.9	2.5	25,083	6,019	6,017	113	65	5,163	554
Davison	18.1	.0077	31.4	13.9	15.0	14.5	30.1	7.3	139,401	35,981	14,041	13,740	2,950	22,915	1,781
Day	8.0	.0034	37.4	8.1	12.6	14.0	38.2	3.0	19,132	4,762	2,127	452	350	6,131	1,255
Deuel	5.2	.0022	36.0	9.0	12.2	15.8	35.3	1.9	7,503	1,233	1,626	273	103	1,889	452
Dewey	5.6	.0024	24.7	12.0	13.6	14.9	23.9	1.5	10,974	5,197	1,101	702	59	1,225	
Douglas	4.2	.0018	34.8	9.9	11.2	15.5	34.3	1.4	12,269	3,306	610	271	297	3,025	311
Edmunds	5.0	.0021	37.3	7.3	11.4	15.8	36.7	1.8	14,348	4,127	1,081	100	253	5,229	433
Fall River	8.8	.0038	35.6	8.6	14.8	15.1	35.6	3.4	40,221	9,636	5,384	1,076	1,785	6,705	852
Faulk	3.1	.0013	37.5	7.4	12.1	16.7	36.0	1.2	5,312	845	640	61	24	1,132	149
Grant	9.1	.0038	32.7	9.4	14.2	15.3	31.4	3.3	35,170	5,599	3,757	704	1,937	6,310	1,326
Gregory	5.8	.0025	36.0	9.1	12.9	15.0	36.0	2.1	23,054	7,062	1,400	1,284	479	3,727	867
Haakon	2.8	.0012	29.3	10.9	15.9	14.5	26.4	1.0	12,666	2,180	1,542	337	651	5,866	258
Hamlin	5.3	.0022	38.8	7.6	11.5	13.8	39.8	1.9	12,783	3,348	842		48	96	717
Hand	4.6	.0020	36.4	8.2	13.0	16.3	35.1	1.8	23,553	8,612	990	734	200	3,308	1,969
Hanson	3.4	.0014	33.1	9.0	11.9	16.3	31.4	1.1	3,669	570	554	46	393	53	
Harding	1.7	.0008	31.4	11.0	15.9	15.8	28.5	.6	4,383	200	303	112	32	628	330
Hughes	15.1	.0064	30.3	10.0	19.0	18.1	22.9	5.9	91,360	28,221	10,426	2,330	3,509	14,906	1,293
Hutchinson	9.0	.0038	40.1	7.5	12.1	15.1	40.1	3.4	34,104	7,426	1,921	384	321	2,978	5,437
Hyde	2.0	.0008	37.0	8.3	11.2	16.5	35.6	.8	3,468	1,247	121		125	196	
Jackson	4.1	.0018	27.2	9.5	14.1	16.1	22.9	1.2	17,826	1,484	891	105	38	1,097	
Jerauld	2.9	.0012	37.8	7.4	12.9	15.7	37.5	1.1	5,266	1,671	396	202		284	124
Jones	1.5	.0006	34.4	8.2	14.0	17.2	32.0	.6	15,989	2,699	401	77	26	4,048	290
Kingsbury	6.4	.0028	40.1	8.3	11.9	15.1	40.0	2.6	16,608	4,835	1,606	975	807	2,672	530
Lake	10.5	.0044	32.4	15.4	13.7	13.1	33.3	4.0	50,802	12,239	5,445	2,605	805	14,887	1,135
Lawrence	18.7	.0080	29.9	16.3	16.1	14.3	27.5	7.4	90,056	27,351	15,578	2,813	2,052	12,597	1,792
Lincoln	15.0	.0063	32.1	9.5	15.7	16.1	29.3	5.1	30,648	7,121	4,205	408	868	3,796	2,119
Lyman	3.8	.0016	29.3	10.3	13.9	15.8	26.2	1.3	13,534	5,763	653			683	104
McCook	6.2	.0027	36.3	8.3	11.9	14.9	36.5	2.3	18,865	2,372	1,868	208	37	3,060	144
McPherson	3.7	.0015	42.5	7.5	10.8	16.0	41.9	1.5	8,065	2,353	508	71	182	715	548
Marshall	5.1	.0022	37.5	7.7	12.0	17.1	36.0	2.0	14,904	2,626	2,069	494	815	4,313	507
Meade	22.4	.0095	27.1	14.5	19.7	16.1	18.3	7.4	61,637	18,837	3,462	1,997	528	11,746	2,125
Mellette	2.2	.0010	27.5	11.4	13.7	15.6	24.2	.7	1,600	175	75	169	173		119
Miner	3.5	.0014	41.7	7.8	11.2	12.6	42.9	1.4	9,188	2,289	1,113	81	347	1,093	268
Moody	6.7	.0028	34.1	8.4	14.0	15.8	32.9	2.4	28,440	4,701	1,670	161	79	13,416	784
Pennington	74.3	.0316	27.8	16.4	18.6	16.4	20.2	27.8	595,214	123,354	75,357	63,851	32,396	119,162	15,167
Rapid City	48.8	.0207	28.5	17.0	18.1	16.4	21.9	18.9	559,298	116,146	69,721	63,233	32,234	118,719	6,773
Perkins	4.7	.0020	34.9	9.8	13.7	16.5	33.4	1.8	18,507	5,129	1,296	801	690	1,323	339
Potter	3.6	.0015	35.7	7.6	12.9	16.1	34.6	1.3	12,502	4,016	1,113	848	403	2,306	908
Roberts	10.8	.0046	33.7	8.5	12.3	15.1	33.3	3.8	28,629	4,437	3,315	3,206	492	2,875	842
Sanborn	3.1	.0013	37.6	9.5	12.8	15.4	37.0	1.2	3,509	918	450	91	45	118	
Shannon	12.2	.0052	20.4	13.3	14.9	13.0	13.4	2.4	7,101	3,396	631				
Spink	8.9	.0038	35.1	10.1	14.2	16.4	33.8	3.3	28,969	6,313	3,946	730	367	5,520	1,453
Stanley	2.5	.0010	29.0	11.0	17.6	17.5	22.0	.9	8,084	4,137	935			1,968	
Sully	1.9	.0008	32.4	9.7	13.6	19.5	27.0	.7	11,538	1,381	214		91	5,697	82
Todd	7.7	.0033	22.5	11.5	16.7	12.9	15.1	2.0	13,240	4,211	828	613	21		
Tripp	7.0	.0030	33.2	9.8	13.2	16.1	31.5	2.7	39,397	9,189	1,634	2,100	3,385	6,024	427
Turner	9.2	.0039	39.3	7.7	13.2	15.3	39.1	3.5	24,668	6,183	2,109	1,014	556	5,505	1,269
Union	11.4	.0048	31.7	9.9	16.2	14.8	29.9	4.2	21,078	3,605	3,112	249	1,011	1,912	379
Walworth	6.7	.0029	35.5	8.8	13.5	16.4	34.2	2.7	40,847	6,574	3,212	1,581	625	11,642	1,930
Yankton	19.1	.0081	31.3	13.8	16.0	15.9	28.2	7.0	113,219	26,641	9,167	9,836	4,126	13,132	4,083
Ziebach	2.3	.0009	22.9	11.8	12.5	15.6	18.4	.6	3,068	492	334	84			215
TOTAL METRO COUNTIES	**115.5**	**.0491**	**29.7**	**14.3**	**18.4**	**16.3**	**23.9**	**44.8**	**915,427**	**138,834**	**88,839**	**117,348**	**31,838**	**164,768**	**47,182**
TOTAL STATE	**705.8**	**.2996**	**30.5**	**13.2**	**15.7**	**15.5**	**27.5**	**259.4**	**3,618,991**	**759,158**	**382,509**	**299,097**	**126,472**	**677,533**	**137,303**

S.D.

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1983

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
SIOUX FALLS	**1,346,380**	**26,791**	**21.7**	**31.3**	**21.6**	**11.4**	**.0619**
Minnehaha	1,346,380	26,791	21.7	31.3	21.6	11.4	.0619
• Sioux Falls	1,066,320	26,426	22.1	30.6	21.2	11.8	0500
SUBURBAN TOTAL	280,060	28,009	19.6	34.6	23.0	10.2	.0119
OTHER COUNTIES							
Aurora	16,363	12,383	36.6	19.2	3.5	1.5	.0009
Beadle	177,825	20,531	24.9	29.5	15.3	6.3	.0077
Bennett	15,784	12,829	33.1	18.4	6.4	2.5	.0008
Bon Homme	52,220	14,473	29.6	27.0	5.2	2.2	.0024
Brookings	210,445	20,263	26.8	31.0	13.7	6.0	.0099
Brown	361,047	21,758	26.6	32.0	15.5	6.8	.0173
Brule	34,687	15,165	34.9	24.1	7.2	1.7	.0023
Buffalo	6,027	13,000	37.8	20.2	5.8	.5	.0003
Butte	66,977	17,436	30.2	31.4	7.5	4.0	.0032
Campbell	9,438	9,886	34.3	12.8	1.6	.8	.0004
Charles Mix	52,083	13,177	33.2	21.6	4.9	1.6	.0027
Clark	33,329	14,733	30.5	26.0	5.9	3.0	.0014
Clay	129,283	19,402	28.9	24.2	16.2	8.1	.0049
Codington	211,363	22,238	26.3	31.3	15.2	8.5	.0102
Corson	21,995	11,146	27.4	18.5	6.3	1.7	.0009
Custer	63,597	23,333	25.0	34.8	18.1	5.2	.0027
Davison	163,669	19,133	28.0	30.9	12.9	4.1	.0085
Day	58,412	16,239	32.1	27.4	8.2	3.6	.0025
Deuel	36,410	15,836	29.6	25.9	9.5	3.2	.0013
Dewey	28,618	15,609	29.6	26.6	7.5	3.7	.0015
Douglas	22,059	13,511	34.0	20.9	5.4	1.4	.0011
Edmunds	26,199	11,872	33.0	20.1	3.9	1.1	.0013
Fall River	81,891	20,385	23.6	32.1	13.2	5.5	.0036
Faulk	18,538	12,773	32.3	20.2	5.5	2.0	.0008
Grant	76,691	20,552	27.7	32.8	13.4	5.3	.0033
Gregory	30,633	11,487	31.9	16.9	4.3	2.5	.0018
Haakon	17,020	14,634	37.8	23.6	4.9	2.8	.0008
Hamlin	39,943	17,034	31.9	26.3	10.7	4.7	.0017
Hand	31,236	13,561	28.6	23.7	6.6	3.3	.0016
Hanson	19,218	14,769	32.7	26.4	5.5	2.8	.0008
Harding	9,288	13,500	37.4	20.7	4.5	1.2	.0005
Hughes	175,605	26,771	20.9	33.6	22.3	10.7	.0073
Hutchinson	60,526	14,385	31.2	24.6	6.1	3.5	.0029
Hyde	17,095	18,741	25.2	30.7	8.9	6.6	.0007
Jackson	21,265	14,381	32.4	26.4	3.5	3.3	.0013
Jerauld	15,741	11,957	37.4	17.2	2.5	1.5	.0006
Jones	11,948	17,650	30.3	32.2	8.2	3.0	.0007
Kingsbury	50,847	16,617	32.3	27.5	9.7	2.6	.0022
Lake	94,833	20,105	26.8	29.7	14.0	6.5	.0043
Lawrence	184,091	21,787	25.0	32.1	15.1	6.9	.0077
Lincoln	125,144	21,968	24.0	33.8	14.4	6.6	.0047
Lyman	25,217	15,773	30.9	25.1	7.8	4.2	.0012
McCook	48,293	17,610	29.5	29.0	10.8	4.3	.0021
McPherson	21,985	11,952	32.5	20.3	4.0	1.4	.0010
Marshall	39,920	15,714	31.8	25.5	8.1	4.6	.0016
Meade	181,391	20,534	29.9	35.2	11.6	4.9	.0074
Mellette	8,937	10,556	32.9	15.3	3.6	.3	.0004
Miner	22,184	12,283	29.1	19.5	6.1	2.9	.0010
Moody	48,450	16,880	33.1	27.1	9.6	3.9	.0023
Pennington	773,996	23,487	26.3	30.7	16.7	10.8	.0380
Rapid City	537,387	24,469	24.0	31.0	17.4	11.6	.0298
Perkins	32,923	14,911	31.1	25.5	7.2	3.6	.0015
Potter	23,254	15,643	31.0	27.9	6.4	2.4	.0011
Roberts	71,284	15,105	31.8	23.1	9.5	3.3	.0033
Sanborn	17,749	11,643	27.9	20.8	5.8	1.2	.0008
Shannon	41,537	13,773	27.9	26.1	4.9	3.0	.0019
Spink	65,478	16,857	28.9	28.7	8.5	3.9	.0031
Stanley	20,380	19,750	30.5	35.3	8.2	5.7	.0008
Sully	15,360	18,474	28.8	27.6	12.7	5.7	.0007
Todd	32,267	13,306	29.2	25.4	4.4	1.9	.0017
Tripp	48,895	14,310	32.6	22.8	7.2	4.2	.0027
Turner	62,948	15,069	30.8	27.2	6.3	2.8	.0027
Union	93,391	20,000	28.7	33.9	11.9	4.2	.0034
Walworth	55,098	17,573	29.6	30.2	9.6	3.6	.0029
Yankton	179,182	21,668	27.7	33.7	14.6	6.4	.0082
Ziebach	9,471	13,000	37.2	16.5	6.0	2.7	.0006
TOTAL METRO COUNTIES	**1,346,380**	**26,791**	**21.7**	**31.3**	**21.6**	**11.4**	**.0619**
TOTAL STATE	**6,165,353**	**19,824**	**27.1**	**29.4**	**13.6**	**6.7**	**.2838**

TENNESSEE

TENN.

S&MM ESTIMATES

POPULATION—12/31/83

RETAIL SALES BY STORE GROUP 1983

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish / Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
CHATTANOOGA	**433.0**	**.1840**	**31.7**	**11.9**	**17.2**	**18.7**	**25.6**	**156.8**	**2,048,647**	**489,396**	**172,819**	**346,136**	**85,459**	**306,273**	**56,523**
Hamilton	289.2	1228	31.8	12.4	17.5	18.2	26.2	107.1	1,608,928	330,270	150,926	303,413	72,519	250,354	43,397
• Chattanooga	171.4	0728	32.1	13.1	16.7	16.7	28.4	64.8	1,159,351	204,621	110,435	197,817	46,802	234,892	34,104
Marion	25.2	.0107	31.6	10.8	15.9	19.3	25.3	8.8	79,567	28,529	3,755	7,605	5,159	9,107	1,014
Sequatchie	9.2	.0039	30.7	10.7	16.7	19.2	23.7	3.2	18,002	9,100	695	1,145	508	1,772	1,009
Catoosa, Ga.	*39.5*	*.0168*	*30.9*	*10.6*	*17.8*	*21.0*	*21.6*	*13.6*	*154,479*	*46,828*	*8,851*	*30,075*	*2,483*	*15,219*	*7,234*
Dade, Ga.	*12.8*	*.0055*	*29.6*	*13.0*	*16.9*	*19.1*	*21.7*	*4.1*	*42,147*	*13,999*	*1,950*	*961*	*1,995*	*4,680*	*877*
Walker, Ga.	*57.1*	*.0243*	*32.3*	*10.6*	*15.9*	*19.2*	*26.5*	*20.0*	*145,524*	*60,670*	*6,642*	*2,937*	*2,795*	*25,141*	*2,992*
SUBURBAN TOTAL	261.6	.1112	31.4	11.1	17.6	20.0	23.7	92.0	889,296	284,775	62,384	148,319	38,657	71,381	22,419
CLARKSVILLE - HOPKINSVILLE	**157.0**	**.0666**	**26.7**	**19.3**	**18.2**	**16.1**	**18.7**	**50.5**	**687,948**	**136,936**	**66,148**	**117,771**	**33,858**	**137,788**	**18,636**
Montgomery	88.8	0377	27.0	19.2	18.6	17.0	18.2	29.4	423,112	74,319	45,343	79,948	20,333	94,461	11,439
• Clarksville	58.7	0249	25.6	22.5	18.9	16.1	16.2	19.4	410,775	70,628	44,671	78,653	17,531	92,968	11,144
Christian, Ky.	*68.2*	*.0289*	*26.1*	*19.5*	*17.5*	*15.0*	*19.5*	*21.1*	*264,836*	*62,617*	*20,805*	*37,823*	*13,525*	*43,327*	*7,197*
• *Hopkinsville*	*28.1*	*0119*	*32.4*	*10.4*	*15.7*	*18.0*	*27.9*	*10.8*	*192,940*	*53,140*	*15,562*	*9,826*	*12,161*	*36,813*	*6,444*
SUBURBAN TOTAL	70.2	0298	25.6	20.2	18.6	15.4	17.2	20.3	84,233	13,168	5,915	29,292	4,166	8,007	1,048
JOHNSON CITY - KINGSPORT - BRISTOL	**444.3**	**.1888**	**33.0**	**11.4**	**16.4**	**19.7**	**27.1**	**161.3**	**2,129,471**	**516,426**	**171,437**	**320,935**	**81,774**	**391,955**	**55,740**
Carter	50.9	0216	33.2	11.7	15.9	19.1	28.0	18.9	133,766	43,902	11,402	22,554	4,449	14,589	5,280
Hawkins	45.7	.0194	32.3	10.0	17.3	20.3	24.9	16.1	95,433	42,283	6,764	7,357	3,251	13,116	4,257
Sullivan	147.0	.0624	33.5	10.2	16.6	20.8	26.8	55.1	893,143	207,716	84,600	175,273	32,691	173,833	23,479
• Bristol	24.2	0103	35.8	11.2	15.4	18.7	32.3	9.7	322,410	92,462	29,412	44,641	8,487	83,190	6,715
• Kingsport	32.0	0136	37.4	9.6	14.3	18.9	34.2	13.1	495,977	95,945	51,817	128,214	21,782	72,574	14,604
Unicoi	16.5	0071	34.8	10.2	15.1	19.2	30.6	6.0	38,678	14,196	2,810	3,185	2,594	6,837	1,028
Washington	92.0	0391	31.7	14.0	17.0	18.4	26.0	32.8	477,341	108,687	37,811	73,712	18,984	87,720	11,238
• Johnson City	41.3	0175	33.0	17.4	14.0	16.6	30.6	14.8	432,565	101,143	34,325	73,441	12,653	84,822	9,988
Bristol city, Va.	*18.5*	*0079*	*35.2*	*12.1*	*14.6*	*17.5*	*32.8*	*7.4*	*259,661*	*38,306*	*17,181*	*32,038*	*12,565*	*48,741*	*5,329*
• *Bristol*	*18.5*	*0079*	*35.2*	*12.1*	*14.6*	*17.5*	*32.8*	*7.4*	*259,661*	*38,306*	*17,181*	*32,038*	*12,565*	*48,741*	*5,329*
Scott, Va.	*24.9*	*.0106*	*34.5*	*10.1*	*15.0*	*19.5*	*29.8*	*8.6*	*73,237*	*24,769*	*1,905*	*1,985*	*3,091*	*22,625*	*2,181*
Washington, Va.	*48.8*	*.0207*	*32.6*	*11.3*	*16.2*	*19.7*	*26.4*	*16.4*	*158,212*	*36,567*	*8,964*	*4,831*	*4,149*	*24,494*	*2,948*
SUBURBAN TOTAL	328.3	1395	32.4	10.7	17.2	20.3	25.2	116.3	618,858	188,570	38,702	42,601	26,287	102,628	19,104

TENN. (cont.)

S&MM ESTIMATES

POPULATION—12/31/83

RETAIL SALES BY STORE GROUP 1983

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
KNOXVILLE	**583.7**	**.2479**	**32.1**	**13.1**	**17.3**	**18.6**	**26.3**	**218.1**	**2,947,278**	**642,288**	**300,099**	**551,239**	**131,029**	**422,710**	**97,084**
Anderson	69.1	.0294	33.6	10.2	16.4	19.3	28.3	25.8	356,909	92,673	17,300	77,949	10,445	73,770	10,585
• Oak Ridge	28.4	.0121	36.1	9.3	15.3	20.3	31.3	11.6	241,505	54,619	12,485	70,581	7,913	46,044	6,453
Blount	81.9	.0348	32.9	11.0	17.4	19.1	27.3	29.9	379,848	88,748	26,313	62,007	12,706	82,076	14,376
Grainger	17.3	.0073	32.1	10.7	15.9	19.4	26.1	6.0	25,767	13,145	1,204	436	672	4,682	684
Jefferson	32.7	.0139	32.4	13.5	15.0	20.1	26.0	11.3	92,878	41,748	5,567	5,984	3,393	9,815	4,262
Knox	323.8	.1375	31.5	14.8	18.0	17.8	25.9	123.9	1,857,135	349,079	188,061	389,625	94,767	234,238	60,614
• Knoxville	175.7	.0746	31.3	18.3	17.5	14.1	29.5	71.5	1,552,052	244,603	164,961	382,726	81,610	203,701	46,144
Sevier	46.4	.0197	32.7	10.5	17.0	20.4	25.7	16.7	219,158	49,377	60,978	14,699	8,438	14,730	6,229
Union	12.5	.0053	30.8	11.8	16.4	19.7	23.5	4.5	15,583	7,518	676	539	608	3,399	334
SUBURBAN TOTAL	379.6	.1612	32.1	10.9	17.5	20.6	24.4	135.0	1,153,721	343,066	122,653	97,932	41,506	172,965	44,487
MEMPHIS	**920.4**	**.3909**	**29.3**	**13.5**	**18.2**	**17.2**	**22.4**	**319.5**	**4,644,765**	**1,141,977**	**404,046**	**734,958**	**205,669**	**777,093**	**156,148**
Shelby	778.3	.3305	29.4	13.9	18.6	16.9	22.7	273.5	4,173,678	998,711	381,846	689,709	194,890	684,925	141,174
• Memphis	647.1	.2747	30.0	13.8	18.0	16.1	24.8	234.1	3,876,226	919,022	355,616	670,336	183,722	628,495	137,533
Tipton	34.2	.0145	30.1	11.4	15.0	18.0	24.6	11.2	86,873	27,557	4,604	12,272	2,711	14,367	3,010
Crittenden, Ark.	*48.6*	*.0207*	*27.8*	*11.5*	*15.2*	*16.7*	*22.4*	*15.9*	*250,072*	*56,512*	*10,773*	*15,060*	*4,584*	*55,806*	*7,931*
• West Memphis	*27.6*	*.0117*	*28.4*	*11.9*	*16.8*	*17.7*	*21.2*	*9.4*	*196,672*	*42,190*	*9,969*	*14,393*	*4,511*	*50,768*	*7,459*
De Soto, Miss.	*59.3*	*.0252*	*28.7*	*10.1*	*16.9*	*21.5*	*17.9*	*18.9*	*134,142*	*59,197*	*6,823*	*17,917*	*3,484*	*21,995*	*4,033*
SUBURBAN TOTAL	245.7	.1045	27.8	12.9	19.0	19.8	16.4	76.0	571,867	180,765	38,461	50,229	17,436	97,830	11,156
NASHVILLE	**889.4**	**.3777**	**31.1**	**13.0**	**18.2**	**18.8**	**24.2**	**320.7**	**5,042,711**	**1,121,514**	**521,942**	**838,932**	**224,177**	**909,563**	**145,321**
Cheatham	24.9	.0106	30.3	10.4	17.7	20.9	20.8	8.1	42,617	20,731	2,371	1,314	271	5,654	1,036
Davidson	478.3	.2031	31.4	14.4	18.9	17.5	25.7	183.2	3,496,106	673,074	403,010	730,211	172,222	620,041	93,699
• Nashville-Davidson	456.1	.1937	31.2	14.7	19.1	17.3	25.4	174.9	3,381,084	669,869	390,154	680,092	166,762	617,678	90,653
Dickson	32.3	.0138	32.5	10.4	15.4	19.1	27.0	11.4	138,435	50,158	9,729	11,960	5,969	19,428	5,189
Robertson	39.5	.0167	31.9	11.0	15.7	18.4	26.8	13.3	134,393	32,604	6,847	11,756	3,977	40,046	5,861
Rutherford	91.5	.0389	28.7	16.6	17.9	18.1	20.6	30.9	444,644	112,997	44,059	44,714	17,112	68,949	9,408
• Murfreesboro	35.8	.0152	26.9	25.1	16.0	15.5	21.6	12.7	384,876	91,938	39,550	41,903	14,418	64,396	8,526
Sumner	94.5	.0401	30.8	10.1	17.6	21.2	21.4	31.4	334,159	113,594	23,615	16,934	8,435	57,386	13,234
Williamson	66.3	.0281	31.7	8.9	17.2	23.2	21.0	21.4	278,800	71,705	18,154	11,254	6,507	67,843	10,333
Wilson	62.1	.0264	31.7	9.7	17.3	21.3	23.0	21.0	173,557	46,651	14,157	10,789	9,684	30,216	6,561
SUBURBAN TOTAL	397.5	.1688	31.4	10.1	17.2	20.8	23.0	133.1	1,276,751	359,707	92,238	116,937	42,997	227,489	46,142
OTHER COUNTIES															
Bedford	28.0	.0119	34.1	10.1	14.4	17.9	30.9	10.1	90,207	24,003	7,096	8,915	7,061	16,119	3,331
Benton	15.5	.0066	36.1	9.2	14.4	17.9	33.5	5.9	47,910	14,842	2,426	1,650	2,325	10,406	1,649
Bledsoe	9.8	.0041	29.6	14.9	15.3	17.7	24.0	3.2	17,852	4,811	857	916	1,034	4,767	568
Bradley	71.3	.0303	30.2	12.9	17.1	20.0	21.7	24.7	371,884	98,584	32,718	55,760	12,241	78,722	9,852

PUT US TO THE TEST

Many national companies have, Coca-Cola, Frito-Lay, McDonald's, Pillsbury, Kroger and Genesco, to name just a few, have chosen Nashville as a center for their test marketing research.

Nashville offers a diversified sampling of national tastes, lifestyles and buying habits. In fact, based on demographics such as age, income and education, Nashville is more representative of national averages than any other market.

Nashville is isolated from major influences that could distort test market results. All major markets are more than 135 miles away — virtually eliminating product overlap. The geographic isolation also insulates Nashville's news and advertising media from outside influences.

Many variables directly influence a test markets suitability for a product or service. So before you choose your test markets...put Nashville to the test. We'll pass with flying colors.

NASHVILLE... Test Market U.S.A

For more information on Nashville as a test market, contact Bill Davis, Research Director, Newspaper Printing Corporation, 1100 Broadway, Nashville, TN 37202 (615)259-8307

Newspaper Printing Corporation, agent

THE TENNESSEAN Nashville Banner

Middle Tennessee's Most Widely Read Newspapers

Represented by Gannett Newspaper Advertising Sales

TENN. (cont.)
S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/83 Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	RETAIL SALES BY STORE GROUP 1983 Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/Furnish./Appliance ($000)	Automotive ($000)	Drug ($000)
Campbell	36.9	.0156	32.5	9.9	15.1	18.0	28.3	13.0	122,834	35,478	13,436	7,455	2,933	18,980	4,654
Cannon	10.7	.0046	34.4	10.2	14.9	19.8	29.3	3.8	25,241	10,895	588	1,746	1,265	6,507	962
Carroll	26.3	.0120	35.1	10.1	14.3	17.6	32.4	10.2	90,32[illegible]	23,69[illegible]	4,622	1[illegible],266	4,665	15,472	3,059
Chester	13.2	.0056	30.3	18.0	14.1	16.3	27.0	4.4	35,834	11,725	2,628	1,103	1,398	9,173	1,207
Claiborne	26.0	.0110	31.0	11.8	16.6	18.4	24.9	8.9	68,437	20,193	3,256	4,213	4,654	7,215	3.944
Clay	7.9	.0034	34.2	10.4	14.6	18.4	30.4	2.9	13,108	5,282	926	872	352	453	325
Cocke	29.[illegible]	.0125	32.0	11.0	16.3	19.9	25.2	10.7	106,807	33,298	7,706	10,332	3,096	13,419	4,360
Coffee	39.6	.0168	33.1	10.6	15.2	20.1	27.0	14.4	240,432	49,938	31,564	30,290	11,414	41,074	11,154
Crockett	14.8	.0063	34.1	10.3	14.1	17.0	31.7	5.2	34,397	12,826	940	946	1,223	8,571	1,624
Cumberland	31.6	.0134	32.6	10.3	15.5	18.1	28.1	11.1	133,515	34,437	9,535	10,500	2,443	19,618	2,751
Decatur	11.0	.0047	36.0	9.4	14.2	17.7	33.6	4.2	31,443	8,958	1,353	2,589	1,933	7,722	1,505
De Kalb	14.1	.0059	34.2	9.6	15.6	17.9	30.8	5.3	58,386	20,690	2,897	2,158	3,108	18,310	2,117
Dyer	35.2	.0149	32.6	10.7	15.8	17.4	28.7	12.9	145,140	35,347	12,124	12,002	6,496	32,846	3,933
Fayette	25.5	.0108	29.1	11.5	14.0	15.7	26.1	7.7	37,480	18,006	2,292	2,908	910	4,751	2,098
Fentress	15.4	.0066	31.7	10.1	15.6	18.3	26.5	5.3	45,459	16,304	1,090	5,161	1,914	3,207	1,015
Franklin	32.8	.0139	32.3	12.3	15.2	18.7	27.1	11.2	104,242	29,483	5,412	7,527	4,550	12,484	2,550
Gibson	49.1	.0208	35.0	9.8	14.3	17.2	32.9	18.3	160,049	41,029	6,839	21,934	5,321	31,854	7,760
Giles	24.8	.0106	34.6	10.5	14.3	17.7	31.6	9.0	91,451	22,931	5,648	3,799	5,715	10,675	5,204
Greene	55.9	.0238	33.4	10.4	16.3	20.5	26.9	19.8	201,128	58,576	17,814	22,983	6,026	20,952	8,586
Grundy	14.4	.0061	30.2	11.0	15.0	18.2	24.6	4.7	36,069	11,274	2,067	1,170	800	3,174	1,524
Hamblen	54.1	.0229	31.7	10.9	17.0	21.3	23.1	19.3	263,725	65,098	20,569	48,964	6,387	40,309	10,307
Hancock	6.8	.0029	33.1	10.9	14.1	17.9	29.4	2.3	9,928	4,997	70	419	743	475	923
Hardeman	23.9	.0102	31.5	10.4	14.8	15.8	29.1	7.8	74,779	25,023	2,794	11,252	1,784	10,346	3,393
Hardin	22.9	.0097	33.7	9.4	15.6	18.7	29.2	8.3	87,631	28,009	7,627	13,900	3,188	10,604	2,379
Haywood	20.0	.0085	30.2	11.1	14.3	14.4	28.7	6.5	57,802	18,607	5,014	7,961	3,873	9,407	1,977
Henderson	22.5	.0095	33.0	10.3	15.7	17.9	29.0	8.2	76,549	28,669	4,335	5,673	3,088	13,090	2,622
Henry	29.9	.0127	36.3	9.9	14.1	16.8	34.8	11.3	111,673	24,225	10,656	17,336	3,390	16,166	4,031
Hickman	15.7	.0067	32.4	12.5	15.5	18.4	27.6	5.3	27,681	12,628	1,373	717	1,111	4,607	818
Houston	6.9	.0029	33.8	9.7	15.1	17.9	30.3	2.3	11,289	6,063	916	241	123	497	1,131
Humphreys	16.3	.0069	32.7	9.8	15.5	18.9	27.5	6.0	58,212	16,653	4,715	7,814	2,120	12,300	1,150
Jackson	9.6	.0041	34.9	9.6	14.8	18.5	31.3	3.3	33,632	18,069	1,601	830	1,292	7,244	590
Johnson	14.3	.0061	33.1	9.8	15.7	19.2	27.8	5.1	35,514	14,338	1,510	3,558	1,074	4,749	1,530
Lake	7.5	.0031	34.8	10.4	13.4	15.5	34.3	2.5	16,146	6,765	1,683	571	317	1,246	1,002
Lauderdale	25.4	.0108	31.7	11.1	15.6	16.4	28.4	8.6	63,003	20,017	2,584	7,727	2,569	12,009	3,155
Lawrence	35.0	.0149	32.7	10.8	14.4	18.4	28.3	12.3	124,743	31,592	5,823	13,142	7,629	28,370	5,950
Lewis	10.4	.0044	30.2	10.1	17.5	16.7	25.0	3.3	23,802	7,594	800	1,294	1,694	4,967	278
Lincoln	26.5	.0113	35.0	10.3	13.9	19.1	30.9	9.7	85,986	28,863	4,474	5,141	2,973	14,271	4,550
Loudon	29.5	.0125	34.3	9.9	16.0	19.4	29.5	10.9	105,300	33,325	5,299	4,383	3,336	20,416	2,651
McMinn	43.3	.0184	32.7	10.7	15.9	19.2	27.1	15.2	148,193	33,724	10,785	17,081	7,226	17,649	6,910
McNairy	[illegible].7	.0100	34.6	9.6	14.6	19.2	30.2	8.8	73,013	16,469	6,154	2,163	4,225	16,380	2,162
Macon	16.5	.0070	33.5	10.0	15.9	18.6	28.9	6.0	58,805	26,630	1,764	1,900	1,891	4,914	2,611
Madison	75.6	.0321	31.2	12.9	16.7	16.2	27.5	27.6	447,475	102,898	34,980	107,045	14,372	63,460	9,926
Jackson	50.0	.0212	31.0	14.6	16.4	14.9	28.6	18.8	436,925	100,046	33,529	106,861	13,850	63,408	9,580
Marshall	20.1	.0086	35.0	9.6	14.9	17.7	32.2	7.4	92,493	28,584	3,575	3,207	2,928	20,830	3,966
Maury	52.3	.0222	32.8	11.1	15.7	18.3	28.3	18.9	207,971	67,733	17,251	20,563	8,478	23,089	7,058
Meigs	7.9	.0033	31.1	10.1	17.2	19.6	23.7	2.7	15,040	8,353	1,076	1,094	1,184	921	375
Monroe	29.7	.0126	31.6	11.0	15.6	19.0	25.8	10.2	106,846	28,280	13,700	10,032	5,347	18,349	3,025
Moore	4.6	.0020	32.7	10.5	14.5	19.3	27.4	1.5	4,577	2,311	34	68	70	57	54
Morgan	17.5	.0074	30.9	11.1	17.6	18.6	24.2	5.6	19,624	10,349	423	399	363	1,706	68
Obion	33.1	.0141	33.8	9.7	15.5	18.1	30.0	12.2	143,307	33,196	13,760	16,973	4,204	26,671	2,927
Overton	18.1	.0077	33.7	9.6	15.1	19.3	28.8	6.2	42,858	16,531	1,002	3,310	2,020	4,602	2,139
Perry	6.2	.0026	35.3	9.3	14.3	18.7	31.7	2.3	11,546	4,650	619	195	463	2,414	726
Pickett	4.5	.0019	34.2	9.6	15.2	18.4	30.4	1.6	7,941	2,517	742	209	114	986	126
Polk	13.7	.0058	31.9	9.8	15.8	19.4	25.7	4.7	23,830	8,736	2,260	925	844	3,015	1,491
Putnam	50.1	.0213	30.1	18.8	16.1	17.2	24.8	17.8	237,859	49,603	23,425	28,673	8,795	30,367	8,236
Rhea	25.8	.0109	30.7	12.2	16.3	18.0	25.0	8.9	74,879	25,041	3,437	4,928	2,203	12,723	3,306
Roane	50.9	.0217	33.3	9.7	16.1	20.[illegible]	27.2	18.0	179,618	55,471	12,080	7,342	6,914	43,782	10,741
Scott	20.4	.0086	29.3	10.9	15.9	17.[illegible]	23.6	6.8	50,772	20,646	2,896	5,134	950	6,037	3,142
Smith	15.3	.0065	33.9	10.6	15.4	17.7	30.6	5.5	53,311	10,107	2,655	4,559	9,523	9,750	1,247
Stewart	9.1	.0039	36.3	9.2	14.1	18.6	33.0	3.4	20,477	5,810	1,534	1,401	161	3,627	72
Trousdale	6.2	.0026	32.9	10.7	17.6	17.4	28.9	2.4	29,996	10,492	467	1,262	476	8,885	448
Van Buren	4.9	.0020	30.6	10.7	18.0	18.0	24.0	1.5	6,076	2,616	291	277	95	424	83
Warren	33.6	.0143	32.6	10.6	16.1	18.6	27.5	12.4	119,209	38,867	7,331	13,219	5,435	16,384	4,627
Wayne	14.4	.0061	32.1	10.6	15.1	18.7	27.0	5.0	30,353	12,772	940	1,128	420	5,362	1,414
Weakley	33.5	.0142	31.8	18.2	13.7	15.6	30.0	11.8	100,664	25,570	6,2[illegible]	11,472	6,019	17,290	4,323
White	20.2	.0086	34.3	9.5	15.4	18.5	30.5	7.3	80,625	27,734	3,4[illegible]	1,147	1,700	29,504	2,952
TOTAL METRO COUNTIES	**3,050.1**	**1.2953**	**31.0**	**13.2**	**17.8**	**18.3**	**24.5**	**1,100.9**	**16,018,510**	**3,649,072**	**1,552,59[illegible]**	**2,766,344**	**713,295**	**2,683,354**	**488,730**
TOTAL STATE	**4,719.8**	**2.0040**	**31.5**	**12.4**	**17.1**	**18.3**	**25.7**	**1,692.5**	**21,982,888**	**5,357,897**	**1,983,151**	**3,411,168**	**949,283**	**3,680,076**	**707,054**

Is a college dorm a 'household'?

The column headings under which the data are arranged are carefully chosen to enhance your use of the *Survey's* information. A helpful explanation of what these column headings mean is provided in a special section titled "Definition of Terms" that appears in Section C.

TENN.
S&MM ESTIMATES

$$ EFFECTIVE BUYING INCOME 1983

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
CHATTANOOGA	**3,696,116**	**20,376**	**26.3**	**31.6**	**13.3**	**6.0**	**.1678**
Hamilton	2,664,023	21,310	25.0	31.1	14.8	7.3	.1224
• Chattanooga	1,468,899	18,647	26.5	28.6	12.3	5.9	.0754
Marion	184,351	18,053	28.0	30.7	10.0	4.0	.0081
Sequatchie	60,762	15,784	31.1	27.4	8.7	2.6	.0025
Catoosa, Ga.	*284,395*	*19,844*	*27.9*	*35.6*	*11.9*	*1.9*	*.0133*
Dade, Ga.	*73,376*	*16,192*	*31.3*	*29.8*	*6.5*	*1.3*	*.0038*
Walker, Ga.	*429,209*	*19,196*	*29.2*	*33.8*	*10.0*	*3.9*	*.0177*
SUBURBAN TOTAL	2,227,217	21,464	26.1	33.8	14.0	6.1	.0924
CLARKSVILLE - HOPKINSVILLE	**1,185,161**	**18,203**	**32.5**	**29.6**	**11.0**	**4.1**	**.0561**
Montgomery	684,686	19,262	31.6	32.3	11.4	4.0	.0329
• Clarksville	455,137	18,937	33.6	31.7	10.9	3.9	.0251
Christian, Ky.	*500,475*	*16,679*	*34.2*	*25.6*	*10.5*	*4.2*	*.0232*
• Hopkinsville	*237,032*	*18,080*	*29.0*	*26.9*	*13.1*	*5.2*	*.0124*
SUBURBAN TOTAL	492,992	17,444	33.5	29.0	10.1	3.6	.0186
JOHNSON CITY - KINGSPORT - BRISTOL	**3,613,963**	**19,296**	**27.9**	**31.4**	**11.9**	**4.9**	**.1690**
Carter	364,226	16,390	32.8	28.1	8.4	2.8	.0155
Hawkins	329,607	18,414	27.7	32.4	10.2	3.1	.0134
Sullivan	1,342,899	21,772	25.0	33.2	14.5	6.6	.0638
• Bristol	227,626	19,250	28.7	29.0	11.9	7.2	.0151
• Kingsport	326,520	20,715	24.6	29.0	1'	8.9	.0223
Unicoi	133,795	19,744	27.4	31.7	14	3.6	.0052
Washington	759,724	19,043	29.0	31.1	11.1	5.3	.0362
• Johnson City	349,667	16,950	29.0	24.6	10.8	7.1	.0220
Bristol city, Va.	*156,288*	*18,250*	*26.0*	*30.3*	*10.7*	*4.6*	*.0116*
• Bristol	*156,288*	*18,250*	*26.0*	*30.3*	*10.7*	*4.6*	*.0116*
Scott, Va.	*176,013*	*17,368*	*27.9*	*27.4*	*13.2*	*3.1*	*.0077*
Washington, Va.	*351,411*	*18,079*	*30.6*	*31.1*	*9.4*	*4.0*	*.0156*
SUBURBAN TOTAL	2,553,862	19,501	28.2	32.8	11.9	4.0	.0980
KNOXVILLE	**5,233,248**	**20,180**	**26.2**	**29.7**	**13.8**	**6.9**	**.2366**
Anderson	652,781	22,180	24.1	30.6	16.2	8.5	.0289
• Oak Ridge	348,453	26,772	20.9	27.5	21.3	14.8	.0160
Blount	702,753	20,409	26.6	31.5	13.9	5.6	.0317
Grainger	101,958	14,804	34.4	25.3	5.3	1.8	.0044
Jefferson	258,791	19,830	27.9	31.5	12.8	5.3	.0107
Knox	3,094,974	20,740	25.2	29.0	14.7	8.0	.1408
• Knoxville	1,563,806	17,075	28.2	26.8	10.3	5.6	.0877
Sevier	347,818	17,988	30.5	31.0	9.2	4.1	.0170
Union	74,173	14,680	33.1	26.2	5.9	1.0	.0031
SUBURBAN TOTAL	3,320,989	21,393	25.6	31.4	15.0	7.0	.1329
MEMPHIS	**8,207,417**	**21,585**	**23.3**	**28.7**	**15.8**	**8.9**	**.3718**
Shelby	7,196,845	21,951	22.9	28.5	16.2	9.6	.3261
• Memphis	5,778,431	20,337	24.3	28.2	14.4	8.2	.2770
Tipton	232,645	17,833	26.3	29.5	11.2	4.1	.0101
Crittenden, Ark.	*293,651*	*14,951*	*27.6*	*26.2*	*8.2*	*3.1*	*.0168*
• West Memphis	*189,241*	*17,148*	*27.1*	*30.0*	*9.4*	*3.6*	*.0114*
De Soto, Miss.	*484,276*	*25,021*	*21.8*	*35.1*	*19.9*	*5.7*	*.0188*
SUBURBAN TOTAL	2,239,745	26,455	19.6	30.6	21.0	11.4	.0834
NASHVILLE	**8,953,424**	**24,135**	**22.8**	**31.6**	**17.6**	**10.3**	**.3952**
Cheatham	179,509	19,926	30.0	36.4	9.6	3.8	.0071
Davidson	5,161,826	23,852	23.3	30.8	17.4	10.6	.2398
• Nashville-Davidson	4,774,809	23,444	23.7	31.1	17.3	9.6	.2267
Dickson	257,878	19,732	27.0	33.4	11.4	4.5	.0117
Robertson	314,971	21,452	24.6	33.8	14.2	5.6	.0136
Rutherford	898,516	25,381	21.7	31.4	19.9	11.1	.0382
• Murfreesboro	363,110	22,752	23.9	27.9	16.7	11.9	.0206
Sumner	882,125	25,485	21.0	32.7	19.9	10.0	.0355
Williamson	708,627	29,444	19.0	29.0	21.3	17.8	.0278
Wilson	549,972	24,604	20.9	34.9	17.9	7.7	.0215
SUBURBAN TOTAL	3,815,505	25,180	21.6	32.5	18.2	11.0	.1479
OTHER COUNTIES							
Bedford	237,605	19,992	25.8	33.7	11.0	5.3	.0098
Benton	108,121	15,331	30.5	29.1	6.2	2.1	.0048
Bledsoe	56,836	13,787	31.0	24.0	5.3	2.3	.0025
Bradley	558,715	19,633	29.0	32.6	11.9	4.5	.0274
Campbell	214,651	13,480	31.7	24.8	4.5	1.9	.0109
Cannon	68,118	15,187	34.0	25.5	6.2	3.1	.0030

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Knoxville, TN., has been chosen as the nation's most livable city by the ASSOCIATION OF AMERICAN GEOGRAPHERS in a rating of 277 metro areas. MATURE OUTLOOK magazine recently named Knoxville as one of the nation's ten best cities. RAND-McNALLY'S Places-Rated Almanac rated Knoxville as one of the nation's most livable cities. Many other organizations in the past have recognized Knoxville's uncommon environment and business climate. Shouldn't you? Get the full story now from your Story & Kelly-Smith representative.

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TENN. (cont.)
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1983

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
Carroll	184,681	15,293	30.6	28.3	6.2	2.3	.0086
Chester	82,672	15,555	25.5	29.2	7.6	2.5	.0038
Claiborne	150,723	13,182	32.8	21.1	6.9	2.3	.0071
Clay	49,352	13,455	31.7	23.4	4.9	2.9	.0022
Cocke	191,266	15,248	30.6	26.5	6.6	2.4	.0093
Coffee	342,249	20,436	27.0	30.7	13.4	7.0	.0167
Crockett	89,565	14,646	32.0	25.4	5.1	2.7	.0040
Cumberland	210,480	16,014	33.2	27.1	7.4	3.1	.0107
Decatur	77,303	15,336	30.0	26.5	7.6	2.6	.0034
De Kalb	85,504	12,892	33.6	22.3	3.3	1.5	.0046
Dyer	252,309	16,156	31.8	26.5	8.3	3.8	.0120
Fayette	137,923	14,787	29.5	24.8	7.7	2.8	.0062
Fentress	74,222	11,239	32.6	19.0	3.0	1.3	.0040
Franklin	232,456	17,752	29.9	30.7	9.3	3.5	.0105
Gibson	370,325	17,378	27.7	30.4	9.3	3.5	.0160
Giles	185,403	17,974	29.4	30.1	9.6	4.2	.0084
Greene	461,959	19,969	26.1	32.4	12.5	5.0	.0198
Grundy	90,873	15,604	32.6	26.2	6.4	3.1	.0040
Hamblen	402,877	18,265	31.4	31.5	9.6	3.7	.0199
Hancock	30,267	10,226	31.1	14.4	3.7	1.7	.0015
Hardeman	144,325	15,414	30.2	26.9	6.7	2.9	.0070
Hardin	140,357	14,611	32.3	25.9	5.7	1.7	.0072
Haywood	110,921	12,942	30.5	22.3	5.5	3.1	.0056
Henderson	155,291	16,880	30.6	30.0	8.2	2.2	.0071
Henry	217,763	16,288	32.6	26.8	8.4	3.2	.0100
Hickman	100,622	16,968	30.8	31.6	7.6	1.8	.0042
Houston	41,510	15,221	29.9	26.0	9.0	2.2	.0018
Humphreys	127,695	20,441	22.6	35.2	13.3	2.7	.0056
Jackson	55,758	13,459	30.7	23.0	6.2	2.0	.0028
Johnson	82,074	14,116	34.1	25.2	4.0	1.3	.0039
Lake	43,753	13,530	30.7	23.5	5.6	3.3	.0020
Lauderdale	157,322	15,532	29.2	26.6	7.0	3.0	.0072
Lawrence	246,404	17,686	30.1	30.9	8.7	3.4	.0115
Lewis	68,915	16,402	32.4	29.7	7.5	3.2	.0029
Lincoln	177,352	15,669	34.3	26.0	7.2	2.7	.0082
Loudon	295,129	23,333	23.6	28.8	17.9	10.3	.0115
McMinn	354,748	20,391	25.1	31.2	14.3	5.4	.0151
McNairy	155,079	15,211	30.7	27.8	6.5	1.9	.0071
Macon	126,201	18,065	27.9	33.5	7.9	3.2	.0056
Madison	612,864	18,961	26.3	29.6	12.7	5.2	.0309
Jackson	412,478	18,294	27.2	27.9	12.6	5.3	.0242
Marshall	164,256	18,868	27.9	32.6	10.3	4.1	.0077
Maury	430,314	20,189	25.2	33.4	12.4	4.7	.0188
Meigs	54,001	17,679	30.8	29.9	10.9	2.6	.0023
Monroe	199,316	16,401	32.0	28.6	7.5	3.1	.0094
Moore	37,120	22,871	24.6	34.2	15.3	6.7	.0013
Morgan	122,314	17,302	29.7	28.5	10.8	3.8	.0047
Obion	283,353	19,611	26.0	31.4	12.0	5.7	.0125
Overton	106,410	14,162	30.8	24.3	6.8	2.2	.0049
Perry	38,268	14,494	37.3	24.8	4.0	1.8	.0016
Pickett	24,034	12,942	37.9	18.8	5.0	1.3	.0012
Polk	87,111	16,669	30.0	30.8	7.1	2.1	.0035
Putnam	354,247	16,151	31.9	27.4	8.0	3.3	.0179
Rhea	179,692	17,439	28.5	28.8	11.0	3.3	.0080
Roane	435,204	21,247	24.7	31.1	15.3	6.4	.0182
Scott	112,956	12,347	32.9	20.1	3.8	2.8	.0055
Smith	112,711	18,417	28.7	32.7	9.0	5.7	.0051
Stewart	56,919	14,670	31.0	28.1	4.4	1.6	.0025
Trousdale	50,860	19,324	29.3	34.6	10.5	2.9	.0024
Van Buren	26,188	14,448	39.4	23.2	4.3	2.3	.0011
Warren	237,184	16,531	32.6	28.5	7.3	3.1	.0109
Wayne	90,250	16,270	29.8	30.4	6.5	1.8	.0040
Weakley	232,896	16,003	32.7	27.7	7.6	2.9	.0103
White	139,581	16,096	32.4	29.1	7.3	2.6	.0068
TOTAL METRO COUNTIES	**28,140,235**	**21,656**	**24.6**	**30.3**	**15.3**	**8.3**	**1.2680**
TOTAL STATE	**40,075,958**	**19,839**	**26.3**	**29.8**	**13.1**	**6.7**	**1.8169**

TEXAS

TEXAS
S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/83 Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	RETAIL SALES BY STORE GROUP 1983 Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
ABILENE	**120.0**	**.0509**	**29.0**	**17.1**	**16.5**	**16.5**	**23.6**	**42.4**	**771,468**	**149,770**	**56,494**	**83,346**	**34,215**	**193,784**	**13,280**
Taylor	120.0	.0509	29.0	17.1	16.5	16.5	23.6	42.4	771,468	149,770	56,494	83,346	34,215	193,784	13,280
• Abilene	106.4	.0452	28.5	17.9	16.8	16.2	22.9	37.4	726,063	143,306	52,629	79,836	34,048	181,998	13,235
SUBURBAN TOTAL	13.6	.0057	33.3	10.6	14.3	19.7	27.9	5.0	45,405	6,464	3,865	3,510	167	11,786	45
AMARILLO	**191.4**	**.0813**	**30.1**	**13.9**	**17.6**	**17.7**	**23.6**	**72.4**	**1,475,968**	**292,126**	**153,876**	**162,195**	**86,302**	**353,472**	**25,090**
Potter	105.0	.0446	30.4	13.7	16.9	15.8	26.5	40.6	950,368	149,719	120,398	120,510	57,580	200,651	18,391
• Amarillo	160.5	.0681	30.3	12.9	18.0	17.3	24.3	62.1	1,374,735	278,871	148,374	145,821	80,786	334,369	21,971
Randall	86.4	.0367	29.7	14.1	18.9	20.0	20.0	31.8	525,600	142,407	33,478	41,685	28,722	152,821	6,699
SUBURBAN TOTAL	30.9	.0132	28.4	19.0	15.5	20.0	19.8	10.3	101,233	13,255	5,502	16,374	5,516	19,103	3,119

TEXAS (cont.)
[illegible] ESTIMATES

POPULATION—12/31/83

RETAIL SALES BY STORE GROUP 1983

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
AUSTIN	**623.7**	**.2647**	**28.0**	**18.6**	**21.4**	**16.5**	**18.4**	**235.2**	**3,563,740**	**790,323**	**399,322**	**476,907**	**159,601**	**609,673**	**66,681**
Hays	47.1	.0200	24.3	29.7	14.8	13.9	18.2	15.0	176,907	44,834	26,354	7,717	4,991	29,098	1,852
Travis	478.9	.2033	27.9	19.3	22.6	16.2	17.8	188.2	3,057,265	643,952	347,654	459,850	148,758	502,727	57,809
• Austin	384.2	.1631	27.4	21.2	23.3	14.8	17.6	155.5	2,974,444	617,251	339,892	458,573	142,116	497,220	56,964
Williamson	97.7	.0414	29.9	9.7	18.9	19.4	21.1	32.0	329,568	101,537	25,314	9,340	5,852	77,848	7,020
SUBURBAN TOTAL	239.5	.1016	29.0	14.3	18.4	19.3	19.7	79.7	589,296	173,072	59,430	18,334	17,485	112,453	9,717
BEAUMONT - PORT ARTHUR	**397.9**	**.1690**	**30.8**	**12.4**	**16.3**	**17.6**	**25.5**	**141.2**	**2,413,961**	**557,279**	**214,751**	**284,028**	**114,752**	**475,703**	**50,836**
Hardin	46.5	.0198	30.9	10.4	15.8	19.1	24.3	15.6	188,848	46,847	5,391	5,505	1,831	54,476	5,507
Jefferson	259.5	.1102	31.2	13.0	16.4	16.7	27.1	94.4	1,800,250	399,940	185,147	245,747	94,254	341,257	35,738
• Beaumont	125.4	.0532	30.6	13.5	17.6	16.1	26.1	46.2	1,165,921	212,484	132,234	214,796	73,461	221,454	16,136
• Port Arthur	65.8	.0279	32.2	12.4	14.6	14.7	31.2	24.1	376,820	95,833	27,144	23,661	10,083	85,964	9,515
Orange	91.9	.0390	29.6	11.6	16.7	19.4	21.5	31.2	424,863	110,492	24,213	32,776	18,667	79,970	9,591
SUBURBAN TOTAL	206.7	.0879	30.5	11.6	16.4	19.5	23.2	70.9	871,220	248,962	55,373	45,571	31,208	168,285	25,185
BRAZORIA	**200.8**	**.0853**	**28.5**	**13.7**	**19.8**	**19.5**	**17.6**	**64.8**	**821,464**	**270,190**	**66,780**	**95,482**	**21,786**	**120,967**	**17,778**
Brazoria	200.8	.0853	28.5	13.7	19.8	19.5	17.6	64.8	821,464	270,190	66,780	95,482	21,786	120,967	17,778
SUBURBAN TOTAL	200.8	.0853	28.5	13.7	19.8	19.5	17.6	64.8	821,464	270,190	66,780	95,482	21,786	120,967	17,778
BROWNSVILLE - HARLINGEN	**238.8**	**.1014**	**26.6**	**11.1**	**15.4**	**15.4**	**21.7**	**67.6**	**924,770**	**244,337**	**80,023**	**171,829**	**74,397**	**126,333**	**13,640**
Cameron	238.8	.1014	26.6	11.1	15.4	15.4	21.7	67.6	924,770	244,337	80,023	171,829	74,397	126,333	13,640
• Brownsville	100.0	.0425	25.6	11.6	15.7	15.7	19.7	27.3	548,468	143,268	44,476	125,145	62,222	54,308	9,237
• Harlingen	48.6	.0206	28.3	11.1	16.2	14.8	24.3	14.8	240,127	47,645	26,102	42,684	8,339	52,219	2,756
SUBURBAN TOTAL	90.2	.0383	26.8	10.4	14.7	15.4	22.6	25.5	136,175	53,424	9,445	4,000	3,836	19,806	1,647
BRYAN - COLLEGE STATION	**110.3**	**.0468**	**23.9**	**33.8**	**16.8**	**12.5**	**15.4**	**39.8**	**523,896**	**84,369**	**61,349**	**60,692**	**18,076**	**106,975**	**28,831**
Brazos	110.3	.0468	23.9	33.8	16.8	12.5	15.4	39.8	523,896	84,369	61,349	60,692	18,076	106,975	28,831
• Bryan	49.8	.0211	27.9	17.2	18.5	15.1	21.7	18.9	269,521	41,996	16,535	29,069	14,531	85,158	3,362
• College Station	46.5	.0197	22.5	57.4	14.3	8.2	7.0	15.6	253,699	42,344	47,695	31,674	2,541	16,031	27,669
SUBURBAN TOTAL	14.0	.0060	28.8	14.6	19.3	17.8	20.3	5.3	676	29	2,881	51	1,004	5,786	2,200
CORPUS CHRISTI	**351.4**	**.1492**	**28.3**	**12.5**	**17.5**	**16.9**	**21.4**	**114.4**	**1,791,563**	**456,440**	**155,002**	**242,186**	**84,322**	**373,569**	**32,767**
Nueces	287.3	.1220	28.4	12.9	17.7	16.7	21.5	94.6	1,530,536	339,287	144,852	232,820	80,739	312,547	28,386
• Corpus Christi	250.5	.1064	28.5	13.0	18.3	16.7	21.4	83.9	1,432,127	302,476	139,416	226,768	79,185	301,718	26,681
San Patricio	64.1	.0272	27.9	11.0	16.2	17.5	21.0	19.8	261,027	117,153	10,150	9,366	3,583	61,022	4,381
SUBURBAN TOTAL	100.9	.0428	27.6	11.4	15.6	17.3	21.2	30.5	359,436	153,964	15,586	15,418	5,137	71,851	6,086
DALLAS	**2,182.0**	**.9265**	**29.7**	**13.0**	**20.0**	**19.4**	**19.9**	**812.4**	**14,274,799**	**2,757,626**	**1,514,837**	**1,586,327**	**825,713**	**3,059,685**	**489,834**
Collin	182.5	.0775	29.1	9.0	19.7	23.2	15.3	59.0	639,180	177,341	50,961	29,161	17,313	144,932	43,918
Plano	91.3	.0388	28.0	8.0	23.1	25.4	8.4	28.3	275,464	88,975	27,666	15,191	6,026	29,946	30,435
Dallas	1,688.6	.7169	29.7	13.4	20.1	19.1	20.3	646.8	12,399,480	2,210,145	1,358,363	1,431,210	759,741	2,638,696	415,110
Carrollton	46.2	.0196	29.0	10.2	25.7	23.2	11.5	16.8	176,754	42,842	15,578	2,179	3,007	53,291	9,606
• Dallas	954.7	.4054	30.2	14.2	20.2	17.2	23.1	388.0	6,891,494	1,149,501	882,429	751,342	428,809	1,254,452	160,523

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$12.6 billion retail sales
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TEXAS (cont.)
S&MM ESTIMATES

POPULATION--12/31/83

RETAIL SALES BY STORE GROUP 1983

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
Garland	160.3	0681	28.3	10.8	23.1	20.9	13.5	54.9	724,017	260,365	71,276	36,659	24,030	151,321	19,242
Grand Prairie	82.8	0352	28.3	11.9	20.5	18.9	17.4	28.5	245,433	60,957	59,972	1,620	6,098	44,264	34,945
• Irving	122.2	0519	28.7	15.2	20.2	21.2	16.1	46.2	1,006,709	151,311	104,317	177,851	32,459	361,581	20,275
Mesquite	73.4	0312	27.9	12.4	19.2	22.5	13.9	24.1	714,617	65,227	51,605	266,183	27,640	87,220	53,014
Richardson	84.0	0357	30.6	8.5	19.7	26.3	15.1	28.9	1,168,864	193,686	111,851	142,613	96,970	215,127	96,628
Denton	180.4	.0766	28.2	15.4	22.3	19.2	15.7	62.8	688,320	201,303	70,637	89,195	34,723	137,641	20,165
• Denton	56.6	0240	26.3	27.6	19.3	14.8	18.4	21.0	391,982	102,033	42,193	61,403	22,937	75,443	11,749
Ellis	67.7	.0288	31.7	10.7	15.1	18.5	26.4	22.5	278,058	95,404	16,176	24,251	5,497	71,174	6,518
Kaufman	44.3	.0188	33.5	10.0	14.5	18.9	29.0	14.9	197,870	63,877	12,020	12,439	5,070	44,846	3,712
Rockwall	18.5	.0079	32.0	8.5	17.1	23.6	21.3	6.4	71,891	9,556	6,680	71	3,369	22,396	411
SUBURBAN TOTAL	1,048.5	.4452	29.4	10.8	20.0	21.4	17.5	357.2	5,984,614	1,354,781	485,898	595,731	341,508	1,368,209	297,287
DALLAS - FORT WORTH CONSOLIDATED AREA	***3,267.8***	***1.3875***	***29.9***	***13.0***	***19.5***	***19.3***	***20.7***	***1,209.2***	***21,141,922***	***3,925,213***	***2,313,909***	***2,500,998***	***1,107,125***	***4,686,999***	***774,030***
EL PASO	**533.1**	**.2263**	**26.4**	**14.4**	**17.0**	**16.8**	**18.5**	**157.9**	**2,259,813**	**480,870**	**214,153**	**358,757**	**165,195**	**436,818**	**69,953**
El Paso	533.1	.2263	26.4	14.4	17.0	16.8	18.5	157.9	2,259,813	480,870	214,153	358,757	165,195	436,818	69,953
• El Paso	464.4	1972	27.0	13.5	16.9	17.2	19.3	141.8	2,200,984	461,142	204,960	357,488	164,515	423,165	69,303
SUBURBAN TOTAL	68.7	.0291	23.3	20.1	17.8	14.9	12.4	16.1	58.829	19,728	9,193	1,269	680	13,653	650
FORT WORTH - ARLINGTON	**1,085.8**	**.4610**	**30.4**	**13.0**	**18.4**	**19.2**	**22.3**	**396.8**	**6,867,123**	**1,167,587**	**799,072**	**914,671**	**281,412**	**1,627,314**	**284,196**
Johnson	81.3	.0345	31.8	10.6	15.7	19.8	25.2	28.0	328,726	101,235	22,482	19,880	7,950	102,178	11,591
Parker	51.7	.0219	33.6	10.2	14.8	20.5	27.3	18.4	221,060	68,864	13,676	13,478	1,179	71,573	3,209
Tarrant	952.8	.4046	30.1	13.4	18.9	19.0	21.8	350.4	6,317,337	997,488	762,914	881,313	272,283	1,453,563	269,396
• Arlington	199.3	0846	28.2	15.8	23.2	19.8	14.9	74.5	2,186,903	319,570	219,810	365,211	57,148	694,621	20,830
• Fort Worth	410.3	1742	31.0	13.9	17.6	16.1	26.8	156.6	2,467,891	376,605	393,863	349,288	128,316	515,994	112,812
SUBURBAN TOTAL	476.2	2022	31.0	11.1	17.2	21.4	21.8	165.7	2,212,329	471,412	185,399	200,172	95,948	416,699	150,554
GALVESTON - TEXAS CITY	**212.6**	**.0903**	**30.7**	**12.1**	**17.6**	**18.3**	**24.1**	**76.3**	**1,183,605**	**360,117**	**111,358**	**90,002**	**28,373**	**240,917**	**27,796**
Galveston	212.6	.0903	30.7	12.1	17.6	18.3	24.1	76.3	1,183,605	360,117	111,358	90,002	28,373	240,917	27,796
• Galveston	65.9	0280	31.6	14.0	17.8	15.2	28.7	26.0	463,551	107,619	58,798	49,434	18,406	71,184	8,221
• Texas City	45.0	0191	30.3	11.8	16.9	18.1	24.0	15.5	315,479	84,778	20,890	28,254	7,460	80,931	9,411
SUBURBAN TOTAL	101.7	.0432	30.3	10.9	17.6	20.5	21.1	34.8	404,575	167,720	31,670	12,314	2,507	88,802	10,164
HOUSTON	**3,150.8**	**1.3376**	**28.8**	**13.2**	**21.4**	**19.0**	**17.6**	**1,143.1**	**20,315,169**	**4,297,018**	**1,893,591**	**2,903,686**	**891,834**	**4,568,134**	**397,198**
Fort Bend	175.4	.0745	28.0	10.2	23.5	19.5	14.0	54.8	486,163	146,115	17,834	23,259	32,011	123,740	9,799
Harris	2,725.4	1.1571	28.7	13.6	21.7	18.9	17.5	1,006.4	18,654,586	3,863,544	1,822,044	2,843,312	830,441	4,079,478	367,607
• Baytown	63.7	0270	28.4	13.4	19.1	16.7	20.8	22.9	560,631	106,666	48,640	73,306	9,609	174,327	8,321
• Houston	1,775.0	7536	28.9	14.8	21.8	17.9	18.9	687.2	14,271,217	2,494,595	1,483,365	2,444,203	780,179	2,679,525	251,302
Pasadena	125.1	0531	27.3	15.6	19.9	18.0	16.7	44.1	737,955	111,313	50,338	252,771	25,729	117,937	12,404

The Papert Companies

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TEXAS (cont.)
S&MM ESTIMATES

POPULATION—12/31/83

RETAIL SALES BY STORE GROUP 1983

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group: 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Liberty	55.9	.0237	31.1	10.5	16.0	18.0	25.8	19.4	254,228	74,753	18,360	13,131	2,586	69,846	6,122
Montgomery	170.8	.0725	29.8	9.7	17.5	22.1	18.9	55.7	726,439	199,373	23,266	21,818	19,880	167,419	11,764
Waller	23.3	.0098	27.5	21.0	13.9	15.5	24.0	6.8	193,753	13,233	12,087	2,166	6,916	127,651	1,906
SUBURBAN TOTAL	1,312.1	.5570	28.5	11.1	21.2	20.7	15.6	433.0	5,483,321	1,695,757	361,586	386,177	102,046	1,714,282	137,575
HOUSTON - GALVESTON - BRAZORIA CONSOLIDATED AREA	***3,564.2***	***1.5132***	***28.8***	***13.2***	***21.1***	***19.0***	***18.0***	***1,284.2***	***22,320,238***	***4,927,325***	***2,071,729***	***3,089,170***	***941,993***	***4,930,018***	***442,772***
KILLEEN - TEMPLE	**238.5**	**.1013**	**25.1**	**22.4**	**18.2**	**15.0**	**16.9**	**75.8**	**1,017,991**	**216,129**	**97,240**	**104,171**	**41,005**	**256,400**	**17,277**
Bell	172.8	.0734	26.3	19.7	18.3	15.3	18.7	59.0	899,901	178,887	89,660	95,995	31,830	239,090	15,276
• Killeen	50.9	.0216	23.7	25.4	19.2	14.7	11.2	18.7	425,874	58,671	47,317	26,469	10,264	166,643	1,901
• Temple	46.3	.0197	32.8	11.3	16.8	15.9	30.4	17.9	369,946	82,537	35,337	65,998	20,215	57,295	10,527
Coryell	65.7	.0279	23.7	29.6	18.1	14.3	12.1	16.8	118,090	37,242	7,580	8,176	9,175	17,310	2,001
SUBURBAN TOTAL	141.3	.0600	24.3	25.1	18.3	14.8	14.4	39.2	222,171	74,921	14,586	11,704	10,526	32,462	4,849
LAREDO	**113.6**	**.0482**	**25.0**	**12.4**	**15.3**	**15.2**	**19.5**	**29.9**	**611,477**	**135,517**	**41,210**	**119,144**	**47,047**	**66,222**	**13,398**
Webb	113.6	.0482	25.0	12.4	15.3	15.2	19.5	29.9	611,477	135,517	41,210	119,144	47,047	66,222	13,398
• Laredo	104.7	.0445	24.9	12.6	15.2	14.8	19.9	27.6	605,120	134,093	40,526	118,962	46,050	64,580	13,377
SUBURBAN TOTAL	8.9	.0037	26.0	10.7	16.8	19.3	15.6	2.3	6,357	1,424	684	182	997	1,642	21
LONGVIEW - MARSHALL	**169.8**	**.0720**	**31.0**	**12.5**	**16.2**	**17.4**	**26.2**	**60.9**	**1,039,450**	**258,322**	**78,009**	**114,478**	**64,889**	**214,838**	**23,818**
Gregg	113.0	.0479	30.7	13.0	17.1	17.6	25.0	41.2	824,125	204,247	66,573	94,072	44,129	171,712	19,197
• Longview	71.4	.0303	30.5	13.7	17.5	17.5	24.6	26.4	617,175	165,659	56,675	68,159	34,376	117,067	14,874
Harrison	56.8	.0241	31.8	11.4	14.5	17.0	28.4	19.7	215,325	54,075	11,436	20,406	20,760	43,126	4,621
• Marshall	26.9	.0114	32.4	12.5	14.2	14.4	31.8	9.6	192,122	47,859	9,956	18,014	20,081	39,056	4,255
SUBURBAN TOTAL	71.5	.0303	31.2	11.3	15.6	18.3	25.7	24.9	230,153	44,804	11,378	28,305	10,432	58,715	4,689
LUBBOCK	**228.6**	**.0970**	**26.9**	**19.3**	**18.0**	**16.1**	**19.3**	**80.7**	**1,481,309**	**300,252**	**143,913**	**160,370**	**89,262**	**382,573**	**20,259**
Lubbock	228.6	.0970	26.9	19.3	18.0	16.1	19.3	80.7	1,481,309	300,252	143,913	160,370	89,262	382,573	20,259
• Lubbock	184.9	.0785	26.6	20.8	18.5	15.4	19.0	66.6	1,361,398	284,331	140,098	158,083	87,085	325,207	17,755
SUBURBAN TOTAL	43.7	.0185	28.4	12.9	16.1	18.8	20.6	14.1	119,911	15,921	3,815	2,287	2,177	57,366	2,504
McALLEN - EDINBURG - MISSION	**332.6**	**.1412**	**25.7**	**11.5**	**15.4**	**14.9**	**20.8**	**90.2**	**1,300,871**	**348,228**	**76,793**	**221,675**	**67,494**	**193,223**	**25,881**
Hidalgo	332.6	.1412	25.7	11.5	15.4	14.9	20.8	90.2	1,300,871	348,228	76,793	221,675	67,494	193,223	25,881
• Edinburg	30.0	.0127	25.6	14.8	16.1	14.3	20.5	8.5	120,951	28,618	13,998	5,346	10,262	22,640	2,994
• McAllen	77.4	.0329	27.7	10.7	16.8	16.2	21.5	23.0	624,872	168,583	39,187	105,713	31,756	88,705	11,663
• Mission	26.0	.0110	28.0	11.1	13.9	14.0	26.2	7.5	80,174	34,641	3,525	5,167	4,306	16,475	2,749
SUBURBAN TOTAL	199.2	.0846	24.6	11.3	15.0	14.6	19.9	51.2	474,874	116,386	20,083	105,449	21,170	65,403	8,475
MIDLAND	**97.3**	**.0413**	**29.8**	**12.6**	**18.7**	**18.1**	**22.2**	**35.4**	**634,542**	**142,982**	**44,185**	**53,302**	**36,374**	**158,108**	**8,824**
Midland	97.3	.0413	29.8	12.6	18.7	18.1	22.2	35.4	634,542	142,982	44,185	53,302	36,374	158,108	8,824
• Midland	84.9	.0360	30.0	12.5	18.7	17.7	22.8	31.2	622,549	139,499	42,998	53,137	35,996	156,774	8,824
SUBURBAN TOTAL	12.4	.0053	28.5	13.4	17.5	20.9	17.7	4.2	11,993	3,483	1,187	165	378	1,334	
ODESSA	**130.8**	**.0556**	**28.4**	**14.2**	**18.5**	**17.5**	**20.3**	**47.2**	**954,975**	**210,076**	**107,247**	**138,840**	**40,786**	**216,281**	**9,476**
Ector	130.8	.0556	28.4	14.2	18.5	17.5	20.3	47.2	954,975	210,076	107,247	138,840	40,786	216,281	9,476
• Odessa	101.9	.0433	28.7	14.2	18.8	17.3	20.9	37.4	942,466	207,946	105,977	138,877	39,874	216,034	9,479
SUBURBAN TOTAL	28.9	.0123	27.3	14.2	17.8	18.3	17.9	9.8	12,509	2,130	1,270	37	912	247	3
SAN ANGELO	**94.4**	**.0401**	**30.5**	**15.2**	**16.3**	**16.4**	**26.3**	**34.3**	**679,493**	**161,919**	**55,580**	**72,475**	**29,865**	**178,174**	**6,464**
Tom Green	94.4	.0401	30.5	15.2	16.3	16.4	26.3	34.3	679,493	161,919	55,580	72,475	29,865	178,17	6,464
• San Angelo	81.5	.0346	30.0	16.0	16.6	15.8	25.8	30.0	677,158	161,364	55,345	72,147	29,727	177,544	6,464
SUBURBAN TOTAL	12.9	.0055	34.1	10.2	15.1	20.3	28.4	4.3	2,335	555	235	328	138	630	
SAN ANTONIO	**1,173.6**	**.4983**	**28.8**	**13.5**	**17.4**	**17.1**	**22.2**	**392.4**	**5,925,901**	**1,418,657**	**604,550**	**849,763**	**257,576**	**1,076,036**	**95,574**
Bexar	1,077.8	.4576	28.5	13.7	17.5	17.0	21.6	358.7	5,515,580	1,276,294	568,932	832,472	239,845	983,969	87,511
• San Antonio	851.9	.3617	28.7	13.3	17.1	16.2	23.0	288.2	5,078,483	1,053,810	539,894	789,984	223,057	960,346	81,982
Comal	43.2	.0183	35.4	9.3	14.5	18.7	31.9	15.6	212,566	87,307	15,624	10,685	3,637	37,288	5,801
Guadalupe	52.6	.0224	31.5	12.1	15.1	18.9	25.8	18.1	197,755	55,056	19,994	6,606	14,094	54,779	2,262
SUBURBAN TOTAL	321.7	.1366	29.2	13.8	18.2	19.5	19.9	104.2	847,418	364,847	64,656	59,779	34,519	115,690	13,592

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San Antonio Light
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TEXAS (cont.)

S&MM ESTIMATES

POPULATION—12/31/83

RETAIL SALES BY STORE GROUP 1983

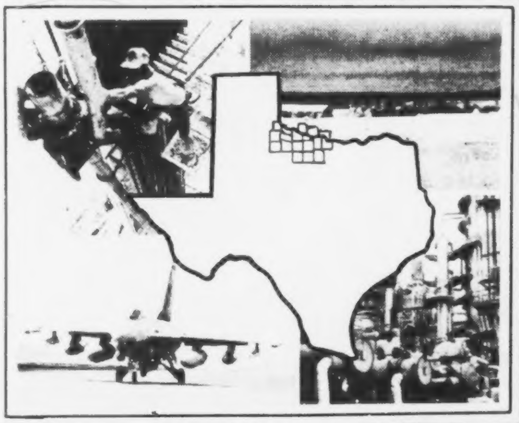
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
SHERMAN - DENISON	**94.7**	**.0403**	**34.2**	**11.4**	**15.1**	**17.5**	**31.2**	**36.2**	**454,542**	**119,321**	**32,414**	**61,439**	**15,910**	**86,594**	**15,435**
Grayson	94.7	.0403	34.2	11.4	15.1	17.5	31.2	36.2	454,542	119,321	32,414	61,439	15,910	86,594	15,435
• Denison	25.0	.0106	33.8	11.1	15.7	16.5	31.6	9.8	151,050	56,135	8,415	15,413	3,089	22,258	4,850
• Sherman	32.1	.0136	32.3	14.1	16.3	16.0	29.5	12.5	242,445	40,739	21,999	43,687	12,263	50,035	8,723
SUBURBAN TOTAL	37.6	.0161	36.3	9.3	13.8	19.4	32.5	13.9	61,047	22,447	2,000	2,339	558	14,301	1,862
TEXARKANA	**118.4**	**.0503**	**32.3**	**10.2**	**15.9**	**16.8**	**28.8**	**43.1**	**646,027**	**181,212**	**51,917**	**78,743**	**21,666**	**114,264**	**14,904**
Bowie	80.1	.0340	32.5	10.2	15.9	17.2	28.9	29.4	447,804	104,095	35,632	66,253	19,790	107,347	8,230
• Texarkana	33.1	.0141	32.7	10.9	15.8	14.3	32.2	12.9	353,880	62,427	28,314	65,016	18,911	100,731	6,351
Miller, Ark.	*38.3*	*.0163*	*31.7*	*10.3*	*15.6*	*16.0*	*28.8*	*13.7*	*198,223*	*77,117*	*16,285*	*12,490*	*1,876*	*6,917*	*6,674*
• *Texarkana*	*21.9*	*.0093*	*33.2*	*10.4*	*15.3*	*15.0*	*32.2*	*8.2*	*180,854*	*74,824*	*13,820*	*11,669*	*1,702*	*6,209*	*6,674*
SUBURBAN TOTAL	63.4	.0269	31.7	9.8	15.9	18.8	26.0	22.0	111,293	43,961	9,783	2,058	1,053	7,324	1,879
TYLER	**145.9**	**.0620**	**31.6**	**11.9**	**16.4**	**17.4**	**27.0**	**52.9**	**973,388**	**226,422**	**71,553**	**139,981**	**67,736**	**150,619**	**17,593**
Smith	145.9	.0620	31.6	11.9	16.4	17.4	27.0	52.9	973,388	226,422	71,553	139,981	67,736	150,619	17,593
• Tyler	75.6	.0321	31.1	13.4	16.8	16.3	27.1	28.3	894,705	207,094	68,670	136,584	66,123	140,768	16,665
SUBURBAN TOTAL	70.3	.0299	32.2	10.3	16.0	18.6	27.0	24.6	78,683	19,328	2,883	3,397	1,613	9,851	928
VICTORIA	**77.5**	**.0329**	**28.7**	**12.7**	**17.8**	**17.5**	**21.3**	**26.3**	**533,288**	**100,859**	**43,908**	**76,221**	**27,799**	**125,034**	**10,969**
Victoria	77.5	.0329	28.7	12.7	17.8	17.5	21.3	26.3	533,288	100,859	43,908	76,221	27,799	125,034	10,969
• Victoria	57.1	.0242	28.6	13.4	18.0	16.9	21.6	19.7	529,295	99,620	42,969	75,735	27,769	124,911	10,963
SUBURBAN TOTAL	20.4	.0087	29.1	10.9	17.3	19.3	20.5	6.6	3,993	1,239	939	486	30	123	6
WACO	**184.1**	**.0782**	**31.0**	**15.8**	**14.9**	**15.7**	**28.3**	**67.2**	**1,104,662**	**255,995**	**99,754**	**112,290**	**52,024**	**253,504**	**27,195**
McLennan	184.1	.0782	31.0	15.8	14.9	15.7	28.3	67.2	1,104,662	255,995	99,754	112,290	52,024	253,504	27,195
• Waco	105.6	.0448	29.9	19.7	14.6	13.0	29.5	39.8	871,679	156,318	82,381	101,407	37,954	200,509	25,018
SUBURBAN TOTAL	78.5	.0334	32.4	10.6	15.2	19.4	26.7	27.4	232,983	99,677	17,373	10,883	14,070	52,995	2,177
WICHITA FALLS	**125.1**	**.0531**	**30.4**	**15.7**	**16.6**	**17.2**	**25.2**	**45.1**	**784,263**	**154,319**	**71,418**	**100,914**	**41,927**	**175,711**	**12,573**
Wichita	125.1	.0531	30.4	15.7	16.6	17.2	25.2	45.1	784,263	154,319	71,418	100,914	41,927	175,711	12,573
• Wichita Falls	100.3	.0426	29.9	16.9	17.3	16.1	25.0	36.2	711,155	131,255	68,076	99,619	39,527	150,955	10,872
SUBURBAN TOTAL	24.8	.0105	33.1	10.8	14.1	21.6	25.7	8.9	73,108	23,064	3,342	1,295	2,400	24,756	1,701
OTHER COUNTIES															
Anderson	45.3	.0193	31.8	13.8	16.9	15.0	29.7	14.5	188,566	50,741	11,211	11,859	5,724	50,307	6,920
Andrews	15.2	.0065	28.2	12.8	15.7	17.8	21.6	5.0	73,504	19,707	5,543	3,027	3,646	20,269	1,365
Angelina	71.6	.0304	30.3	11.5	16.1	17.4	25.1	24.4	326,688	93,931	20,239	19,050	17,001	63,057	9,732
Aransas	17.2	.0073	36.2	9.2	12.7	16.5	34.9	6.3	72,680	27,595	4,226	1,597	1,805	8,280	2,248
Archer	8.1	.0034	33.5	10.2	14.5	18.3	29.6	2.9	22,789	6,870	1,132	129	64	6,894	277
Armstrong	2.1	.0009	39.6	7.6	12.4	18.3	37.7	.8	4,683	1,448	171	487	83	874	65
Atascosa	28.6	.0122	30.0	10.3	14.3	16.9	26.0	9.4	79,982	20,244	5,908	6,103	1,403	16,604	1,318
Austin	20.7	.0088	35.8	9.0	13.7	16.7	34.4	7.5	80,801	24,876	4,699	4,393	3,376	17,917	1,985
Bailey	8.2	.0034	30.1	11.0	13.2	17.4	26.2	2.8	36,965	12,536	2,863	1,010	1,188	9,656	852
Bandera	8.7	.0037	41.6	7.3	11.9	17.9	39.9	3.4	16,395	4,936	661	81	183	3,631	
Bastrop	29.7	.0126	33.6	10.3	14.5	16.0	31.9	10.5	73,782	37,543	4,257	2,345	1,729	7,595	2,441
Baylor	5.0	.0022	42.9	7.5	11.9	15.8	42.7	2.0	20,083	5,257	1,181	427	207	5,106	724
Bee	27.9	.0118	27.5	14.8	16.5	15.8	21.9	8.9	112,861	26,373	7,593	5,746	4,271	27,537	1,592
Blanco	5.2	.0022	40.4	8.3	12.0	16.5	40.0	2.2	20,282	7,119	2,136		522	856	215
Borden	.9	.0004	33.0	9.4	12.7	19.6	27.9	.3	673						348
Bosque	14.9	.0063	45.3	7.4	11.3	14.5	46.2	6.1	49,516	13,754	1,782	2,535	993	15,099	3,687
Brewster	7.8	.0033	28.8	19.0	15.7	14.7	25.6	2.8	47,577	12,746	2,756	1,443	583	7,494	1,822
Briscoe	2.6	.0011	34.7	9.1	13.8	15.6	34.0	1.0	7,687	3,711	735	215		1,276	113
Brooks	8.9	.0038	30.3	11.1	13.2	16.3	27.5	2.7	37,771	10,640	3,349	1,727	1,506	10,657	85
Brown	36.7	.0156	33.8	11.4	14.2	15.9	32.4	13.9	180,047	43,424	11,061	19,199	6,126	42,980	4,122
Burleson	14.1	.0060	36.0	10.1	12.6	15.5	35.6	4.9	38,522	9,684	3,844	1,863	907	7,192	295
Burnet	21.4	.0091	42.3	7.4	11.8	15.2	42.6	8.6	94,775	20,095	3,808	8,545	3,798	20,516	2,706
Caldwell	25.4	.0107	29.2	14.9	13.9	14.2	27.8	8.1	87,582	20,817	5,443	3,692	1,980	29,697	1,516
Calhoun	20.9	.0089	29.6	12.0	15.3	18.6	23.2	7.1	103,701	31,392	5,174	3,878	5,184	19,933	2,967
Callahan	13.0	.0055	38.0	8.5	12.9	18.3	35.5	4.8	33,814	12,425	1,550	763	131	9,257	1,068
Camp	9.9	.0042	34.1	9.8	14.6	15.2	33.4	3.8	39,437	9,811	1,812	1,412	2,557	11,081	1,640
Carson	7.1	.0030	33.9	9.1	14.3	18.5	29.9	2.5	21,930	5,480	1,740		103	4,082	326
Cass	31.8	.0135	33.9	9.7	13.8	17.1	31.3	11.3	119,132	43,139	8,777	8,689	2,960	19,454	2,941

Your first step to success... in Texas.

Wichita Falls **Times**/Record News

- 87% penetration of our city zone.
- 49% penetration of our RTZ.[1]
- Over $2 Billion EBI throughout our 18 county RTZ.[2]
- $17,118 per household retail sales ranks 19th in the top 314 U.S. markets.[2]
- $22,600 mean reader income; 43% post high school educated and 79% own their own homes.[3]

1. ABC Audit Report, April 1984
2. Sales and Marketing Management 3. RMH, August 1982



TEXAS (cont.)
S&MM ESTIMATES

POPULATION—12/31/83

RETAIL SALES BY STORE GROUP 1983

METRO AREA County City	Total Population (Thou-sands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	House-holds (Thou-sands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Auto-motive ($000)	Drug ($000)
Castro	10.8	.0046	26.3	10.2	15.2	17.0	19.7	3.4	41,333	10,812	1,442	3,143	914	12,185	1,338
Chambers	21.7	.0092	29.1	11.4	18.2	18.4	20.9	7.5	101,034	29,314	6,956	1,419	762	30,298	2,067
Cherokee	41.7	.0177	35.2	10.3	13.7	16.4	33.8	14.8	138,046	40,801	4,107	8,394	4,020	40,743	3,133
Childress	7.2	.0031	39.6	8.7	12.1	16.0	39.0	2.8	35,767	10,412	2,729	4,120	1,156	5,608	1,010
Clay	10.4	.0044	37.4	9.5	12.8	18.9	34.4	4.0	24,160	6,419	3,137	1,004	225	4,282	1,377
Cochran	4.8	.0021	28.5	10.8	12.8	17.5	24.1	1.5	15,072	3,778	158	632	267	5,651	674
Coke	3.3	.0014	45.2	7.8	10.0	16.3	44.4	1.3	17,012	2,219	684	109	32	11,060	112
Coleman	10.9	.0046	43.3	8.1	10.9	14.1	44.1	4.4	40,251	14,341	1,936	1,249	157	7,460	1,484
Collingsworth	4.6	.0019	37.3	8.9	12.3	14.5	37.7	1.8	16,278	4,239	392	1,922	297	1,293	1,209
Colorado	20.1	.0086	35.8	10.1	13.4	16.2	34.7	7.5	101,773	20,631	8,289	2,662	2,103	33,861	1,777
Comanche	13.3	.0057	41.5	7.6	11.8	16.4	41.2	5.1	50,011	25,108	1,370	4,262	932	9,959	999
Concho	3.0	.0012	39.2	7.5	12.7	14.4	40.1	1.1	29,979	3,561	749	452		20,237	101
Cooke	30.3	.0129	32.4	11.7	15.0	16.1	30.1	11.1	161,555	38,953	9,776	5,057	4,629	29,583	3,417
Cottle	2.9	.0012	39.8	8.2	11.8	16.0	39.5	1.2	8,464	3,088	397	124	411	1,708	341
Crane	5.0	.0021	28.4	11.9	15.1	17.2	22.9	1.7	16,333	4,818	2,006	648	98	2,597	383
Crockett	5.1	.0022	29.0	11.3	15.9	18.3	22.1	1.7	31,988	8,400	933	937	987	3,975	893
Crosby	8.9	.0038	30.9	10.8	11.4	17.2	28.1	2.9	17,337	5,542	519	1,301	736	5,094	696
Culberson	3.5	.0015	25.7	11.8	14.7	17.7	18.6	1.0	18,275	1,914	1,785	302	69	2,001	175
Dallam	6.8	.0029	30.5	10.4	15.2	17.0	26.2	2.5	54,270	11,334	3,597	1,359	547	13,656	726
Dawson	16.6	.0071	30.8	10.3	14.2	16.3	27.7	5.5	76,298	18,472	8,426	5,048	4,032	17,278	1,587
Deaf Smith	22.2	.0094	26.9	10.7	15.6	16.9	20.4	6.9	101,266	29,396	11,402	5,535	6,908	22,515	1,454
Delta	5.0	.0021	43.5	7.2	10.0	14.9	44.9	1.9	11,487	3,444	78	522	453	4,380	777
De Witt	19.6	.0083	38.3	9.0	12.7	14.3	38.8	7.2	79,147	20,797	4,074	6,770	1,056	15,343	3,096
Dickens	3.5	.0015	40.0	8.1	10.8	15.4	40.1	1.4	17,689	3,316	583	630	98	3,837	638
Dimmit	12.6	.0054	26.2	11.3	15.1	14.2	22.5	3.5	41,510	15,943	3,150	3,865	456	1,753	328
Donley	4.4	.0018	40.9	10.8	11.0	15.4	41.5	1.6	24,205	2,997	1,550	2,489	465	11,421	615
Duval	13.3	.0057	29.9	10.7	12.9	15.0	28.4	4.1	32,564	15,589	2,653	293	359	4,631	519
Eastland	20.9	.0088	40.4	11.4	11.8	14.5	40.9	8.3	70,727	19,022	4,604	5,862	2,036	12,505	2,824
Edwards	2.0	.0008	32.1	7.4	12.8	17.9	28.4	.7	4,409	2,481	228	70			90
Erath	24.9	.0106	34.2	15.6	13.7	14.7	34.2	9.9	128,506	30,927	10,365	11,519	3,082	28,830	8,925
Falls	18.8	.0080	40.3	9.2	11.6	14.0	40.9	7.3	66,116	20,389	4,258	2,622	2,088	10,470	1,450
Fannin	25.5	.0108	40.7	8.4	11.7	16.2	40.4	10.0	113,632	28,696	3,328	6,117	2,166	47,666	2,184
Fayette	20.5	.0087	42.5	8.9	12.3	14.0	43.3	8.2	83,595	24,838	11,823	3,173	1,836	16,145	1,747
Fisher	6.0	.0026	39.3	7.6	11.5	15.9	39.1	2.2	14,478	4,609	867	1,066	350	3,813	792
Floyd	9.6	.0040	32.0	9.5	12.3	16.8	29.5	3.3	34,434	8,285	996	1,091	212	8,163	1,118
Foard	2.1	.0009	43.1	7.4	11.5	15.0	43.4	.9	5,318	2,425	52		36	953	
Franklin	7.8	.0033	37.9	8.4	13.5	16.4	36.9	3.0	18,433	3,248	1,005	789	1,847	3,450	479
Freestone	17.4	.0074	36.1	9.2	13.2	14.5	36.6	6.3	80,728	22,577	4,327	3,800	1,581	18,726	4,596
Frio	15.0	.0064	26.4	10.9	14.2	15.1	22.7	4.3	46,925	19,129	2,631	365	2,101	11,409	1,828
Gaines	14.2	.0060	27.7	11.4	14.6	17.9	21.5	4.6	40,068	16,339	2,657	460	399	7,788	1,654
Garza	5.4	.0023	31.8	10.2	13.5	16.9	28.8	1.9	21,607	8,697	1,731	1,253	356	2,089	637
Gillespie	15.0	.0063	42.1	7.9	11.7	16.0	41.9	5.9	69,063	15,751	6,487	4,991	4,398	10,616	1,668
Glasscock	1.3	.0006	26.5	10.5	15.6	16.7	20.1	.4	2,059	904	142				
Goliad	5.5	.0023	33.9	9.7	13.4	15.8	32.7	1.9	15,566	4,446	1,433	397	283	3,122	424
Gonzales	17.5	.0074	34.6	9.7	12.8	14.9	34.5	6.1	57,725	17,177	4,555	3,805	2,504	12,217	1,721
Gray	27.1	.0115	34.4	10.8	14.4	17.9	31.2	10.5	140,149	36,269	15,177	7,438	7,013	35,390	3,338
Grimes	15.8	.0067	33.8	10.2	13.8	14.7	33.7	5.4	41,655	11,828	3,844	2,105	617	5,441	893
Hale	39.6	.0168	29.4	11.8	14.8	16.5	25.2	13.1	219,516	58,106	11,761	21,926	13,254	45,188	7,638
Hall	5.6	.0024	38.8	7.9	12.3	15.2	39.1	2.2	17,254	4,664	855	992	327	4,793	918
Hamilton	9.0	.0038	47.0	7.1	10.6	14.8	47.1	3.8	32,503	7,452	1,830	1,085	2,396	5,772	1,501
Hansford	6.4	.0027	31.3	10.3	16.0	19.6	24.4	2.4	40,208	8,038	1,917	2,371	831	18,232	961
Hardeman	6.4	.0027	39.7	8.1	11.3	14.9	40.2	2.5	17,452	7,884	1,375	352	199	2,133	237
Hartley	4.5	.0020	34.1	7.3	14.6	20.0	28.7	1.4	5,992	652	73		75	2,886	
Haskell	7.8	.0033	41.6	8.0	11.0	14.5	41.8	3.0	35,691	9,882	1,822	1,305	2,815	9,238	1,084
Hemphill	6.6	.0028	28.0	13.7	17.5	16.6	21.1	2.3	28,711	9,460	2,637	35	37	4,863	2,057
Henderson	51.4	.0218	38.6	9.4	12.0	16.9	37.4	19.8	154,022	39,044	8,250	13,600	2,615	32,341	2,884
Hill	27.0	.0115	40.2	8.9	11.9	15.2	40.3	10.4	104,105	37,124	6,230	2,865	2,677	16,525	3,973
Hockley	25.2	.0107	27.4	14.3	14.9	16.5	22.2	8.3	98,207	23,418	7,191	3,360	2,610	21,805	3,226
Hood	23.1	.0098	36.4	9.8	14.7	17.4	34.4	8.9	113,801	16,583	9,607	6,760	1,855	50,442	2,416
Hopkins	28.0	.0119	34.5	9.9	14.8	16.4	33.0	10.5	118,298	28,389	6,643	9,520	2,892	37,219	3,532
Houston	24.7	.0105	34.3	9.8	19.1	16.1	32.6	8.2	93,236	26,878	2,544	1,318	4,136	36,683	2,236
Howard	32.7	.0138	33.1	11.2	14.7	18.4	28.9	12.2	281,308	52,642	24,836	16,715	5,161	84,076	3,314
Hudspeth	2.8	.0012	27.0	11.3	14.4	17.1	21.3	.8	3,810	1,019	435	151			27
Hunt	61.3	.0261	33.6	13.0	13.6	18.2	30.0	22.7	275,542	74,984	18,500	19,601	11,924	58,286	6,963
Hutchinson	28.1	.0119	33.4	10.9	15.2	16.4	31.2	10.6	110,549	37,230	8,079	4,444	4,065	24,941	3,326
Irion	1.6	.0007	33.6	9.3	13.8	18.8	29.3	.5	8,108	1,073	95				
Jack	8.0	.0034	36.5	9.7	13.9	15.9	35.8	3.0	28,607	5,800	2,116	430	551	7,432	1,093
Jackson	14.0	.0059	32.6	11.0	14.0	17.0	29.7	5.0	51,560	20,077	3,355	1,856	941	10,788	1,054
Jasper	34.2	.0145	32.7	9.9	13.9	17.4	29.3	12.1	181,284	58,590	6,748	13,526	4,849	61,426	5,422
Jeff Davis	1.8	.0008	34.2	9.0	14.8	17.9	30.9	.6	1,979	625	283				55
Jim Hogg	5.5	.0023	29.4	10.4	13.9	16.0	26.3	1.8	19,970	8,214	1,167	808	415	3,490	257
Jim Wells	39.0	.0166	28.4	11.6	15.4	16.4	23.4	12.2	196,709	62,096	13,184	9,490	7,842	53,455	4,081
Jones	18.3	.0078	37.2	8.4	12.4	16.4	36.1	6.7	66,592	15,436	2,071	3,990	1,426	19,191	1,839
Karnes	14.0	.0059	32.0	11.0	13.2	14.4	31.6	4.7	56,849	18,043	6,330	2,577	3,003	11,964	893
Kendall	13.0	.0055	37.3	8.0	12.6	20.6	32.7	4.5	49,390	16,305	5,958	1,172	202	10,896	877
Kenedy	.5	.0002	30.3	14.6	9.4	16.2	29.4	.2	1,174		97	759			
Kent	1.2	.0005	41.4	9.5	10.7	15.6	40.3	.4	2,383	211	27	36		861	
Kerr	33.6	.0143	42.9	8.7	11.8	15.1	43.1	13.1	137,831	36,269	8,828	10,279	6,853	16,836	1,790
Kimble	4.2	.0018	39.7	7.7	11.6	16.9	38.8	1.6	29,268	6,893	4,655	964	647	6,142	407
King	.4	.0002	28.5	12.3	17.0	16.9	22.1	.2	2,275		114	36			
Kinney	2.4	.0010	34.0	8.7	12.9	13.9	34.7	.8	4,683	2,669	209	57	36	126	35

TEXAS (cont.)

S&MM ESTIMATES

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	RETAIL SALES BY STORE GROUP 1983						
				18–24 Years	25–34 Years	35–49 Years	50 & Over		Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Kleberg	34.4	.0146	25.3	19.4	18.0	14.7	17.9	10.8	174,272	66,737	14,672	4,371	7,588	34,210	1,942
Knox	5.2	.0022	40.6	8.4	10.8	14.8	40.7	1.9	20,174	7,262	1,284	370	111	1,773	1,078
Lamar	45.9	.0195	34.6	10.3	13.4	17.2	32.3	17.2	237,203	63,949	15,966	29,838	8,759	29,310	8,225
Lamb	19.4	.0082	32.0	9.8	13.3	16.2	29.7	6.6	66,771	20,522	2,951	4,005	1,949	16,879	2,360
Lampasas	13.4	.0057	35.0	8.8	13.8	18.2	31.8	5.0	52,186	13,084	3,818	4,450	2,421	12,722	979
La Salle	5.9	.0025	28.9	10.5	13.6	16.2	25.4	1.9	19,378	2,878	1,612	3,548	387	1,081	260
Lavaca	20.1	.0086	39.7	8.9	12.2	14.2	40.5	7.6	73,488	25,636	3,012	2,348	3,936	13,534	1,821
Lee	13.0	.0055	34.2	10.3	12.9	15.5	33.5	4.6	38,973	10,681	4,038	966	4,156	3,824	621
Leon	10.9	.0046	42.5	7.8	11.2	14.4	43.1	4.5	27,048	6,924	2,882	811	1,763	1,285	436
Limestone	22.2	.0095	38.3	9.9	13.1	15.1	38.3	8.0	91,531	45,592	3,008	1,619	1,520	13,991	2,613
Lipscomb	4.1	.0017	32.6	9.1	15.3	18.0	28.4	1.4	12,700	3,621	739	360	41	4,364	184
Live Oak	10.9	.0046	32.5	10.7	14.5	16.9	29.5	3.7	45,766	10,344	2,574	1,298	241	14,704	223
Llano	12.0	.0051	55.8	5.5	9.1	13.3	53.8	5.1	44,223	16,562	4,692	1,837	1,936	6,971	1,173
Loving	.1	.0001	44.5	10.0	8.0	25.0	43.0	.1	225		140				
Lynn	8.6	.0037	31.0	10.1	12.2	17.3	27.8	2.8	19,775	3,579	1,069	263	752	9,659	398
McCulloch	9.1	.0038	40.9	7.6	11.7	14.6	41.4	3.5	45,880	9,042	2,514	5,872	1,484	13,659	880
McMullen	.8	.0003	37.4	9.4	13.0	18.8	34.4	.3	767	260	66			83	
Madison	12.0	.0051	27.2	25.5	10.7	12.5	29.0	3.5	55,345	11,638	3,676	1,173	1,005	14,714	1,586
Marion	11.4	.0049	36.6	9.7	12.2	15.9	35.9	4.4	28,982	7,975	1,076	649	784	4,547	1,966
Martin	4.9	.0021	31.6	9.1	13.5	18.0	27.5	1.6	33,652	5,402	521	105	316	13,147	550
Mason	3.9	.0016	43.1	7.0	12.1	15.5	43.2	1.6	11,000	3,720	975	54	88	1,417	366
Matagorda	43.5	.0185	29.4	12.8	17.1	16.5	23.9	15.4	172,271	45,420	11,760	5,643	4,331	54,523	1,658
Maverick	38.9	.0165	24.0	11.7	14.7	15.8	17.9	9.6	109,992	34,430	4,925	12,412	7,733	6,522	4,127
Medina	24.9	.0106	32.2	9.4	14.0	17.0	29.1	8.3	92,534	32,345	6,902	3,008	1,327	22,794	1,569
Menard	2.4	.0010	41.2	7.0	12.1	14.8	41.8	.9	4,423	1,832	268			483	223
Milam	24.8	.0105	35.1	9.3	13.0	15.7	34.4	8.9	74,814	24,258	5,198	5,737	1,477	14,282	949
Mills	4.7	.0020	47.0	7.1	10.5	14.8	47.2	1.9	12,477	3,320	733	421	770	1,948	299
Mitchell	9.3	.0040	35.6	8.8	12.7	14.1	36.4	3.4	35,481	9,963	2,926	974	1,318	7,114	1,366
Montague	18.8	.0080	40.3	8.7	11.8	16.3	39.8	7.3	78,728	26,220	4,006	3,702	2,526	19,774	1,900
Moore	18.2	.0077	28.8	11.2	16.3	18.0	21.8	6.1	88,454	25,472	7,580	3,061	7,310	22,625	1,786
Morris	16.0	.0068	32.3	10.9	15.3	16.9	29.0	5.6	45,580	11,246	947	2,542	1,606	16,300	1,426
Motley	1.9	.0008	43.1	7.2	12.7	13.2	44.0	.8	6,591	1,311	44	116	34	665	191
Nacogdoches	51.5	.0219	27.6	23.1	15.8	14.1	24.2	18.4	244,884	62,062	20,833	23,576	14,121	40,103	6,817
Navarro	38.6	.0164	36.2	9.7	13.5	15.7	35.6	14.6	216,428	44,202	13,527	18,160	8,727	51,433	5,265
Newton	14.4	.0061	31.6	9.5	13.7	16.9	28.4	5.0	25,363	7,946	551	326		4,757	299
Nolan	18.4	.0078	33.7	9.5	14.6	16.4	31.8	6.7	121,337	37,613	8,412	9,934	2,711	18,152	5,041
Ochiltree	10.1	.0043	29.6	12.7	17.5	17.4	23.1	3.6	53,043	15,119	2,317	850	2,335	15,043	1,383
Oldham	2.4	.0010	26.9	8.5	14.3	17.7	20.7	.7	5,775	787	631	90			32
Palo Pinto	23.0	.0098	35.0	10.2	13.9	17.3	32.7	8.7	153,069	55,885	7,073	5,099	4,295	30,505	5,669
Panola	23.6	.0100	33.9	10.7	14.1	17.1	31.4	8.3	80,168	26,133	3,891	10,521	1,532	11,204	3,336
Parmer	11.4	.0049	28.4	10.4	15.0	17.9	22.3	3.5	44,870	14,035	2,145	4,066	128	8,681	5,123
Pecos	15.9	.0067	27.0	11.9	15.5	17.7	19.8	4.7	86,225	27,082	6,802	4,311	1,578	10,587	1,269
Polk	29.9	.0127	36.5	8.9	12.5	15.8	36.0	11.1	148,657	34,010	6,450	7,753	3,769	38,268	2,113
Presidio	5.5	.0023	31.8	8.7	11.8	16.3	29.9	1.8	21,266	6,012	832	2,391	464	3,754	53
Rains	5.5	.0024	39.9	8.7	12.0	17.0	38.9	2.3	15,088	8,996	753	1,437	1,343	94	204
Reagan	4.7	.0020	25.7	12.9	18.1	14.9	18.2	1.4	17,274	5,065	671	757	36	4,949	148
Real	2.8	.0011	37.3	8.1	10.9	17.9	35.1	1.3	6,625	768	1,057	51		1,252	78
Red River	17.1	.0073	37.5	8.5	12.6	14.9	37.8	6.5	64,[illegible]	25,278	2,093	4,711	1,707	5,312	1,563
Reeves	16.0	.0068	26.6	11.6	15.1	16.5	20.8	4.9	75,988	21,449	7,302	3,736	2,014	19,296	1,379
Refugio	9.4	.0040	32.3	11.0	13.2	16.7	29.7	3.2	35,888	7,141	3,512	689	492	10,405	1,451
Roberts	1.3	.0005	32.1	7.8	15.5	19.3	26.2	.4	1,925	1,171	37				
Robertson	15.3	.0065	36.9	9.0	11.6	13.4	36.5	5.9	45,983	18,124	2,804	1,514	777	8,385	2,064
Runnels	12.1	.0052	38.2	8.7	11.6	15.[illegible]	38.3	4.6	51,626	14,703	2,049	3,756	1,898	11,214	1,294
Rusk	45.[illegible]	.0194	34.5	9.8	14.5	15.7	33.6	16.4	147,553	35,247	7,202	15,015	5,753	38,838	4,159
Sabine	9.7	.0041	40.3	9.1	10.6	15.6	40.3	3.8	39,521	15,398	2,271	1,064	1,212	7,310	416
San Augustine	9.2	.0039	38.1	8.7	11.2	16.1	37.5	3.4	36,530	9,781	818	1,317	2,071	9,892	1,098
San Jacinto	14.[illegible]	.0061	34.7	8.6	13.1	18.2	31.3	5.4	17,392	8,421	302	60	90	4,483	146
San Saba	6.1	.0026	41.1	6.6	12.1	14.8	41.6	2.6	19,279	6,324	412	420	273	4,351	614
Schleicher	3.3	.0014	31.5	11.0	15.2	17.1	27.6	1.0	5,939	2,874	492	220		314	227
Scurry	19.8	.0084	31.2	12.3	14.8	16.7	27.6	7.1	118,688	28,677	9,846	9,192	5,992	20,976	2,410
Shackelford	4.5	.0019	35.6	9.8	13.7	15.4	35.2	1.7	16,959	4,178	604		109	4,535	440
Shelby	25.1	.0107	36.3	9.5	12.7	16.3	35.2	9.4	97,581	29,919	3,202	6,718	2,866	19,972	2,181
Sherman	3.0	.0012	33.2	9.4	14.8	19.8	27.5	1.1	18,761	8,086	798	64	293	3,138	66
Somervell	5.2	.0022	31.4	11.6	17.2	15.9	27.9	2.0	27,115	16,400	1,763	284	517	424	420
Starr	33.9	.0144	24.5	11.3	13.2	15.9	20.1	8.6	76,940	32,957	2,648	4,489	4,548	10,355	1,431
Stephens	11.1	.0047	35.6	9.7	14.0	16.5	34.2	4.4	44,582	12,052	4,101	1,644	1,487	13,541	2,780
Sterling	1.3	.0005	31.6	10.4	14.5	15.9	29.1	.4	4,423	1,596	152				
Stonewall	2.5	.0011	41.3	8.4	11.4	16.3	40.7	1.0	6,367	763	767	85	33	1,268	190
Sutton	6.2	.0026	28.4	11.3	18.9	17.9	19.6	1.9	43,667	11,089	6,233	816	251	16,511	856
Swisher	9.6	.0041	31.9	9.8	12.7	17.4	28.7	3.4	32,274	6,311	3,123	1,959	1,114	10,048	1,433
Terrell	1.6	.0007	32.5	8.7	15.5	18.2	27.9	.6	6,818	185	987	1,179	31	854	96
Terry	15.1	.0064	29.6	10.9	13.8	17.3	25.3	5.1	100,200	22,920	4,062	4,467	2,328	36,515	2,237
Throckmorton	2.1	.0009	42.9	7.3	10.6	17.4	42.9	.9	3,369	988	274			224	108
Titus	24.0	.0102	33.0	10.6	14.7	16.1	30.9	8.6	181,910	31,257	14,322	24,439	7,241	43,839	4,082
Trinity	10.6	.0045	40.1	8.1	11.4	15.8	40.0	4.2	49,016	14,498	1,679	1,639	159	17,381	2,339
Tyler	18.4	.0078	37.3	8.5	11.6	16.8	35.9	6.8	54,914	21,052	3,374	1,209	500	12,495	336
Upshur	33.5	.0142	33.2	9.9	14.5	17.2	30.3	11.9	106,867	23,334	2,215	5,197	1,403	25,042	2,483
Upton	4.9	.0021	28.1	12.4	15.3	16.7	22.7	1.6	11,262	5,218	1,220	286	93	360	472
Uvalde	24.8	.0105	29.1	11.6	14.3	16.2	25.4	7.7	95,508	41,127	6,320	3,577	2,207	12,601	1,482
Val Verde	40.6	.0173	25.9	13.2	16.6	16.4	18.5	11.8	140,196	34,905	9,533	10,996	7,004	24,126	1,081
Van Zandt	37.0	.0157	38.2	8.3	12.4	18.0	36.1	13.8	134,885	32,514	5,591	2,649	954	51,657	3,532

TEXAS (cont.)
S&MM ESTIMATES

POPULATION—12/31/83

RETAIL SALES BY STORE GROUP 1983

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Walker	48.2	.0205	29.1	23.7	21.6	18.0	19.2	14.1	220,013	61,024	33,869	12,586	6,626	42,710	6,516
Ward	15.0	.0064	29.0	11.5	15.9	17.4	23.0	5.0	78,420	20,814	5,051	3,060	3,086	15,835	1,107
Washington	24.2	.0103	35.0	12.5	13.4	15.2	34.7	8.6	127,697	50,750	6,147	6,542	5,204	29,116	2,455
Wharton	43.0	.0183	31.2	11.7	15.0	16.3	28.0	15.1	209,988	63,108	18,862	15,406	6,415	47,708	4,619
Wheeler	7.7	.0033	36.2	9.5	12.9	16.8	34.6	3.0	38,374	10,162	1,573	846	995	9,218	991
Wilbarger	16.6	.0070	36.6	10.0	13.4	15.2	36.6	6.1	78,993	18,752	5,502	8,539	4,174	18,177	1,842
Willacy	18.7	.0080	26.4	11.3	14.3	14.6	23.2	5.0	51,909	11,545	2,146	786	947	22,138	1,174
Wilson	19.0	.0081	31.7	9.9	14.4	17.3	28.0	6.3	50,944	12,808	2,341	1,320	1,485	20,518	897
Winkler	10.5	.0045	29.5	11.6	14.8	17.1	24.7	3.5	48,612	17,741	3,081	2,493	2,833	12,552	615
Wise	31.0	.0131	33.8	9.9	14.5	19.4	28.9	11.0	100,023	35,923	3,464	5,293	1,647	29,738	2,848
Wood	28.7	.0122	38.7	10.2	12.1	16.1	38.1	10.7	104,014	26,962	5,779	2,630	3,569	27,211	2,600
Yoakum	9.1	.0039	28.0	11.8	16.7	17.4	21.0	3.1	30,886	12,145	936	820	643	8,626	371
Young	21.4	.0091	36.1	9.7	14.1	16.6	34.7	8.4	95,744	23,188	3,932	6,899	3,586	22,937	2,519
Zapata	8.0	.0034	31.7	9.4	11.9	13.6	32.5	2.4	12,123	4,686	1,752		89	741	151
Zavala	12.2	.0051	25.3	11.1	14.4	14.0	22.0	3.3	24,906	10,002	2,035	1,638	923	2,060	1,242
TOTAL METRO COUNTIES	**12,685.2**	**5.3858**	**28.9**	**13.9**	**19.0**	**18.0**	**20.4**	**4,468.2**	**75,131,295**	**16,061,145**	**7,324,014**	**9,821,424**	**3,685,462**	**15,934,008**	**1,830,846**
TOTAL STATE	**15,896.8**	**6.7495**	**29.6**	**13.3**	**17.9**	**17.7**	**22.6**	**5,601.5**	**88,318,633**	**19,809,351**	**8,181,972**	**10,578,314**	**4,110,647**	**18,963,154**	**2,170,404**

What kinds of stores are 'Furniture/Furnish./Appliance'?

The column headings under which the data are arranged are carefully chosen to enhance your use of the *Survey's* information. A helpful explanation of what these column headings mean is provided in a special section titled "Definition of Terms" that appears in Section C.

TEXAS
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1983

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
ABILENE	**1,088,362**	**20,816**	**27.9**	**31.3**	**13.6**	**7.2**	**.0531**
Taylor	1,088,362	20,816	27.9	31.3	13.6	7.2	.0531
• Abilene	965,292	20,848	28.2	31.5	13.5	7.2	.0481
SUBURBAN TOTAL	123,070	20,561	25.9	29.5	14.5	7.4	.0050
AMARILLO	**1,977,832**	**23,182**	**24.4**	**32.0**	**16.1**	**9.6**	**.0960**
Potter	892,910	18,866	29.5	32.0	10.4	4.4	.0521
• Amarillo	1,561,264	21,587	26.6	33.2	14.0	6.9	.0819
Randall	1,084,922	30,046	17.8	31.8	23.5	16.3	.0439
SUBURBAN TOTAL	416,568	37,271	11.4	24.6	28.4	25.9	.0141

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1983

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
AUSTIN	**6,456,444**	**23,032**	**24.0**	**28.9**	**16.9**	**10.8**	**.2816**
Hays	378,965	19,542	27.4	26.1	14.2	8.4	.0165
Travis	5,155,261	22,705	24.6	28.8	16.3	11.0	.2287
• Austin	3,985,687	21,159	26.1	29.0	14.6	9.1	.1934
Williamson	922,318	27,096	19.2	31.2	22.2	10.4	.0364
SUBURBAN TOTAL	2,470,757	27,544	19.9	28.7	21.6	14.0	.0882
BEAUMONT - PORT ARTHUR	**4,075,460**	**26,953**	**18.6**	**30.1**	**21.4**	**11.5**	**.1825**
Hardin	409,029	25,560	18.2	34.9	19.5	7.3	.0176

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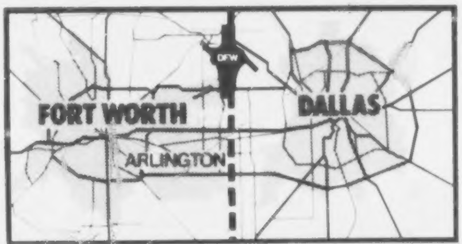
Sources: ABC Publishers Statement 3-30-83
1982 S&MM Survey of Buying Power

TEXAS (cont.)
S&MM ESTIMATES

SS EFFECTIVE BUYING INCOME 1983

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
Jefferson	2,737,280	26,347	19.3	28.6	20.9	12.0	.1264
● Beaumont	1,312,159	24,509	20.7	26.9	19.0	12.4	.0683
● Port Arthur	615,748	22,761	20.4	29.9	17.4	8.3	.0283
Orange	929,151	29,276	17.0	31.7	24.0	12.1	.0385
SUBURBAN TOTAL	2,147,553	29,481	16.7	32.0	24.4	12.1	.0859
BRAZORIA	**2,148,430**	**31,915**	**14.7**	**31.2**	**27.4**	**15.0**	**.0839**
Brazoria	2,148,430	31,915	14.7	31.2	27.4	15.0	.0839
SUBURBAN TOTAL	2,148,430	31,915	14.7	31.2	27.4	15.0	.0839
BROWNSVILLE - HARLINGEN	**1,429,019**	**16,979**	**29.3**	**26.9**	**10.1**	**5.3**	**.0744**
Cameron	1,429,019	16,979	29.3	26.9	10.1	5.3	.0744
● Brownsville	571,091	16,938	28.5	26.9	10.2	5.4	.0346
● Harlingen	328,610	17,572	29.6	27.7	10.1	5.9	.0173
SUBURBAN TOTAL	529,318	16,680	29.9	26.5	10.0	4.9	.0225
BRYAN - COLLEGE STATION	**1,054,959**	**20,370**	**25.2**	**25.2**	**14.4**	**11.1**	**.0453**
Brazos	1,054,959	20,370	25.2	25.2	14.4	11.1	.0453
● Bryan	516,104	22,578	24.1	28.4	15.1	12.1	.0221
● College Station	391,319	16,222	27.2	19.9	12.0	9.6	.0188
SUBURBAN TOTAL	147,536	24,866	22.9	29.5	19.3	11.8	.0044
CORPUS CHRISTI	**3,054,966**	**23,034**	**23.6**	**30.5**	**17.2**	**9.1**	**.1406**
Nueces	2,568,762	23,297	23.5	30.3	17.5	9.5	.1182
● Corpus Christi	2,302,512	23,605	23.4	30.7	17.7	9.6	.1069
San Patricio	486,204	21,823	23.9	31.4	15.6	7.1	.0224
SUBURBAN TOTAL	752,454	21,480	24.1	30.0	15.8	7.6	.0337
DALLAS	**25,018,898**	**26,519**	**21.3**	**30.9**	**19.4**	**13.9**	**1.0833**
Collin	2,102,494	34,071	14.3	26.9	26.7	21.4	.0768
Plano	1,141,296	39,963	9.4	24.5	33.8	27.2	.0392
Dallas	19,590,239	25,692	22.4	31.4	18.4	13.2	.8774
Carrollton	625,825	34,885	12.9	31.5	30.4	19.4	.0218
● Dallas	10,905,849	22,414	25.7	29.7	14.4	11.9	.4894
Garland	1,792,752	31,239	15.6	36.8	27.5	12.8	.0704
Grand Prairie	827,858	27,078	20.0	36.0	21.8	9.9	.0310
● Irving	1,430,243	27,907	21.0	36.2	21.1	12.5	.0665
Mesquite	751,254	30,116	17.1	37.6	26.1	10.8	.0404
Richardson	1,192,727	39,255	11.3	24.5	30.5	28.6	.0623
Denton	2,121,539	30,875	17.3	28.4	24.3	17.1	.0783
● Denton	597,411	21,634	24.5	27.2	14.9	11.3	.0275
Ellis	586,945	23,785	21.2	31.6	18.3	7.9	.0253
Kaufman	379,083	21,665	23.1	28.1	17.2	8.2	.0169
Rockwall	238,598	32,523	14.1	27.1	23.1	22.0	.0086
SUBURBAN TOTAL	12,085,395	31,139	16.4	31.5	25.1	16.5	.4999
DALLAS - FORT WORTH CONSOLIDATED AREA	***36,504,653***	***26,257***	***21.5***	***31.3***	***19.4***	***13.0***	***1.5957***
EL PASO	**3,767,474**	**19,446**	**29.5**	**29.2**	**12.6**	**6.8**	**.1834**
El Paso	3,767,474	19,446	29.5	29.2	12.6	6.8	.1834
● El Paso	3,364,442	19,715	28.8	29.2	13.0	7.0	.1673
SUBURBAN TOTAL	403,032	17,574	37.1	27.9	8.9	5.1	.0161
FORT WORTH - ARLINGTON	**11,485,755**	**25,748**	**21.8**	**32.5**	**19.4**	**11.0**	**.5124**
Johnson	766,335	25,476	21.1	[illegible]	20.3	8.3	.0318
Parker	492,917	24,170	21.7	31.6	18.6	8.8	.0205
Tarrant	10,226,503	25,849	21.9	32.3	19.4	11.4	.4601
● Arlington	2,358,224	29,086	19.4	33.3	23.0	13.6	.1228
● Fort Worth	4,041,929	21,258	26.2	30.1	14.2	8.8	.1840
SUBURBAN TOTAL	5,085,602	28,500	18.7	34.2	22.7	12.1	.2056
GALVESTON - TEXAS CITY	**2,287,447**	**27,226**	**19.9**	**28.8**	**22.1**	**13.2**	**.0971**
Galveston	2,287,447	27,226	19.9	28.8	22.1	13.2	.0971
● Galveston	664,028	20,615	25.4	27.4	15.3	8.8	.0316
● Texas City	465,146	29,113	18.8	30.6	25.5	11.4	.0218
SUBURBAN TOTAL	1,158,273	31,623	16.3	28.9	25.7	17.3	.0437

ONE MAJOR MARKET.



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TEXAS (cont.)

S&MM ESTIMATES

$$ EFFECTIVE BUYING INCOME 1983

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
HOUSTON	**36,795,063**	**28,588**	**19.0**	**30.4**	**21.7**	**15.6**	**1.5711**
Fort Bend	2,034,741	34,339	13.3	28.1	28.9	19.7	.0709
Harris	32,346,727	28,369	19.4	30.3	21.3	15.7	1.3975
• Baytown	701,393	29,188	17.7	30.4	24.2	13.0	.0347
• Houston	20,509,510	25,383	22.3	31.0	18.0	13.3	.9519
Pasadena	1,356,866	29,054	18.3	35.4	23.7	12.1	.0584
Liberty	507,242	23,983	19.5	31.3	18.0	8.6	.0220
Montgomery	1,711,662	28,842	17.7	32.7	22.5	13.3	.0697
Waller	194,691	24,227	19.2	28.7	18.5	10.7	.0110
SUBURBAN TOTAL	15,584,160	33,591	13.8	29.4	27.4	19.5	.5845
HOUSTON - GALVESTON - BRAZORIA CONSOLIDATED AREA	***41,230,940***	***28,706***	***18.9***	***30.3***	***22.0***	***15.4***	***1.7521***
KILLEEN - TEMPLE	**1,931,715**	**19,027**	**32.1**	**29.6**	**12.2**	**5.4**	**.0873**
Bell	1,391,795	18,587	32.0	28.9	11.9	5.3	.0673
• Killeen	376,535	16,931	39.0	28.0	9.3	3.1	.0232
• Temple	424,113	19,867	26.7	29.6	13.5	6.5	.0224
Coryell	539,920	20,495	32.2	32.1	13.3	6.0	.0200
SUBURBAN TOTAL	1,131,067	19,825	31.1	30.4	13.0	6.1	.0417
LAREDO	**586,873**	**15,199**	**29.0**	**24.2**	**9.1**	**4.7**	**.0375**
Webb	586,873	15,199	29.0	24.2	9.1	4.7	.0375
• Laredo	510,408	14,531	30.0	23.7	8.2	3.8	.0352
SUBURBAN TOTAL	76,465	27,660	16.7	30.3	20.0	15.7	.0023
LONGVIEW - MARSHALL	**1,607,598**	**23,410**	**21.6**	**31.2**	**17.4**	**8.7**	**.0752**
Gregg	1,111,239	23,899	21.8	31.7	17.4	9.4	.0544
• Longview	727,458	24,575	21.7	32.9	17.2	10.2	.0373
Harrison	496,359	22,357	21.3	30.2	17.4	7.3	.0208
• Marshall	234,713	19,907	23.0	27.4	15.3	7.2	.0122
SUBURBAN TOTAL	645,427	23,359	21.0	30.9	18.5	7.7	.0257
LUBBOCK	**2,037,771**	**20,781**	**27.5**	**31.0**	**13.6**	**7.4**	**.1006**
Lubbock	2,037,771	20,781	27.5	31.0	13.6	7.4	.1006
• Lubbock	1,692,547	20,839	27.2	30.6	13.8	7.7	.0865
SUBURBAN TOTAL	345,224	20,538	28.6	32.4	12.7	6.4	.0141
McALLEN - EDINBURG - MISSION	**1,743,422**	**15,236**	**31.4**	**24.2**	**8.2**	**4.4**	**.0986**
Hidalgo	1,743,422	15,236	31.4	24.2	8.2	4.4	.0986
• Edinburg	168,509	16,383	27.7	27.5	9.2	4.2	.0092
• McAllen	553,279	19,295	27.7	28.5	12.1	7.7	.0343
• Mission	142,418	15,421	33.6	24.6	8.7	3.5	.0073
SUBURBAN TOTAL	879,216	13,726	33.2	21.7	6.3	3.0	.0478
MIDLAND	**1,288,353**	**30,100**	**17.5**	**29.9**	**20.7**	**20.0**	**.0519**
Midland	1,288,353	30,100	17.5	29.9	20.7	20.0	.0519
• Midland	1,149,990	30,213	17.5	29.3	20.5	20.5	.0476
SUBURBAN TOTAL	138,363	29,396	17.9	34.8	21.9	15.6	.0043
ODESSA	**1,439,774**	**27,257**	**20.1**	**32.3**	**20.4**	**12.9**	**.0662**
Ector	1,439,774	27,257	20.1	32.3	20.4	12.9	.0662
• Odessa	1,150,195	27,481	19.6	31.0	20.9	13.5	.0572
SUBURBAN TOTAL	289,579	26,534	22.2	36.1	18.6	10.7	.0090
SAN ANGELO	**933,267**	**21,908**	**25.8**	**29.4**	**15.6**	**9.6**	**.0452**
Tom Green	933,267	21,908	25.8	29.4	15.6	9.6	.0452
• San Angelo	798,956	21,434	26.3	29.3	15.1	9.0	.0412
SUBURBAN TOTAL	134,311	25,483	22.4	29.2	19.0	13.6	.0040
SAN ANTONIO	**10,410,807**	**22,240**	**24.9**	**30.3**	**15.8**	**9.1**	**.4730**
Bexar	9,496,103	22,097	25.0	30.3	15.6	9.1	.4349
• San Antonio	6,978,876	20,296	26.8	29.8	13.6	7.3	.3506
Comal	440,242	23,911	25.5	29.6	18.3	10.9	.0185
Guadalupe	472,462	23,813	22.2	32.0	17.6	8.4	.0196
SUBURBAN TOTAL	3,431,931	28,266	19.7	31.8	21.8	14.1	.1224
SHERMAN - DENISON	**896,153**	**21,424**	**25.5**	**31.4**	**15.1**	**6.9**	**.0387**
Grayson	896,153	21,424	25.5	31.4	15.1	6.9	.0387
• Denison	230,528	20,526	24.7	31.0	14.4	5.8	.0109
• Sherman	317,664	22,023	26.6	33.3	14.5	7.3	.0157
SUBURBAN TOTAL	347,961	21,485	25.1	30.0	16.1	7.4	.0121
TEXARKANA	**938,332**	**18,764**	**26.3**	**30.3**	**11.9**	**4.7**	**.0465**
Bowie	647,733	18,908	26.4	30.2	12.3	4.8	.0320
• Texarkana	269,618	17,170	27.9	27.1	10.5	4.8	.0176
Miller, Ark.	*290,599*	*18,447*	*25.9*	*30.5*	*11.3*	*4.3*	*.0145*
• *Texarkana*	*170,680*	*17,751*	*27.0*	*30.1*	*9.6*	*4.5*	*.0101*
SUBURBAN TOTAL	498,034	20,208	25.0	32.2	13.7	4.6	.0188
TYLER	**1,482,102**	**24,312**	**22.0**	**30.9**	**17.6**	**10.9**	**.0688**
Smith	1,482,102	24,312	22.0	30.9	17.6	10.9	.0688
• Tyler	803,472	23,922	23.2	30.0	16.9	11.7	.0463
SUBURBAN TOTAL	678,630	24,797	20.8	31.6	18.3	10.1	.0225
VICTORIA	**769,376**	**26,248**	**20.5**	**30.6**	**21.9**	**10.7**	**.0366**
Victoria	769,376	26,248	20.5	30.6	21.9	10.7	.0366
• Victoria	565,437	25,140	22.1	29.6	21.3	10.3	.0304
SUBURBAN TOTAL	203,939	29,206	15.9	33.3	23.6	12.2	.0062
WACO	**1,583,966**	**19,387**	**26.2**	**28.7**	**13.2**	**6.6**	**.0777**
McLennan	1,583,966	19,387	26.2	28.7	13.2	6.6	.0777
• Waco	887,985	17,177	29.3	26.2	10.3	6.0	.0501
SUBURBAN TOTAL	695,981	23,256	21.7	32.4	17.4	7.5	.0276
WICHITA FALLS	**1,166,930**	**21,021**	**26.6**	**30.9**	**14.5**	**7.3**	**.0556**
Wichita	1,166,930	21,021	26.6	30.9	14.5	7.3	.0556
• Wichita Falls	937,644	20,423	27.5	30.2	13.7	7.2	.0466
SUBURBAN TOTAL	229,286	23,700	23.0	33.6	18.0	7.3	.0090
OTHER COUNTIES							
Anderson	336,708	18,283	24.1	28.9	11.7	5.4	.0160
Andrews	153,049	28,022	21.1	30.7	22.3	13.2	.0064
Angelina	573,252	20,837	23.8	32.0	14.3	5.8	.0266
Aransas	168,657	21,487	26.2	27.9	15.9	9.9	.0069
Archer	63,651	18,943	28.7	32.2	9.1	5.7	.0026
Armstrong	22,772	24,143	24.4	29.2	18.8	10.0	.0008
Atascosa	202,254	18,456	25.8	29.7	11.2	5.4	.0088
Austin	202,552	21,783	21.3	24.9	17.9	10.9	.0082

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TEXAS (cont.)
S&MM ESTIMATES

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METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
Bailey	51,277	14,121	34.7	21.8	5.7	4.6	.0026
Bandera	76,088	18,694	29.9	27.4	13.6	5.1	.0029
Bastrop	242,473	18,618	26.3	27.4	13.5	6.0	.0096
Baylor	43,021	17,510	28.4	27.0	11.9	5.0	.0018
Bee	221,615	19,744	26.8	28.0	13.1	8.2	.0100
Blanco	49,174	17,359	30.9	27.1	11.0	4.6	.0020
Borden	5,449	14,300	32.0	19.0	11.7	2.7	.0002
Bosque	130,079	17,755	27.5	27.7	11.7	4.9	.0054
Brewster	51,956	15,274	29.5	25.1	9.3	2.4	.0030
Briscoe	15,734	12,190	31.8	18.7	5.7	3.1	.0007
Brooks	50,540	14,433	29.8	20.0	10.9	2.5	.0028
Brown	309,308	18,009	29.0	28.2	11.1	5.8	.0143
Burleson	113,318	19,574	21.9	27.9	13.8	7.4	.0047
Burnet	197,451	18,738	31.1	27.6	13.0	5.9	.0084
Caldwell	178,184	17,268	28.2	26.2	11.3	5.6	.0081
Calhoun	193,355	25,144	21.2	31.9	18.3	9.2	.0086
Callahan	98,107	17,928	26.7	30.4	10.0	4.3	.0041
Camp	94,158	21,101	21.6	29.5	14.3	8.3	.0038
Carson	68,148	24,695	21.9	34.9	17.0	9.3	.0025
Cass	266,153	20,339	22.4	28.1	15.7	6.9	.0115
Castro	60,933	15,017	34.7	25.7	6.8	2.8	.0033
Chambers	181,410	22,935	21.6	33.6	16.0	6.2	.0083
Cherokee	312,370	16,808	26.1	27.4	10.5	4.8	.0137
Childress	48,007	13,453	32.6	23.4	5.8	2.5	.0025
Clay	93,807	19,921	24.6	29.9	12.6	7.3	.0035
Cochran	31,161	15,926	32.6	23.7	7.9	6.3	.0015
Coke	31,260	18,710	27.9	24.1	15.7	7.1	.0013
Coleman	88,604	16,736	27.6	27.6	10.0	4.1	.0039
Collingsworth	35,619	14,952	25.5	23.6	11.1	5.1	.0015
Colorado	172,573	17,964	23.6	26.5	11.6	7.5	.0081
Comanche	98,363	14,168	30.0	20.8	7.2	6.3	.0045
Concho	26,014	18,231	28.9	28.2	10.5	7.4	.0016
Cooke	260,278	20,697	26.1	33.1	12.6	6.0	.0123
Cottle	25,881	14,805	30.1	18.5	8.8	8.4	.0011
Crane	52,134	29,594	19.5	27.3	26.7	12.1	.0019
Crockett	44,200	22,489	22.7	31.5	14.4	9.9	.0022
Crosby	52,019	14,066	34.7	19.4	6.5	4.8	.0024
Culberson	15,415	12,972	36.9	21.2	4.1	1.5	.0010
Dallam	41,439	14,354	35.2	23.7	5.2	2.2	.0029
Dawson	119,329	18,079	28.9	2' 8	9.8	6.2	.0060
Deaf Smith	135,982	16,536	35.1	29.1	6.2	4.0	.0073
Delta	33,104	13,404	26.7	24.5	6.3	3.7	.0014
De Witt	151,961	16,445	25.7	24.1	11.1	6.4	.0069
Dickens	18,758	10,153	29.6	16.3	4.6	.4	.0012
Dimmit	56,984	12,659	31.3	21.3	4.3	3.2	.0033
Donley	29,712	14,187	29.0	25.1	5.4	4.3	.0016
Duval	87,458	17,186	23.1	25.6	12.7	6.2	.0039
Eastland	164,830	15,640	29.6	26.1	8.1	4.2	.0070
Edwards	12,546	13,594	38.8	19.0	5.0	5.0	.0006
Erath	234,534	17,799	26.8	27.1	9.9	7.9	.0103
Falls	135,843	13,838	27.2	21.4	9.3	4.0	.0062
Fannin	196,709	16,224	27.4	27.7	8.6	3.7	.0093
Fayette	182,116	17,512	24.0	24.9	14.3	5.8	.0078
Fisher	43,939	16,687	28.7	28.3	7.0	5.1	.0018
Floyd	54,299	13,700	33.8	21.2	7.0	2.1	.0028
Foard	15,550	12,727	31.8	16.5	6.6	5.2	.0007
Franklin	67,024	17,846	26.2	29.5	10.4	5.8	.0025
Freestone	134,793	16,362	23.9	23.9	11.6	6.6	.0065
Frio	77,597	14,247	33.2	22.3	6.9	3.6	.0040
Gaines	104,938	18,464	28.5	28.0	11.2	7.4	.0045
Garza	42,732	17,569	30.5	26.0	11.7	6.1	.0019
Gillespie	124,396	17,843	31.2	30.5	8.6	4.6	.0057
Glasscock	8,216	16,187	34.7	22.7	7.3	7.8	.0003
Goliad	43,359	19,051	24.9	29.8	11.6	6.7	.0018
Gonzales	128,690	16,391	27.2	25.3	9.9	6.1	.0058
Gray	271,151	22,602	22.5	33.2	15.4	8.0	.0116
Grimes	112,930	15,868	24.8	25.7	8.9	5.7	.0048
Hale	260,176	16,465	31.6	26.7	8.1	4.5	.0145
Hall	28,979	9,888	30.6	13.2	3.8	1.9	.0016
Hamilton	72,578	14,522	29.4	25.2	6.5	4.0	.0030
Hansford	55,737	19,727	27.1	31.7	11.1	6.6	.0028
Hardeman	50,801	16,533	27.0	28.9	8.4	4.7	.0021
Hartley	33,429	20,237	28.3	32.7	8.9	9.1	.0013
Haskell	49,451	12,647	30.4	19.4	6.0	3.7	.0027
Hemphill	54,643	21,161	27.9	36.0	11.3	5.6	.0025
Henderson	462,218	19,525	26.6	30.5	11.7	6.7	.0182
Hill	213,793	16,[illegible]11	28.2	25.7	9.9	4.9	.0094

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			A	B	C	D	
Hockley	192,058	20,723	23.5	32.1	13.6	6.0	.0089
Hood	280,363	28,006	20.5	27.5	21.7	15.7	.0108
Hopkins	218,032	17,129	30.5	27.4	9.6	4.8	.0100
Houston	170,546	14,553	26.4	22.3	10.2	4.6	.0081
Howard	308,673	21,007	25.2	30.0	14.6	7.6	.0166
Hudspeth	14,333	13,622	37.4	20.9	5.0	3.8	.0006
Hunt	552,536	20,943	23.9	29.8	14.8	7.5	.0240
Hutchinson	318,833	28,496	18.2	33.1	22.1	12.1	.0121
Irion	11,751	19,917	25.2	28.6	13.2	8.3	.0006
Jack	68,102	19,286	27.2	31.4	10.9	6.0	.0028
Jackson	117,010	20,252	24.5	31.3	12.3	8.9	.0050
Jasper	274,419	19,817	24.0	30.6	13.4	5.6	.0134
Jeff Davis	11,397	14,500	37.1	21.7	5.5	4.7	.0004
Jim Hogg	32,755	14,150	25.5	26.6	5.7	4.6	.0017
Jim Wells	252,706	17,444	26.2	29.6	9.3	4.7	.0136
Jones	135,140	16,028	27.7	26.3	7.9	5.5	.0061
Karnes	107,290	18,516	24.2	25.6	13.5	7.9	.0049
Kendall	115,532	21,557	24.6	27.0	15.6	10.5	.0048
Kenedy	7,132	17,200	28.0	26.5	5.5	9.5	.0002
Kent	6,260	12,250	32.4	21.3	4.0	2.0	.0003
Kerr	362,468	22,655	25.7	31.9	14.4	9.8	.0142
Kimble	28,723	15,795	28.8	30.8	5.9	2.4	.0018
King	3,185	13,636	38.5	29.0		2.5	.0000
Kinney	14,683	15,517	33.7	22.5	8.9	3.1	.0007
Kleberg	249,132	18,249	27.0	26.7	13.3	5.7	.0126
Knox	32,197	12,000	26.2	20.5	6.7	3.4	.0017
Lamar	365,977	17,656	26.6	27.3	11.5	5.3	.0178
Lamb	124,599	15,141	34.4	24.0	7.6	3.4	.0059
Lampasas	104,440	16,937	31.6	25.9	9.6	5.6	.0047
La Salle	31,981	12,182	28.6	17.0	8.3	2.5	.0017
Lavaca	159,881	17,384	24.0	27.5	11.1	5.5	.0071
Lee	101,076	17,629	25.0	25.7	13.6	5.6	.0043
Leon	86,623	14,000	22.8	23.9	9.4	5.4	.0034
Limestone	160,396	14,838	26.4	23.3	9.1	5.4	.0076
Lipscomb	37,206	22,194	23.7	30.7	12.9	12.2	.0015
Live Oak	77,437	17,569	28.7	29.3	9.5	4.9	.0038
Llano	107,288	16,041	33.9	24.0	8.8	5.3	.0044
Loving	1,845	8,077	6.0	6.0	5.0	6.0	.0001
Lynn	44,951	13,208	33.0	21.8	4.4	3.0	.0023
McCulloch	67,573	14,466	31.4	21.0	6.9	6.3	.0032
McMullen	7,504	20,769	30.6	33.0	14.7	5.7	.0002
Madison	87,994	17,400	24.4	23.3	12.8	8.1	.0043
Marion	77,379	14,670	25.0	28.2	7.5	2.4	.0033
Martin	37,336	18,900	26.9	30.3	9.6	8.3	.0021
Mason	23,905	12,083	33.6	16.9	6.3	1.3	.0012
Matagorda	376,401	23,697	21.0	36.6	14.9	6.1	.0161
Maverick	153,666	12,775	34.5	21.0	4.7	1.9	.0094
Medina	177,621	17,991	29.1	29.2	10.7	4.9	.0082
Menard	11,427	10,275	35.0	12.9	2.3	1.1	.0006
Milam	193,392	17,683	22.2	24.0	15.7	5.8	.0082
Mills	38,525	16,898	30.2	27.0	9.8	3.9	.0015
Mitchell	66,908	15,302	27.9	22.6	8.3	6.6	.0031
Montague	144,142	16,336	30.2	27.2	9.2	3.5	.0067
Moore	154,500	23,468	24.0	39.5	14.8	6.3	.0071
Morris	127,114	21,157	20.8	32.2	15.8	4.4	.0051
Motley	11,651	10,703	29.8	16.7	4.8	2.0	.0007
Nacogdoches	390,377	16,176	28.7	25.4	9.7	5.3	.0190
Navarro	324,222	17,334	27.6	26.1	11.8	5.9	.0157
Newton	107,496	18,761	22.9	28.5	15.2	4.0	.0041
Nolan	156,796	19,449	26.3	29.3	12.7	6.7	.0080
Ochiltree	107,606	27,258	21.3	35.6	20.7	10.4	.0045
Oldham	12,972	14,968	39.6	24.5	8.3	2.0	.0007
Palo Pinto	202,679	18,976	27.8	29.6	11.4	6.1	.0102
Panola	190,778	20,366	23.4	31.7	14.6	4.5	.0081
Parmer	62,493	15,534	37.3	23.2	7.3	2.9	.0034
Pecos	113,120	22,009	26.3	34.6	15.5	5.0	.0061
Polk	225,503	15,787	30.2	23.4	10.7	4.8	.0111
Presidio	23,596	9,908	29.0	16.2	2.8	1.6	.0016
Rains	44,381	15,250	28.2	26.2	5.4	5.0	.0017
Reagan	35,380	23,263	25.1	39.4	13.8	5.7	.0017
Real	13,685	10,281	30.0	15.8	4.6	1.2	.0006
Red River	106,868	12,456	30.6	19.6	5.3	3.3	.0055
Reeves	103,888	17,674	27.0	29.0	9.4	5.6	.0054
Refugio	80,375	21,230	22.3	30.2	12.2	10.0	.0034
Roberts	9,364	19,545	30.7	30.3	10.2	8.3	.0003
Robertson	108,106	13,899	24.1	23.2	8.1	4.4	.0048
Runnels	97,370	17,675	27.1	28.5	10.3	5.2	.0045

TEXAS (cont.)

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1983

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
Rusk	413,984	22,394	21.8	30.8	16.0	8.1	.0163
Sabine	65,515	13,360	28.2	23.1	6.4	2.8	.0034
San Augustine	66,574	15,101	28.4	22.9	8.1	5.9	.0031
San Jacinto	107,076	16,341	24.9	26.3	12.3	3.5	.0040
San Saba	46,641	13,701	31.5	20.4	6.7	4.5	.0020
Schleicher	24,894	20,417	25.9	30.1	13.3	7.6	.0010
Scurry	198,535	24,090	23.5	32.1	15.5	11.3	.0089
Shackelford	41,784	19,476	26.0	29.2	10.6	8.9	.0018
Shelby	182,535	15,284	24.0	24.9	9.2	4.6	.0084
Sherman	38,840	24,167	25.2	29.8	19.0	11.3	.0016
Somervell	47,302	21,233	24.2	32.9	13.3	6.4	.0022
Starr	128,593	11,058	28.3	18.1	4.9	2.8	.0077
Stephens	97,312	18,573	27.2	29.5	10.9	5.9	.0040
Sterling	8,135	14,462	31.5	24.2	6.8	4.8	.0004
Stonewall	21,570	18,148	28.7	27.8	12.1	5.4	.0009
Sutton	50,818	22,405	23.8	34.9	14.8	6.0	.0027
Swisher	57,360	14,113	34.3	23.1	5.2	2.7	.0029
Terrell	12,949	18,000	20.3	28.3	10.2	7.2	.0006
Terry	108,536	18,232	27.9	29.7	10.5	5.1	.0061
Throckmorton	13,662	11,333	29.8	16.8	4.9	3.7	.0006
Titus	212,210	21,908	21.5	30.4	15.8	8.0	.0112
Trinity	79,229	14,808	24.9	25.9	8.7	4.0	.0039
Tyler	149,708	18,007	25.6	27.8	11.9	5.9	.0060

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1983

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
Upshur	274,239	20,778	23.7	32.8	13.0	5.9	.0115
Upton	39,129	20,865	25.2	28.9	15.1	7.9	.0015
Uvalde	165,999	17,275	30.2	26.2	11.0	5.4	.0081
Val Verde	245,409	16,248	33.0	25.8	8.5	4.5	.0123
Van Zandt	317,049	19,141	26.9	28.3	13.7	6.1	.0133
Walker	388,486	19,187	23.5	26.2	13.5	8.5	.0181
Ward	133,243	24,560	20.8	31.4	18.5	9.6	.0060
Washington	229,463	21,006	22.5	27.0	16.2	8.9	.0104
Wharton	355,872	20,672	22.2	29.8	15.0	6.6	.0167
Wheeler	76,909	19,871	24.2	27.5	12.7	9.5	.0032
Wilbarger	136,293	16,837	26.1	25.2	10.6	7.2	.0063
Willacy	87,911	12,714	31.0	19.4	6.2	4.1	.0048
Wilson	128,641	17,672	27.7	29.9	10.2	3.7	.0058
Winkler	92,840	25,645	18.0	32.5	20.1	8.6	.0041
Wise	285,650	23,273	22.6	31.2	17.1	8.5	.0112
Wood	248,001	18,974	26.2	28.3	13.4	6.1	.0104
Yoakum	84,004	25,583	19.3	36.6	18.8	7.7	.0033
Young	217,868	19,602	26.6	28.8	11.9	8.3	.0090
Zapata	38,666	12,585	32.0	19.9	5.8	3.0	.0018
Zavala	51,953	12,433	34.4	18.7	5.5	2.3	.0027
TOTAL METRO COUNTIES	**129,165,949**	**24,845**	**22.4**	**30.2**	**18.4**	**11.9**	**5.7496**
TOTAL STATE	**154,421,640**	**23,412**	**23.2**	**29.7**	**17.1**	**10.7**	**6.8981**

UTAH

UTAH

S&MM ESTIMATES

POPULATION—12/31/83 / RETAIL SALES BY STORE GROUP 1983

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
PROVO - OREM	**252.8**	**.1073**	**22.5**	**21.1**	**16.2**	**12.0**	**14.4**	**67.3**	**915,707**	**220,965**	**53,407**	**156,393**	**51,012**	**173,510**	**26,908**
Utah	252.8	.1073	22.5	21.1	16.2	12.0	14.4	67.3	915,707	220,965	53,407	156,393	51,012	173,510	26,908
• Orem	60.6	.0257	21.7	14.1	18.1	13.0	12.3	16.0	440,623	95,884	22,014	118,828	32,052	51,712	11,641
• Provo	83.3	.0354	22.5	39.6	15.6	7.7	12.8	22.4	278,734	71,519	22,617	23,210	13,518	83,486	5,529
SUBURBAN TOTAL	108.9	.0462	23.1	11.1	15.6	14.7	16.7	28.9	196,350	53,562	8,776	14,355	5,442	38,312	9,738
SALT LAKE CITY - OGDEN	**1,008.1**	**.4281**	**26.3**	**12.9**	**18.3**	**15.9**	**18.2**	**322.1**	**4,719,281**	**1,051,080**	**291,696**	**847,209**	**301,940**	**884,212**	**107,025**
Davis	167.6	.0712	23.9	12.1	16.6	17.4	14.1	46.2	602,446	129,401	27,882	79,172	51,735	151,488	10,325
Salt Lake	687.4	.2919	26.6	13.0	19.1	15.7	18.3	224.9	3,286,074	755,025	212,353	577,731	218,303	563,614	72,774
• Salt Lake City	166.9	.0709	30.5	16.0	20.1	12.6	28.3	70.3	1,238,183	193,354	116,656	158,372	132,896	245,418	29,129
Sandy	60.9	.0259	22.4	7.4	24.7	16.2	6.3	15.3	134,316	51,173	8,533	20,244	2,565	18,272	1,771
Weber	153.1	.0650	27.4	13.4	16.1	15.6	22.0	51.0	830,761	166,654	51,461	190,306	31,902	169,110	23,926
• Ogden	66.4	.0282	29.0	15.7	16.1	12.9	27.4	25.1	599,841	106,575	38,379	110,665	21,430	159,566	14,921
SUBURBAN TOTAL	774.8	.3290	25.1	12.0	18.0	17.0	15.2	226.7	2,881,257	751,151	136,661	578,172	147,614	479,228	62,975
OTHER COUNTIES															
Beaver	4.7	.0020	30.0	9.0	12.8	14.1	29.5	1.4	14,183	3,936	1,664	300		154	565
Box Elder	36.0	.0153	25.9	10.4	13.9	16.3	21.0	10.5	132,229	28,299	13,367	6,083	6,039	33,122	5,357
Cache	64.3	.0273	23.9	20.0	16.8	12.6	17.5	19.6	253,671	59,423	15,934	38,661	17,282	37,038	5,962
Carbon	25.6	.0109	27.5	12.3	17.5	14.2	22.8	8.4	124,450	41,946	6,514	5,862	3,133	22,637	6,852
Daggett	.8	.0003	26.0	11.3	19.0	16.3	16.6	.2	2,844	127	1,199			83	
Duchesne	15.5	.0066	23.1	11.3	15.6	15.3	16.1	4.2	59,815	21,100	2,247	5,992	2,347	12,622	673
Emery	14.7	.0062	23.2	12.0	17.1	14.7	15.2	4.0	25,464	10,268	2,603	1,022	392	61	340
Garfield	4.0	.0017	29.7	10.4	14.8	15.1	27.1	1.2	9,970	2,412	1,541	458	105	1,445	74
Grand	8.8	.0037	27.2	12.3	18.2	17.5	18.2	3.1	49,250	17,594	2,768	1,409	874	5,004	822
Iron	19.6	.0084	24.1	15.9	15.0	14.4	18.5	5.9	110,802	19,072	7,787	5,262	6,121	28,484	3,891
Juab	6.0	.0025	27.9	9.3	14.7	14.2	25.4	1.7	20,130	4,897	2,269	749	291	5,911	227
Kane	4.8	.0021	29.1	7.0	14.3	15.7	25.9	1.5	24,334	4,690	2,077	1,035	380	1,257	551
Millard	10.6	.0045	27.4	8.3	13.4	13.8	26.0	3.2	38,429	6,029	2,652	5,201	1,400	6,719	893
Morgan	5.4	.0022	25.3	9.7	12.7	20.5	17.1	1.5	7,053	1,867	562	1,439	279	637	145
Piute	1.4	.0006	33.2	6.1	10.9	15.1	33.0	.4	1,709	536	178	111	56		
Rich	2.5	.0011	24.7	12.4	17.7	13.3	18.5	.7	7,044	219	284	1,342	52	61	
San Juan	13.3	.0056	20.7	11.5	15.2	13.9	13.9	3.3	29,139	9,973	1,395	1,798	157	6,859	460
Sanpete	16.5	.0070	26.1	12.2	13.0	12.7	25.7	4.9	40,199	15,959	1,874	1,740	1,584	7,038	689
Sevier	16.9	.0072	27.5	9.2	14.1	14.7	24.8	5.0	73,915	16,450	5,592	4,709	2,164	14,279	1,774
Summit	12.5	.0053	27.7	10.9	21.4	17.8	16.4	4.1	58,307	10,886	9,773	3,375	447	6,322	2,646
Tooele	28.2	.0120	26.0	10.7	15.9	17.6	18.1	8.6	96,889	31,866	7,448	2,985	2,351	18,886	2,252
Uintah	25.5	.0108	23.9	12.1	17.2	15.9	15.0	7.4	102,046	22,728	4,829	9,481	5,205	24,476	4,256
Wasatch	9.6	.0041	26.2	10.3	16.8	15.0	20.2	3.0	38,218	9,264	3,112	1,099	83	8,768	1,458
Washington	32.0	.0136	26.5	11.6	13.2	12.5	26.3	9.3	159,100	33,286	13,281	4,872	7,517	39,912	3,220
Wayne	2.3	.0010	29.7	7.6	14.4	13.7	28.7	.6	8,320	442	996	128	222		
TOTAL METRO COUNTIES	**1,260.9**	**.5354**	**25.2**	**14.6**	**17.8**	**15.2**	**17.4**	**389.4**	**5,634,988**	**1,272,045**	**345,103**	**1,003,602**	**352,952**	**1,057,722**	**133,933**
TOTAL STATE	**1,642.4**	**.6974**	**25.2**	**14.1**	**17.4**	**15.1**	**18.0**	**503.1**	**7,122,498**	**1,645,314**	**457,049**	**1,108,715**	**411,433**	**1,339,497**	**177,040**

UTAH

S&MM ESTIMATES

$$ EFFECTIVE BUYING INCOME 1983

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
PROVO - OREM	**1,479,683**	**19,141**	**32.1**	**33.2**	**11.0**	**3.3**	**.0764**
Utah	1,479,683	19,141	32.1	33.2	11.0	3.3	.0764
• Orem	358,526	20,543	32.0	37.2	11.3	3.1	.0240
• Provo	455,000	15,430	37.2	23.9	8.6	3.3	.0239
SUBURBAN TOTAL	666,157	21,495	28.1	38.4	12.6	3.4	.0285
SALT LAKE CITY - OGDEN	**8,647,560**	**24,502**	**24.1**	**36.4**	**17.7**	**7.6**	**.3907**
Davis	1,279,019	26,065	23.1	41.3	19.6	6.5	.0570
Salt Lake	6,100,278	24,591	23.8	35.5	17.7	8.3	.2725
• Salt Lake City	1,585,596	18,053	30.7	27.6	10.8	6.4	.0795
Sandy	492,943	31,188	12.9	43.3	28.2	9.8	.0192
Weber	1,268,263	22,578	26.4	35.4	16.2	5.6	.0612
• Ogden	550,549	18,683	31.1	30.0	11.7	4.5	.0326
SUBURBAN TOTAL	6,511,415	26,855	21.2	39.7	20.6	8.4	.2786
OTHER COUNTIES							
Beuver	22,420	13,910	39.7	25.1	3.6	.7	.0013
Box Elder	293,875	26,086	21.6	36.5	20.4	9.0	.0127
Cache	465,605	20,946	28.9	35.2	11.8	5.9	.0218
Carbon	222,456	26,108	21.5	37.3	19.9	6.6	.0102
Daggett	4,596	22,000	23.0	37.0	18.0	1.0	.0002
Duchesne	113,776	25,361	20.6	39.1	19.2	6.9	.0052
Emery	111,472	27,870	19.4	37.9	24.4	6.1	.0043
Garfield	19,869	14,411	38.7	26.3	3.8	.8	.0010
Grand	66,305	19,989	29.9	36.4	10.3	3.3	.0034
Iron	105,685	15,774	38.7	28.0	5.8	1.4	.0067
Juab	29,254	15,577	40.4	28.4	3.9	1.6	.0016
Kane	28,574	17,037	34.9	31.2	5.9	2.7	.0017
Millard	71,669	19,526	29.9	31.8	11.8	5.0	.0035
Morgan	43,871	27,865	17.8	38.2	23.1	9.3	.0015
Piute	5,799	12,045	40.5	17.5	1.0	2.5	.0003
Rich	18,125	23,750	25.3	33.5	16.3	7.7	.0007
San Juan	56,036	15,868	34.7	29.0	4.5	1.4	.0031
Sanpete	90,518	15,874	32.4	27.9	7.3	2.1	.0043
Sevier	113,741	21,095	27.4	37.9	11.9	3.3	.0058
Summit	106,684	22,484	27.0	36.0	15.1	6.4	.0048
Tooele	234,771	26,152	20.7	41.5	19.5	6.3	.0099
Uintah	216,381	28,414	16.4	34.7	21.9	11.5	.0094
Wasatch	55,221	16,645	36.5	30.0	5.8	1.4	.0030
Washington	186,706	17,569	32.2	30.8	9.0	3.0	.0107
Wayne	11,641	16,176	29.8	31.0	6.0	3.2	.0007
TOTAL METRO COUNTIES	**10,127,243**	**23,523**	**25.5**	**35.7**	**16.6**	**6.9**	**.4671**
TOTAL STATE	**12,822,298**	**23,823**	**25.9**	**35.5**	**16.0**	**6.5**	**.5949**

VERMONT

VT.

S&MM ESTIMATES

POPULATION—12/31/83 · RETAIL SALES BY STORE GROUP 1983

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
BURLINGTON	**124.2**	**.0527**	**28.0**	**18.4**	**19.0**	**17.8**	**18.9**	**43.2**	**830,724**	**163,819**	**93,646**	**110,024**	**45,236**	**93,113**	**15,572**
Chittenden	119.2	.0506	27.9	18.7	19.0	17.9	18.6	41.5	814,445	159,706	92,788	108,721	45,074	89,523	15,572
• Burlington	37.8	.0160	26.0	29.8	16.9	12.5	22.4	13.7	336,467	45,781	35,114	68,455	19,836	20,875	5,395
Grand Isle	5.0	.0021	31.9	9.6	18.2	18.0	26.3	1.7	16,279	4,113	858	1,303	162	3,590	
SUBURBAN TOTAL	86.4	.0367	28.8	13.3	20.1	20.2	17.3	29.5	494,257	118,038	58,532	41,569	25,400	72,238	10,177
OTHER COUNTIES															
Addison	31.0	.0131	28.6	15.9	18.1	16.5	22.0	10.2	134,681	40,158	10,107	7,701	1,972	14,736	3,430
Bennington	34.4	.0146	32.8	11.5	15.9	17.5	28.9	12.9	264,515	59,779	27,098	11,504	12,402	27,736	6,576
Caledonia	26.6	.0113	31.3	11.6	17.1	16.5	27.2	9.7	147,584	37,821	11,541	12,498	5,903	26,723	4,897
Essex	6.6	.0028	32.2	9.8	16.0	17.5	27.9	2.2	7,966	2,020	1,354	627	192	244	
Franklin	35.7	.0152	30.3	10.5	17.1	17.0	25.0	12.1	180,896	47,260	12,573	11,307	10,830	28,412	9,028
Lamoille	17.8	.0076	29.8	13.6	19.7	17.2	22.5	6.5	96,168	28,209	13,418	3,896	4,276	8,626	2,889
Orange	24.4	.0103	30.8	11.3	17.9	17.3	25.3	8.5	92,867	22,698	6,157	5,247	1,197	10,841	2,605
Orleans	24.3	.0104	31.4	10.0	16.6	16.7	27.3	8.5	91,436	26,192	5,405	9,633	2,359	16,288	2,965
Rutland	59.5	.0252	32.2	12.2	17.3	17.0	28.2	21.7	371,511	85,586	34,254	31,638	11,995	63,619	12,003
Washington	53.4	.0227	31.6	12.3	17.7	17.8	26.1	19.6	342,873	76,716	34,612	30,026	13,844	59,727	9,946
Windham	38.3	.0163	32.4	10.4	19.3	17.1	27.7	14.9	264,179	71,264	34,082	5,137	5,516	17,693	6,388
Windsor	52.7	.0223	33.4	9.9	17.7	18.0	29.1	20.2	310,601	62,036	24,245	6,836	6,701	78,942	7,213
TOTAL METRO COUNTIES	**124.2**	**.0527**	**28.0**	**18.4**	**19.0**	**17.8**	**18.9**	**43.2**	**830,724**	**163,819**	**93,646**	**110,024**	**45,236**	**93,113**	**15,572**
TOTAL STATE	**528.9**	**.2245**	**30.7**	**13.2**	**17.8**	**17.4**	**24.9**	**190.2**	**3,136,001**	**723,558**	**308,492**	**248,074**	**122,423**	**446,700**	**83,512**

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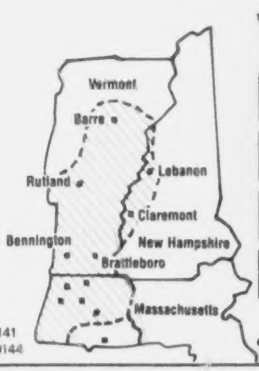

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Source: 1983 S&MM Survey of Buying Power, ABC Audit of Circulation for 12 months ending 9/30/83.

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VT.
S&MM ESTIMATES

$$ EFFECTIVE BUYING INCOME 1983

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
BURLINGTON	**1,239,898**	**25,127**	**23.2**	**31.9**	**19.3**	**11.0**	**.0581**
Chittenden	1,204,652	25,489	22.8	31.9	19.7	11.3	.0566
• Burlington	343,328	19,752	28.2	28.5	12.9	8.0	.0191
Grand Isle	35,246	18,630	33.4	31.9	10.8	2.8	.0015
SUBURBAN TOTAL	896,570	27,826	20.9	33.6	22.3	12.3	.0390
OTHER COUNTIES							
Addison	240,869	20,564	30.4	34.7	12.4	4.7	.0112
Bennington	313,616	20,843	30.5	34.6	12.2	5.7	.0163
Caledonia	197,421	17,826	33.5	32.1	8.4	2.7	.0102
Essex	44,296	18,214	35.3	34.5	7.8	1.9	.0017
Franklin	267,883	19,419	30.2	32.7	11.1	4.5	.0134
Lamoille	149,811	20,367	28.6	34.5	11.9	4.6	.0073
Orange	185,114	18,938	34.3	33.1	10.3	3.2	.0083
Orleans	165,879	16,815	35.7	29.3	7.6	2.6	.0080
Rutland	493,012	20,238	29.7	35.1	11.6	4.0	.0250
Washington	433,280	19,282	31.7	33.1	11.2	3.6	.0226
Windham	355,388	20,492	29.6	32.4	13.2	5.7	.0175
Windsor	466,598	20,523	29.7	35.0	11.6	4.9	.0223
TOTAL METRO COUNTIES	**1,239,898**	**25,127**	**23.2**	**31.9**	**19.3**	**11.0**	**.0581**
TOTAL STATE	**4,553,065**	**20,727**	**29.3**	**33.1**	**13.1**	**5.8**	**.2219**

VIRGINIA

VA.
S&MM ESTIMATES

POPULATION—12/31/83

RETAIL SALES BY STORE GROUP 1983

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
CHARLOTTESVILLE	**120.6**	**.0512**	**29.2**	**19.9**	**19.5**	**16.7**	**21.9**	**42.7**	**597,720**	**139,709**	**50,804**	**70,763**	**26,236**	**94,356**	**20,176**
Albemarle	59.8	.0254	28.8	19.8	19.8	18.0	19.7	22.3	79,422	20,373	502	3,521	507	23,571	1,507
Charlottesville city	41.0	.0174	28.8	24.7	19.4	13.8	24.1	13.6	482,530	104,114	49,124	66,160	25,299	62,974	18,318
• Charlottesville	41.0	.0174	28.8	24.7	19.4	13.8	24.1	13.6	482,530	104,114	49,124	66,160	25,299	62,974	18,318
Fluvanna	11.2	.0048	31.9	10.8	16.6	18.2	26.6	3.9	16,445	6,742	573	365	236	4,138	293
Greene	8.6	.0036	30.6	10.1	20.5	19.5	21.5	2.9	19,323	8,480	605	717	194	3,673	58
SUBURBAN TOTAL	79.6	.0338	29.4	17.4	19.5	18.2	20.9	29.1	115,190	35,595	1,680	4,603	937	31,382	1,858
DANVILLE	**112.2**	**.0477**	**33.3**	**11.5**	**16.0**	**17.8**	**29.4**	**40.5**	**481,099**	**137,161**	**31,549**	**52,123**	**17,929**	**98,372**	**16,168**
Danville city	44.4	.0189	35.6	11.5	15.2	16.5	34.2	17.3	376,884	89,632	26,435	47,227	15,805	74,763	13,499
• Danville	44.4	.0189	35.6	11.5	15.2	16.5	34.2	17.3	376,884	89,632	26,435	47,227	15,805	74,763	13,499
Pittsylvania	67.8	.0288	32.0	11.4	16.4	18.6	26.4	23.2	104,215	47,529	5,114	4,896	2,124	23,609	2,669
SUBURBAN TOTAL	67.8	.0288	32.0	11.4	16.4	18.6	26.4	23.2	104,215	47,529	5,114	4,896	2,124	23,609	2,669
LYNCHBURG	**144.5**	**.0615**	**31.9**	**13.5**	**16.5**	**18.6**	**26.2**	**49.8**	**750,208**	**180,571**	**48,100**	**104,887**	**34,901**	**137,891**	**32,102**
Amherst	30.0	.0128	31.7	12.7	17.5	19.7	24.6	9.5	100,696	34,528	2,989	5,324	3,143	31,334	5,223
Campbell	48.0	.0204	31.2	11.0	17.1	21.2	22.3	15.5	146,735	38,084	4,243	3,884	9,524	42,907	4,565
Lynchburg city	66.5	.0283	32.4	15.6	15.7	16.2	29.8	24.8	502,777	107,959	40,868	95,679	22,234	63,650	22,314
• Lynchburg	66.5	.0283	32.4	15.6	15.7	16.2	29.8	24.8	502,777	107,959	40,868	95,679	22,234	63,650	22,314
SUBURBAN TOTAL	78.0	.0332	31.4	11.7	17.3	20.6	23.2	25.0	247,431	72,612	7,232	9,208	12,667	74,241	9,788

VA. (cont.)
S&MM ESTIMATES

POPULATION—12/31/83

RETAIL SALES BY STORE GROUP 1983

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
NORFOLK - VIRGINIA BEACH - NEWPORT NEWS	**1,210.7**	**.5139**	**28.5**	**17.0**	**18.3**	**17.8**	**20.3**	**412.1**	**6,188,815**	**1,270,350**	**630,319**	**801,937**	**339,787**	**1,273,457**	**147,431**
Chesapeake city	123.9	.0527	29.6	11.9	17.7	20.0	20.4	40.7	551,082	124,057	43,783	22,267	4,647	167,488	17,741
Chesapeake	123.9	.0527	29.6	11.9	17.7	20.0	20.4	40.7	551,082	124,057	43,783	22,267	4,647	167,488	17,741
Gloucester	23.2	.0098	33.6	10.2	16.3	20.2	27.5	8.3	108,715	40,267	3,401	8,279	6,205	19,633	4,532
Hampton city	124.7	.0529	29.2	15.6	17.2	19.4	20.5	43.6	852,125	170,085	76,625	145,840	44,922	116,973	10,767
• Hampton	124.7	.0529	29.2	15.6	17.2	19.4	20.5	43.6	852,125	170,085	76,625	145,840	44,922	116,973	10,767
James City	24.5	.0104	31.8	11.7	17.5	20.0	24.4	8.6	78,514	2,315	1,988	2,047	65,055		
Newport News city	149.1	.0633	29.1	15.3	19.1	17.5	21.4	53.9	723,502	152,716	65,744	108,255	20,585	176,867	18,727
• Newport News	149.1	.0633	29.1	15.3	19.1	17.5	21.4	53.9	723,502	152,716	65,744	108,255	20,585	176,867	18,727
Norfolk city	255.5	.1085	25.6	27.0	17.8	12.5	20.9	86.3	1,398,547	274,679	168,826	198,153	63,592	271,017	30,045
• Norfolk	255.5	.1085	25.6	27.0	17.8	12.5	20.9	86.3	1,398,547	274,679	168,826	198,153	63,592	271,017	30,045
Poquoson city	10.0	.0042	31.9	9.1	15.6	26.5	18.6	3.2	9,003	2,789	3,283	18	473	1,417	503
Poquoson	10.0	.0042	31.9	9.1	15.6	26.5	18.6	3.2	9,003	2,789	3,283	18	473	1,417	503
Portsmouth city	102.3	.0434	30.8	13.1	16.8	15.4	27.6	36.4	483,977	117,340	35,318	66,829	24,064	114,036	13,269
• Portsmouth	102.3	.0434	30.8	13.1	16.8	15.4	27.6	36.4	483,977	117,340	35,318	66,829	24,064	114,036	13,269
Suffolk city	48.0	.0204	32.5	10.9	15.0	18.2	28.1	16.0	183,920	41,997	8,670	14,686	7,449	36,443	8,255
• Suffolk	48.0	.0204	32.5	10.9	15.0	18.2	28.1	16.0	183,920	41,997	8,670	14,686	7,449	36,443	8,255
Virginia Beach city	301.2	.1278	28.0	15.1	20.8	20.5	15.0	100.4	1,502,113	285,353	155,144	216,757	89,548	336,796	33,488
• Virginia Beach	301.2	.1278	28.0	15.1	20.8	20.5	15.0	100.4	1,502,113	285,353	155,144	216,757	89,548	336,796	33,488
Williamsburg city	10.1	.0043	23.9	49.1	12.8	8.8	20.9	3.0	163,743	31,356	40,562	10,819	5,725	26,768	5,317
Williamsburg	10.1	.0043	23.9	49.1	12.8	8.8	20.9	3.0	163,743	31,356	40,562	10,819	5,725	26,768	5,317
York	38.2	.0162	29.8	11.7	17.1	23.9	17.2	11.7	133,574	27,396	26,975	7,987	7,522	6,019	4,787
SUBURBAN TOTAL	229.9	.0976	30.0	13.2	17.1	20.5	20.9	75.5	1,044,631	228,180	119,992	51,417	89,627	221,325	32,880
RICHMOND - PETERSBURG	**788.3**	**.3346**	**31.3**	**12.6**	**19.1**	**18.8**	**24.2**	**284.1**	**4,447,410**	**952,577**	**389,612**	**664,341**	**194,386**	**841,565**	**155,664**
Charles City	6.8	.0029	29.3	13.0	17.3	18.7	21.5	2.0	3,319	2,108	27	25			
Chesterfield	162.0	.0688	29.3	10.9	20.9	22.6	15.6	53.1	827,671	222,962	51,175	134,658	35,541	124,843	27,050
Colonial Heights city	16.8	.0071	34.4	10.7	15.2	21.5	27.6	5.9	82,485	22,466	9,039	4,585	1,107	17,534	5,641
Colonial Heights	16.8	.0071	34.4	10.7	15.2	21.5	27.6	5.9	82,485	22,466	9,039	4,585	1,107	17,534	5,641
Dinwiddie	22.6	.0096	32.1	12.0	15.8	19.9	25.6	6.1	13,416	5,943	371	217	79	1,579	422
Goochland	12.3	.0052	32.9	11.0	17.7	21.0	25.3	4.0	22,551	6,004	606	134	690	5,226	35
Hanover	54.5	.0232	32.5	11.0	16.2	22.0	23.9	17.8	286,867	73,397	30,559	3,276	5,367	37,597	10,378
Henrico	188.8	.0801	32.3	11.7	19.3	18.9	25.8	71.9	1,299,690	263,594	98,682	281,287	67,436	256,278	50,486
Hopewell city	23.3	.0098	31.3	12.5	16.6	17.9	26.0	8.7	146,088	45,622	6,247	10,430	5,343	25,798	8,113
Hopewell	23.3	.0098	31.3	12.5	16.6	17.9	26.0	8.7	146,088	45,622	6,247	10,430	5,343	25,798	8,113
New Kent	9.9	.0042	31.1	10.2	19.4	19.4	23.0	3.5	31,235	7,093	850	476		14,235	1,552

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Source: S&MM 1984 Survey of Buying Power ©

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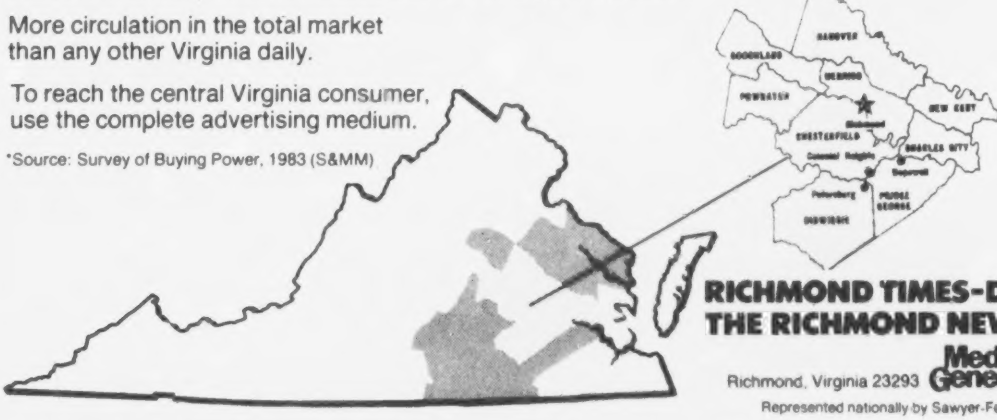
S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/83								RETAIL SALES BY STORE GROUP 1983						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish / Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
Petersburg city	40.4	.0172	31.8	12.7	16.2	16.4	28.5	15.2	339,925	62,271	22,240	60,720	16,502	73,941	10,184
• Petersburg	40.4	.0172	31.8	12.7	16.2	16.4	28.5	15.2	339,925	62,271	22,240	60,720	16,502	73,941	10,184
Powhatan	14.8	.0063	30.3	10.6	22.0	21.2	18.5	4.1	21,804	7,618	60	96	751	10,637	112
Prince George	25.7	.0109	26.2	17.7	20.9	19.4	12.3	6.4	13,720	1,697	682	1,530	637		
Richmond city	210.4	.0893	32.2	15.2	19.4	14.7	29.8	85.4	1,358,639	231,802	169,074	166,907	60,933	273,897	41,691
• Richmond	210.4	.0893	32.2	15.2	19.4	14.7	29.8	85.4	1,358,639	231,802	169,074	166,907	60,933	273,897	41,691
SUBURBAN TOTAL	537.5	.2281	30.9	11.6	19.1	20.6	21.7	183.5	2,748,846	658,504	198,298	436,714	116,951	493,727	103,789
ROANOKE	**223.3**	**.0949**	**33.7**	**11.0**	**17.4**	**18.7**	**29.0**	**84.3**	**1,405,731**	**285,548**	**112,021**	**211,227**	**79,271**	**250,074**	**44,698**
Botetourt	24.7	.0105	33.4	9.4	16.9	21.2	26.2	8.6	65,128	13,349	1,757	3,389	1,459	12,987	379
Roanoke	77.2	.0328	33.2	10.1	17.8	22.2	24.5	25.8	311,913	114,331	34,149	21,162	20,089	15,237	17,927
Roanoke city	97.3	.0414	34.0	11.4	17.7	15.3	32.9	41.2	762,454	101,293	61,334	175,923	48,859	161,883	18,781
• Roanoke	97.3	.0414	34.0	11.4	17.7	15.3	32.9	41.2	762,454	101,293	61,334	175,923	48,859	161,883	18,781
Salem city	24.1	.0102	34.2	13.6	16.3	18.6	30.2	8.7	266,236	56,575	14,781	10,753	8,864	59,967	7,611
Salem	24.1	.0102	34.2	13.6	16.3	18.6	30.2	8.7	266,236	56,575	14,781	10,753	8,864	59,967	7,611
SUBURBAN TOTAL	126.0	.0535	33.4	10.7	17.2	21.3	26.0	43.1	643,277	184,255	50,687	35,304	30,412	88,191	25,917
OTHER COUNTIES															
Accomack	31.9	.0136	36.2	9.9	13.7	16.7	34.7	11.7	120,222	41,448	8,835	9,998	3,177	11,838	5,793
☐ Alexandria city	105.2	.0446	32.3	12.7	27.9	18.9	23.5	52.1	939,004	216,857	104,395	121,865	37,617	230,108	25,606
Alexandria	105.2	.0446	32.3	12.7	27.9	18.9	23.5	52.1	939,004	216,857	104,395	121,865	37,617	230,108	25,606
Alleghany	14.6	.0062	32.5	9.8	16.0	20.3	25.7	4.7	11,154	10,040	439	432		76	
Amelia	8.6	.0036	32.7	10.9	15.3	19.1	27.3	2.7	17,668	6,650	491	362	512	2,645	713
Appomattox	12.6	.0053	33.1	10.4	14.6	19.9	27.4	4.3	59,102	15,968	2,428	1,974	1,011	20,892	2,705
☐ Arlington	150.5	.0639	33.1	14.4	25.6	18.5	26.6	71.7	1,087,090	225,080	127,111	88,626	45,811	356,586	54,018
• Arlington	150.5	.0639	33.1	14.4	25.6	18.5	26.6	71.7	1,087,090	225,080	127,111	88,626	45,811	356,586	54,018
Augusta	56.1	.0238	32.8	10.9	16.8	20.4	25.9	18.9	121,803	26,353	7,400	1,107	2,452	33,400	1,708
Bath	6.0	.0026	34.4	10.8	16.0	20.7	28.4	2.1	15,596	3,839	643	3,375	1,368	293	1,852
Bedford	37.8	.0160	32.8	9.7	17.6	20.0	26.1	12.1	32,510	18,405	2,585	284	301	5,255	530
Bedford city	5.9	.0025	40.8	9.8	13.7	15.6	40.6	2.2	77,455	32,434	2,636	4,346	1,408	11,754	2,984
Bedford	5.9	.0025	40.8	9.8	13.7	15.6	40.6	2.2	77,455	32,434	2,636	4,346	1,408	11,754	2,984
Bland	6.6	.0028	32.5	11.0	19.5	18.0	27.1	2.2	12,447	1,385	456		128	5,490	
☐ Bristol city	18.5	.0079	35.2	12.1	14.6	17.5	32.8	7.4	259,661	38,306	17,181	32,038	12,565	48,741	5,329
• Bristol	18.5	.0079	35.2	12.1	14.6	17.5	32.8	7.4	259,661	38,306	17,181	32,038	12,565	48,741	5,329
Brunswick	15.9	.0068	31.9	13.0	14.3	16.0	29.5	5.0	43,952	16,800	787	1,761	904	10,859	1,171
Buchanan	39.1	.0166	27.5	12.8	17.7	18.8	17.9	12.4	130,026	26,082	5,147	18,918	6,847	29,937	4,632
Buckingham	12.8	.0054	32.4	10.7	14.8	16.6	29.5	4.0	17,564	5,923	931	2,507		1,217	114
Buena Vista city	6.7	.0028	32.2	12.1	15.9	19.2	26.4	2.3	29,864	9,072	1,948	1,834	910	4,742	1,063
Buena Vista	6.7	.0028	32.2	12.1	15.9	19.2	26.4	2.3	29,864	9,072	1,948	1,834	910	4,742	1,063
Caroline	19.3	.0082	30.5	11.9	16.2	18.1	24.6	6.2	45,975	18,101	5,480	761	258	7,854	952
Carroll	28.3	.0120	34.5	9.6	15.8	19.2	29.9	9.7	47,016	16,039	2,692	4,286	1,[illegible]49	8,873	949
Charlotte	12.0	.0051	33.9	10.3	13.3	17.5	31.0	4.1	22,092	7,745	1,217	1,473	592	4,309	724
Clarke	10.5	.0044	34.6	8.6	17.1	19.3	29.9	3.7	26,708	8,953	2,298	801	942	1,604	652
Clifton Forge city	4.7	.0020	40.1	9.5	12.4	15.5	40.2	1.8	28,531	11,034	1,405	1,219	980	4,530	1,951
Clifton Forge	4.7	.0020	40.1	9.5	12.4	15.5	40.2	1.8	28,531	11,034	1,405	1,219	980	4,530	1,951
Covington city	8.3	.0035	36.7	10.7	14.6	15.9	35.9	3.2	89,888	13,715	7,643	13,625	3,464	20,565	4,582
Covington	8.3	.0035	36.7	10.7	14.6	15.9	35.9	3.2	89,888	13,715	7,643	13,625	3,464	20,565	4,582
Craig	4.1	.0018	34.3	10.1	16.8	19.3	29.4	1.5	5,128	350	47	395		732	214
Culpeper	24.1	.0102	32.5	10.3	16.4	18.7	27.1	8.1	95,749	32,629	3,847	10,327	2,446	13,494	6,416
Cumberland	8.5	.0036	32.4	9.4	14.0	17.9	28.5	2.8	11,922	3,152	586	1,126	337	1,268	48
Dickenson	21.0	.0089	29.5	11.5	16.6	18.1	22.9	7.0	78,221	22,950	1,837	6,161	2,770	26,390	1,115



$ 1/2 BILLION GROWTH IN METRO RETAIL SALES*

Three cities, two counties, 130,000 people and over $ 1/2 billion in retail sales have been added to the Richmond metro area due to a change in the MSA.

More circulation in the total market than any other Virginia daily.

To reach the central Virginia consumer, use the complete advertising medium.

*Source: Survey of Buying Power, 1983 (S&MM)

RICHMOND TIMES-DISPATCH
THE RICHMOND NEWS LEADER
Media General Newspapers
Richmond, Virginia 23293
Represented nationally by Sawyer-Ferguson-Walker Company

VA. (cont.)

S&MM ESTIMATES

POPULATION—12/31/83

RETAIL SALES BY STORE GROUP 1983

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
Emporia city	4.6	.0019	38.1	9.8	12.9	15.5	37.9	1.8	102,401	21,364	11,219	5,598	3,475	22,277	3,239
Emporia	4.6	.0019	38.1	9.8	12.9	15.5	37.9	1.8	102,401	21,364	11,219	5,598	3,475	22,277	3,239
Essex	9.2	.0039	34.0	9.8	15.6	17.2	31.3	3.1	58,695	14,534	6,571	8,258	3,680	11,083	2,213
☐ Fairfax	646.5	.2745	31.2	10.5	19.8	24.8	17.7	232.3	3,944,941	708,456	301,472	731,108	191,362	731,160	177,356
☐ Fairfax city	19.3	.0082	30.9	14.5	19.7	21.1	20.8	7.1	500,664	74,489	44,983	49,881	24,197	163,157	9,824
Fairfax	19.3	.0082	30.9	14.5	19.7	21.1	20.8	7.1	500,664	74,489	44,983	49,881	24,197	163,157	9,824
☐ Falls Church city	9.1	.0039	36.4	9.5	20.8	20.3	31.8	4.3	229,978	22,911	16,325	19,903	15,568	85,057	7,128
Falls Church	9.1	.0039	36.4	9.5	20.8	20.3	31.8	4.3	229,978	22,911	16,325	19,903	15,568	85,057	7,128
Fauquier	39.7	.0169	31.7	10.8	16.7	21.5	23.1	13.2	125,432	35,841	9,819	2,025	3,457	20,301	4,834
Floyd	12.1	.0051	35.3	10.0	15.2	18.6	31.9	4.3	33,974	8,490	944	1,795	1,196	12,116	404
Franklin	37.6	.0159	31.8	13.2	16.5	19.3	25.4	12.6	79,030	30,793	3,673	4,789	2,891	9,245	3,382
Franklin city	7.4	.0031	32.3	11.6	15.3	15.9	29.9	2.6	82,523	24,445	5,202	4,024	5,261	14,092	6,610
Franklin	7.4	.0031	32.3	11.6	15.3	15.9	29.9	2.6	82,523	24,445	5,202	4,024	5,261	14,092	6,610
Frederick	37.2	.0158	31.0	10.3	17.7	21.2	[illegible]	12.0	37,891	6,124	1,651	4,873	497	9,124	412
Fredericksburg city	15.6	.0066	31.6	20.9	15.4	14.7	30.1	6.1	217,513	40,918	23,414	25,544	9,738	12,908	11,398
Fredericksburg	15.6	.0066	31.6	20.9	15.4	14.7	30.1	6.1	217,513	40,918	23,414	25,544	9,738	12,908	11,398
Galax city	6.5	.0028	38.2	10.1	14.6	17.9	36.0	2.8	94,839	25,575	10,091	11,998	6,199	14,270	3,153
Galax	6.5	.0028	38.2	10.1	14.6	17.9	36.0	2.8	94,839	25,575	10,091	11,998	6,199	14,270	3,153
Giles	17.8	.0076	33.9	9.7	15.6	18.4	29.9	6.2	78,344	26,254	3,408	2,093	1,327	19,542	4,618
Grayson	16.6	.0071	35.1	9.9	15.1	18.8	31.3	6.1	16,249	6,217	763	1,481	1,652	3,085	397
Greensville	11.0	.0047	30.1	10.8	15.2	16.8	25.7	3.3	3,764	123		148			
Halifax	30.2	.0128	33.1	10.6	15.3	17.9	29.2	9.7	25,740	8,631	988	1,972	231	2,054	1,144
Harrisonburg city	25.7	.0110	25.6	33.1	14.3	13.2	23.4	8.4	251,677	62,260	20,809	28,543	14,386	29,928	6,361
Harrisonburg	25.7	.0110	25.6	33.1	14.3	13.2	23.4	8.4	251,677	62,260	20,809	28,543	14,386	29,928	6,361
Henry	58.6	.0249	31.8	11.3	16.2	21.5	23.3	20.3	100,830	23,319	8,241	7,789	5,435	18,616	2,655
Highland	3.2	.0014	35.8	11.4	16.2	17.5	33.5	1.1	4,327	947	605	255	216	1,586	
Isle of Wight	22.7	.0096	31.6	11.2	16.7	19.3	25.0	7.5	80,610	19,851	6,220	878	1,435	29,024	3,014
King and Queen	6.0	.0026	33.9	10.4	15.5	16.9	31.3	2.1	6,135	1,175	706	468	38	1,543	
King George	11.4	.0048	30.6	9.7	17.3	20.4	21.9	3.7	20,736	8,976	765	161	467	4,360	739
King William	9.8	.0042	32.2	9.6	17.1	19.0	26.2	3.4	34,661	10,414	2,177	2,345	1,029	5,654	1,055
Lancaster	10.3	.0043	42.4	8.7	12.2	16.0	42.0	4.0	46,227	9,598	2,403	734	5,074	10,786	2,099
Lee	27.5	.0117	32.4	10.2	15.4	17.0	29.1	9.4	72,465	27,337	3,470	1,686	1,348	14,188	1,231
Lexington city	7.0	.0030	24.8	36.8	10.8	12.4	25.5	2.2	85,115	21,094	6,804	6,061	2,124	7,919	3,035
Lexington	7.0	.0030	24.8	36.8	10.8	12.4	25.5	2.2	85,115	21,094	6,804	6,061	2,124	7,919	3,035
☐ Loudoun	65.1	.0277	30.3	9.1	19.7	23.5	17.2	21.7	266,233	70,336	22,597	4,565	6,228	42,272	13,856
Louisa	19.1	.0081	32.9	10.6	15.2	18.5	28.2	6.5	47,774	21,849	810	2,523	398	4,126	1,176
Lunenburg	12.2	.0051	34.4	9.9	14.2	17.1	31.9	4.2	31,385	10,846	907	2,289	1,242	5,121	1,055
Madison	10.7	.0046	33.5	10.1	15.8	17.9	29.7	3.7	20,537	9,359	1,059	883	312	3,187	554
☐ Manassas city	17.0	.0072	28.2	11.7	23.7	19.0	14.8	5.7	148,598	32,789	6,539	10,359	6,197	28,505	4,739
Manassas	17.0	.0072	28.2	11.7	23.7	19.0	14.8	5.7	148,598	32,789	6,539	10,359	6,197	28,505	4,739
☐ Manassas Park city	6.7	.0028	25.0	13.8	20.8	18.2	10.9	2.0	26,293	15,677	1,224			3,417	390
Manassas Park	6.7	.0028	25.0	13.8	20.8	18.2	10.9	2.0	26,293	15,677	1,224			3,417	390
Martinsville city	17.0	.0072	36.4	10.1	14.6	17.3	34.5	6.4	265,179	56,084	17,793	33,300	8,761	58,190	11,034
Martinsville	17.0	.0072	36.4	10.1	14.6	17.3	34.5	6.4	265,179	56,084	17,793	33,300	8,761	58,190	11,034
Mathews	8.4	.0036	41.9	8.5	12.1	17.3	41.1	3.4	30,905	10,790	750	698	1,128	5,819	2,513
Mecklenburg	29.2	.0124	34.2	10.3	15.0	17.1	31.7	10.2	128,824	37,723	9,716	11,007	3,706	23,795	4,337
Middlesex	8.1	.0034	41.1	8.4	12.8	16.5	40.2	3.1	30,112	10,925	1,083	1,097	647	2,171	2,415
Montgomery	66.5	.0282	24.5	32.9	16.6	14.7	16.5	22.2	288,969	73,184	27,393	32,705	11,364	45,931	8,539
Nelson	12.2	.0052	34.9	9.9	15.1	18.0	31.7	4.2	25,182	10,748	3,561	800	951	3,835	241
Northampton	14.7	.0063	35.4	11.2	13.0	15.6	34.8	5.5	73,439	40,267	3,760	4,252	595	5,688	2,546
Northumberland	9.9	.0042	42.7	9.1	12.0	15.7	42.3	3.9	30,353	13,089	1,093	444	387	3,871	383
Norton city	4.9	.0021	32.2	11.4	15.8	16.6	29.0	1.8	82,108	10,527	5,741	1,067	1,557	30,337	1,253
Norton	4.9	.0021	32.2	11.4	15.8	16.6	29.0	1.8	82,108	10,527	5,741	1,067	1,557	30,337	1,253
Nottoway	14.5	.0061	36.6	9.9	13.0	17.2	34.8	5.1	57,881	19,280	4,321	3,189	3,250	12,924	2,509
Orange	19.6	.0083	33.8	10.1	15.4	18.5	29.7	6.9	85,522	20,842	3,636	2,516	1,624	16,918	4,022
Page	20.1	.0086	34.0	10.0	15.7	19.0	29.4	7.3	66,796	18,633	11,967	3,832	2,646	12,242	3,794
Patrick	18.2	.0077	34.6	9.4	15.1	20.4	29.1	6.4	33,850	7,080	858	4,835	894	8,306	1,497
Prince Edward	16.7	.0071	28.0	23.4	12.4	14.4	26.9	4.9	87,322	22,199	7,448	6,913	8,032	21,097	3,530
☐ Prince William	166.0	.0705	27.0	11.9	21.7	23.4	9.3	49.0	891,432	182,154	77,441	95,090	31,194	204,082	40,973
Pulaski	36.4	.0154	32.3	10.3	17.3	18.7	26.7	12.9	117,972	35,408	5,630	6,728	4,054	23,602	4,888
Radford city	13.6	.0058	24.6	34.8	12.6	13.5	21.9	3.9	101,326	24,895	5,146	12,012	6,936	27,772	3,810
Radford	13.6	.0058	24.6	34.8	12.6	13.5	21.9	3.9	101,326	24,895	5,146	12,012	6,936	27,772	3,810
Rappahannock	6.5	.0028	34.6	9.4	16.6	19.7	29.7	2.4	8,119	1,681	340	604	634	1,167	
Richmond	7.1	.0030	35.7	10.3	14.2	18.4	32.5	2.6	36,758	7,710	2,885	897	3,258	3,649	990
Rockbridge	18.1	.0076	33.8	10.6	15.8	19.8	28.3	6.3	29,669	5,161	349	147	54	569	304
Rockingham	54.0	.0230	30.9	14.7	17.1	18.4	24.6	18.3	94,767	27,423	5,297	3,075	4,040	19,901	4,055
Russell	34.1	.0144	30.8	11.6	17.8	18.4	24.0	11.7	64,839	13,598	2,241	2,803	6,903	19,168	1,173
☐ Scott	24.9	.0106	34.5	10.1	15.0	19.5	29.8	8.6	73,237	24,769	1,905	1,985	3,091	22,625	2,181
Shenandoah	29.0	.0123	35.1	9.9	15.6	18.7	31.6	10.8	105,232	29,401	4,585	3,498	2,322	22,671	2,232
Smyth	33.6	.0143	34.2	10.6	15.1	19.6	29.2	11.7	135,662	51,750	7,657	11,927	4,296	20,798	6,277
Southampton	18.2	.0077	31.8	14.0	15.1	17.8	27.3	5.3	28,323	6,768	861	2,227	2,289	5,417	404
South Boston city	7.0	.0030	35.5	8.9	15.2	16.8	33.9	2.5	105,864	28,734	5,380	11,496	8,312	18,265	4,864
South Boston	7.0	.0030	35.5	8.9	15.2	16.8	33.9	2.5	105,864	28,734	5,380	11,496	8,312	18,265	4,864
Spotsylvania	40.1	.0171	28.8	9.6	20.3	19.6	17.7	12.7	206,922	53,569	11,315	38,530	9,208	60,798	1,445
☐ Stafford	47.5	.0201	28.9	11.8	18.9	22.0	16.4	14.3	45,196	9,902	7,911	700	293	8,312	
Staunton city	21.0	.0089	35.8	12.7	15.6	18.5	32.6	7.6	199,801	44,568	11,717	32,837	7,997	43,788	10,337
Staunton	21.0	.0089	35.8	12.7	15.6	18.5	32.6	7.6	199,801	44,568	11,717	32,837	7,997	43,788	10,337
Surry	6.1	.0026	32.0	11.4	14.8	16.4	29.2	2.0	6,316	3,437	1,127	279	478	158	59
Sussex	10.4	.0044	32.2	10.9	15.3	17.2	28.5	3.5	37,343	8,894	2,334	2,060	645	11,647	1,507
Tazewell	53.5	.0227	30.9	11.3	17.3	18.1	24.8	18.2	338,495	122,153	11,679	21,277	9,584	93,130	5,756

VA. (cont.)
S&MM ESTIMATES

POPULATION—12/31/83 | RETAIL SALES BY STORE GROUP 1983

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group: 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Warren	23.0	.0098	33.8	10.1	15.9	19.2	28.9	8.6	101,421	29,798	7,803	10,672	2,685	17,702	1,813
☐ Washington	48.8	.0207	32.6	11.3	16.2	19.7	26.4	16.4	158,212	36,567	8,964	4,831	4,149	24,494	2,948
Waynesboro city	14.6	.0062	34.7	11.0	15.3	18.8	30.6	5.7	113,595	27,082	9,343	9,641	4,106	22,257	6,232
Waynesboro	14.6	.0062	34.7	11.0	15.3	18.8	30.6	5.7	113,595	27,082	9,343	9,641	4,106	22,257	6,232
Westmoreland	14.6	.0062	36.6	9.6	13.1	16.7	35.2	5.5	39,889	14,502	3,391	2,579	591	10,067	1,479
Winchester city	20.2	.0086	34.4	13.5	15.8	16.5	32.6	8.2	329,080	61,702	27,253	35,581	15,007	66,289	19,035
Winchester	20.2	.0086	34.4	13.5	15.8	16.5	32.6	8.2	329,080	61,702	27,253	35,581	15,007	66,289	19,035
Wise	46.4	.0197	30.1	12.4	17.0	16.9	24.7	15.3	185,451	54,477	6,047	7,209	4,669	35,516	4,309
Wythe	26.2	.0112	33.4	10.2	15.9	18.8	28.7	9.4	118,703	22,649	13,125	5,512	2,808	27,044	4,127
TOTAL METRO COUNTIES	**3,924.7**	**1.6664**	**30.5**	**13.7**	**19.3**	**19.7**	**21.6**	**1,406.1**	**22,441,522**	**4,624,209**	**2,000,453**	**3,066,229**	**1,070,782**	**4,644,231**	**760,587**
TOTAL STATE	**5,583.5**	**2.3707**	**30.9**	**13.4**	**18.2**	**19.3**	**23.3**	**1,975.5**	**29,132,978**	**6,476,341**	**2,439,575**	**3,610,760**	**1,322,464**	**5,960,882**	**999,742**

VA.
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1983

% of Hslds. by EBI Group:
(A) $10,000–$19,999
(B) $20,000–$34,999
(C) $35,000–$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	A	B	C	D	Buying Power Index
CHARLOTTESVILLE	**1,161,922**	**22,715**	**25.2**	**31.9**	**14.9**	**9.7**	**.0503**
Albemarle	689,338	25,700	22.6	32.9	17.2	13.3	.0220
Charlottesville city	310,514	18,808	28.8	29.8	11.3	5.9	.0223
• Charlottesville	310,514	18,808	28.8	29.8	11.3	5.9	.0223
Fluvanna	88,681	19,320	30.8	29.1	13.5	5.2	.0033
Greene	73,389	24,240	20.9	38.9	15.9	5.6	.0027
SUBURBAN TOTAL	851,408	24,635	23.6	32.9	16.6	11.4	.0280
DANVILLE	**884,383**	**19,080**	**28.6**	**32.2**	**11.3**	**4.0**	**.0407**
Danville city	367,361	17,946	28.8	29.3	11.3	4.0	.0212
• Danville	367,361	17,946	28.8	29.3	11.3	4.0	.0212
Pittsylvania	517,022	19,874	28.3	34.4	11.3	4.0	.0195
SUBURBAN TOTAL	517,022	19,874	28.3	34.4	11.3	4.0	.0195

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1983

% of Hslds. by EBI Group:
(A) $10,000–$19,999
(B) $20,000–$34,999
(C) $35,000–$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	A	B	C	D	Buying Power Index
LYNCHBURG	**1,277,509**	**22,479**	**25.6**	**33.7**	**15.6**	**7.3**	**.0585**
Amherst	225,370	21,932	27.1	38.1	14.3	3.2	.0098
Campbell	409,904	24,216	23.5	35.1	18.8	7.3	.0165
Lynchburg city	642,235	21,579	26.3	31.0	14.1	8.9	.0322
• Lynchburg	642,235	21,579	26.3	31.0	14.1	8.9	.0322
SUBURBAN TOTAL	635,274	23,299	24.9	36.3	17.1	5.7	.0263
NORFOLK - VIRGINIA BEACH - NEWPORT NEWS	**11,090,549**	**22,960**	**25.2**	**32.7**	**17.0**	**7.6**	**.4976**
Chesapeake city	1,055,852	24,355	23.2	37.1	18.5	5.7	.0472
Chesapeake	1,055,852	24,355	23.2	37.1	18.5	5.7	.0472
Gloucester	196,298	21,771	25.8	34.6	14.3	5.7	.0090
Hampton city	1,186,783	24,054	24.7	33.3	16.4	8.2	.0576

NORFOLK-VIRGINIA BEACH-NEWPORT NEWS MSA

It's Official!

Now Virginia's number one and number three markets are one single powerhouse MSA-the 34th largest market in the entire country!

Isn't it time you took a closer look at one of the nations top growth markets?

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General Advertising Manger
The Virginian-Pilot and The Ledger-Star
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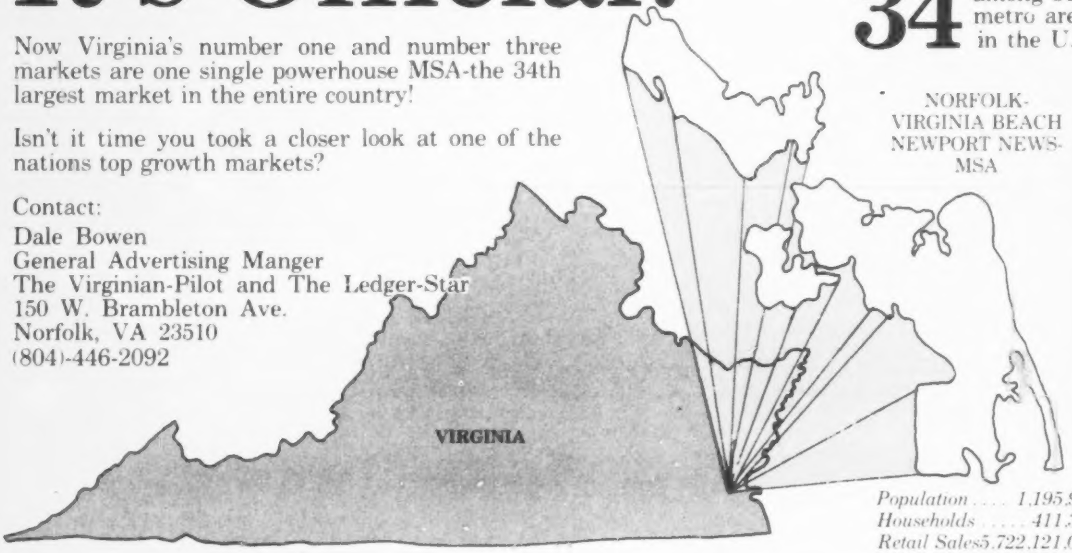
(804)-446-2092

Ranked 34th among 314 metro areas in the U.S.



Population 1,195,900
Households 411,300
Retail Sales5,722,121,000

WHY THE 173RD MARKET IS AN EXCEPTIONAL MEDIA BUY

Looking no further than population size (173rd MSA), the Roanoke, Virginia market seems an average media buy at best. But look a little further and you'll find the hidden truth about Roanoke—a strong, high-spending market with outstanding media coverage. When all the numbers are examined, the unexceptional market becomes exceptional indeed.

Consider Roanoke's total retail sales ranking (151st) and its ADI rank (65th). Note Roanoke's strength as Western Virginia's regional purchasing center as shown by its retail sales per household rank (56th).

Perhaps most importantly, consider that the Roanoke Times & World-News, the nation's 100th largest daily newspaper, ranks 11th in metro penetration.

REMEMBER
ROANOKE
An exceptional market. An exceptional media buy.

	National Rank
Population	173
ADI Population	65
Total Retail Sales	151
Retail Sales per Household	56
Newspaper Circulation	100
Newspaper Metro Penetration	11

Sources Survey of Buying Power Data Service, 1983, Circulation '83/'84, SRDS Newspaper Circulation Analysis, 1983-84

Roanoke Times & World-News
P O Box 2491, Roanoke, VA 24010
Phone 703-981-3361
or contact your
Branham rep.

VA. (cont.)

S&MM ESTIMATES

$$ EFFECTIVE BUYING INCOME 1983

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
● Hampton	1,186,783	24,054	24.7	33.3	18.4	8.2	.0576
James City	258,260	26,742	21.8	30.9	20.2	13.5	.0097
Newport News city	1,389,288	22,357	25.7	32.9	16.5	6.7	.0609
● Newport News	1,389,288	22,357	25.7	32.9	16.5	6.7	.0609
Norfolk city	2,120,413	17,644	31.4	27.9	10.2	5.1	.1025
● Norfolk	2,120,413	17,644	31.4	27.9	10.2	5.1	.1025
Poquoson city	87,146	27,022	18.4	40.6	21.1	6.0	.0029
Poquoson	87,146	27,022	18.4	40.6	21.1	6.0	.0029
Portsmouth city	856,819	20,344	26.8	30.7	14.8	5.4	.0394
● Portsmouth	856,819	20,344	26.8	30.7	14.8	5.4	.0394
Suffolk city	393,251	21,677	24.9	31.7	16.3	6.1	.0172
● Suffolk	393,251	21,677	24.9	31.7	16.3	6.1	.0172
Virginia Beach city	3,077,107	27,430	21.3	35.7	21.5	10.7	.1296
● Virginia Beach	3,077,107	27,430	21.3	35.7	21.5	10.7	.1296
Williamsburg city	97,170	22,347	27.7	28.3	14.0	13.3	.0071
Williamsburg	97,170	22,347	27.7	28.3	14.0	13.3	.0071
York	372,162	29,124	20.0	33.8	26.0	11.7	.0145
SUBURBAN TOTAL	2,066,888	25,019	22.9	35.4	19.3	7.8	.0904
RICHMOND - PETERSBURG	**7,913,564**	**24,978**	**22.4**	**33.2**	**19.1**	**9.3**	**.3491**
Charles City	44,369	20,403	28.3	35.4	10.8	5.0	.0017
Chesterfield	1,828,240	33,134	14.0	33.7	29.6	15.7	.0738
Colonial Heights city	164,631	27,127	20.6	36.6	23.3	7.1	.0071
Colonial Heights	164,631	27,127	20.6	36.6	23.3	7.1	.0071
Dinwiddie	142,733	21,194	25.1	36.0	13.4	4.0	.0053
Goochland	122,887	26,140	19.2	33.3	14.7	14.6	.0042
Hanover	542,618	29,145	18.4	33.0	20.6	11.1	.0234

S&MM ESTIMATES

$$ EFFECTIVE BUYING INCOME 1983

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
Henrico	2,090,284	[illegible]	21.6	37.4	20.2	9.4	.0938
Hopewell city	225,678	24,631	21.4	33.9	19.5	7.1	.0104
Hopewell	225,678	24,631	21.4	33.9	19.5	7.1	.0104
New Kent	83,118	22,858	24.2	40.6	15.4	2.6	.0034
Petersburg city	322,911	17,638	29.6	28.7	10.2	4.9	.0190
● Petersburg	322,911	17,638	29.6	28.7	10.2	4.9	.0190
Powhatan	116,687	27,009	17.8	37.3	23.7	6.0	.0043
Prince George	200,404	24,630	25.8	35.6	20.0	7.0	.0069
Richmond city	2,029,004	19,280	27.8	28.9	12.3	6.9	.0958
● Richmond	2,029,004	19,280	27.8	28.9	12.3	6.9	.0958
SUBURBAN TOTAL	5,561,649	28,171	19.3	35.5	23.0	10.8	.2343
ROANOKE	**2,130,633**	**21,946**	**26.1**	**32.9**	**15.4**	**6.6**	**.1004**
Botetourt	198,548	21,173	27.8	36.0	12.9	3.8	.0081
Roanoke	768,706	27,496	20.4	37.0	22.3	9.2	.0310
Roanoke city	925,484	18,596	29.0	29.5	11.5	5.4	.0475
● Roanoke	925,484	18,596	29.0	29.5	11.5	5.4	.0475
Salem city	237,895	22,372	27.9	32.9	15.7	7.9	.0138
Salem	237,895	22,372	27.9	32.9	15.7	7.9	.0138
SUBURBAN TOTAL	1,205,149	25,240	23.4	36.0	19.1	7.8	.0529
OTHER COUNTIES							
Accomack	229,953	15,433	30.7	24.0	8.2	5.6	.0107
☐ Alexandria city	1,812,830	30,345	17.3	32.6	20.8	20.0	.0716
Alexandria	1,812,830	30,345	17.3	32.6	20.8	20.0	.0716
Alleghany	119,709	23,398	23.3	34.6	17.8	6.2	.0039
Amelia	50,507	16,848	34.3	31.6	6.2	2.2	.0024
Appomattox	87,140	18,517	30.4	33.9	8.1	3.1	.0045

Reach Virginia through its best-selling newspaper. The Washington Post.

The Washington Metro Area (MSA) is more than the District of Columbia. It's 22% of Virginia's total population, 28% of total retail sales in the state, 32% of Virginia's buying income. And The Washington Post is so popular in Washington's affluent Virginia suburbs that it's the best-selling newspaper in the entire state. ☐ For more information, call Nick Cannistraro, Vice President, Marketing and Advertising, 202/334-4171.

Source S&MM Survey of Buying Power July 1984

VA. (cont.)
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1983

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
☐ Arlington	2,690,527	32,626	16.4	29.2	21.2	24.9	.0981
• Arlington	2,690,527	32,626	16.4	29.2	21.2	24.9	.0981
Augusta	495,392	22,978	25.5	33.6	17.2	7.3	.0184
Bath	51,870	17,958	32.5	22.6	16.5	4.8	.0020
Bedford	294,640	22,442	26.0	36.6	14.8	5.6	.0103
Bedford city	46,465	17,661	29.1	29.3	11.0	3.9	.0034
Bedford	46,465	17,661	29.1	29.3	11.0	3.9	.0034
Bland	41,923	18,268	31.8	36.1	6.1	1.4	.0018
☐ Bristol city	156,288	18,250	26.0	30.3	10.7	4.6	.0116
• Bristol	156,288	18,250	26.0	30.3	10.7	4.6	.0116
Brunswick	92,630	15,149	34.9	25.3	7.6	2.4	.0045
Buchanan	266,352	19,708	26.8	35.4	10.3	3.4	.0123
Buckingham	66,887	14,206	34.7	24.0	5.0	2.4	.0030
Buena Vista city	47,737	19,278	34.2	36.7	8.1	2.3	.0024
Buena Vista	47,737	19,278	34.2	36.7	8.1	2.3	.0024
Caroline	134,392	19,216	31.3	32.3	11.8	3.8	.0057
Carroll	176,128	16,229	23.9	29.6	6.2	1.5	.0074
Charlotte	71,189	14,800	30.4	27.3	6.1	1.9	.0030
Clarke	99,922	22,562	25.4	32.5	15.6	9.3	.0038
Clifton Forge city	40,478	18,833	27.2	27.8	13.4	5.7	.0019
Clifton Forge	40,478	18,833	27.2	27.8	13.4	5.7	.0019
Covington city	57,138	16,093	34.4	29.8	6.5	.9	.0042
Covington	57,138	16,093	34.4	29.8	6.5	.9	.0042
Craig	28,515	18,108	31.7	37.8	5.1	1.9	.0012
Culpeper	192,422	20,809	25.9	32.6	13.0	6.4	.0085
Cumberland	52,628	16,121	31.9	26.5	8.1	3.6	.0022
Dickenson	133,782	17,373	30.0	33.2	6.2	2.7	.0066
Emporia city	36,163	16,573	36.7	24.4	8.6	4.2	.0037
Emporia	36,163	16,573	36.7	24.4	8.6	4.2	.0037
Essex	57,114	15,975	36.1	27.2	6.2	2.8	.0035
☐ Fairfax	9,832,010	40,354	10.7	24.7	26.7	33.1	.3657
☐ Fairfax city	286,537	37,627	12.7	27.2	24.9	29.7	.0205
Fairfax	286,537	37,627	12.7	27.2	24.9	29.7	.0205
☐ Falls Church city	172,868	36,394	13.5	28.9	22.3	29.9	.0103
Falls Church	172,868	36,394	13.5	28.9	22.3	29.9	.0103
Fauquier	372,572	25,214	22.8	32.0	18.3	11.2	.0146
Floyd	76,293	15,875	31.2	30.3	5.8	1.5	.0035
Franklin	267,985	19,091	31.3	34.4	9.9	2.8	.0110
Franklin city	60,825	19,219	26.5	27.6	13.2	7.3	.0040
Franklin	60,825	19,219	26.5	27.6	13.2	7.3	.0040
Frederick	300,782	23,276	25.4	37.1	16.1	5.6	.0104
Fredericksburg city	149,597	20,062	28.4	29.9	12.7	7.6	.0100
Fredericksburg	149,597	20,062	28.4	29.9	12.7	7.6	.0100
Galax city	59,109	16,470	37.6	27.6	6.1	4.2	.0043
Galax	59,109	16,470	37.6	27.6	6.1	4.2	.0043
Giles	133,994	19,215	31.5	33.4	10.5	3.6	.0064
Grayson	115,908	16,302	33.9	30.4	5.4	2.9	.0044
Greensville	63,107	16,370	30.5	29.8	7.5	2.9	.0024
Halifax	209,100	18,972	28.8	32.0	11.2	3.8	.0078
Harrisonburg city	195,072	17,045	30.5	28.2	10.4	4.4	.0128
Harrisonburg	195,072	17,045	30.5	28.2	10.4	4.4	.0128
Henry	475,275	21,680	27.1	38.3	12.6	4.2	.0177
Highland	19,594	15,806	28.6	28.2	7.3	2.3	.0009
Isle of Wight	191,477	23,751	22.6	35.5	16.4	6.9	.0080
King and Queen	38,418	14,853	31.9	27.2	5.6	3.0	.0014
King George	91,502	22,687	24.3	32.0	17.6	6.5	.0036
King William	77,850	20,598	27.9	35.2	11.1	5.4	.0032
Lancaster	86,654	17,716	28.4	28.2	9.3	6.9	.0040
Lee	154,125	13,667	33.7	23.9	5.0	1.7	.0074
Lexington city	59,682	18,587	29.1	23.7	11.5	10.8	.0040
Lexington	59,682	18,587	29.1	23.7	11.5	10.8	.0040
☐ Loudoun	721,480	31,257	15.5	32.4	26.6	15.3	.0279
Louisa	116,618	16,031	32.0	29.0	6.3	1.9	.0053
Lunenburg	81,372	16,207	31.1	28.0	8.0	3.9	.0035
Madison	75,132	18,415	32.3	33.2	7.8	3.3	.0030
☐ Manassas city	185,772	32,101	16.1	34.0	32.3	10.0	.0092
Manassas	185,772	32,101	16.1	34.0	32.3	10.0	.0092
☐ Manassas Park city	52,058	25,927	17.8	52.8	16.7	2.7	.0024
Manassas Park	52,058	25,927	17.8	52.8	16.7	2.7	.0024
Martinsville city	157,003	20,318	27.7	29.9	12.5	8.5	.0114
Martinsville	157,003	20,318	27.7	29.9	12.5	8.5	.0114
Mathews	85,487	21,848	24.2	31.0	15.1	8.2	.0034
Mecklenburg	204,555	17,277	29.2	30.5	8.5	3.5	.0101
Middlesex	64,056	16,790	31.9	25.2	10.2	4.9	.0028
Montgomery	562,822	20,132	27.5	29.3	14.0	7.1	.0250
Nelson	90,563	17,717	27.9	28.9	9.6	6.0	.0037
Northampton	95,560	14,369	31.6	22.4	7.3	2.9	.0052
Northumberland	87,410	18,203	32.0	28.1	10.1	6.5	.0035
Norton city	40,220	17,457	28.8	26.7	12.4	4.7	.0033
Norton	40,220	17,457	28.8	26.7	12.4	4.7	.0033
Nottoway	118,394	19,977	26.5	31.5	12.8	5.7	.0051
Orange	158,529	19,708	29.0	30.1	13.0	6.1	.0073
Page	146,358	17,455	33.2	30.4	8.8	3.0	.0066
Patrick	129,844	17,950	30.5	34.1	7.8	2.5	.0052
Prince Edward	96,460	15,845	31.6	27.5	7.7	2.6	.0056
☐ Prince William	1,722,905	34,205	13.6	32.7	31.9	16.0	.0736
Pulaski	274,186	19,311	30.9	35.4	9.1	3.4	.0120
Radford city	103,454	20,315	27.7	30.6	13.7	6.4	.0059
Radford	103,454	20,315	27.7	30.6	13.7	6.4	.0059
Rappahannock	52,657	19,000	26.6	31.5	9.5	6.6	.0018
Richmond	58,666	19,803	26.2	32.5	12.5	4.5	.0028
Rockbridge	116,485	16,559	33.9	29.3	7.3	1.8	.0048
Rockingham	403,083	19,522	29.9	34.9	10.0	3.6	.0156
Russell	234,775	17,961	29.7	31.8	9.9	2.7	.0096
☐ Scott	176,013	17,368	27.9	27.4	13.2	3.1	.0077
Shenandoah	229,021	18,544	32.1	32.0	9.5	4.0	.0101
Smyth	245,064	18,124	32.9	32.8	8.1	3.2	.0114
Southampton	109,341	18,165	24.5	31.8	10.5	3.2	.0048
South Boston city	54,016	18,803	29.4	31.0	10.1	5.2	.0045
South Boston	54,016	18,803	29.4	31.0	10.1	5.2	.0045
Spotsylvania	338,518	25,184	22.4	40.2	17.7	6.1	.0159
☐ Stafford	443,970	28,982	19.1	36.6	24.2	10.3	.0146
Staunton city	178,710	20,150	29.5	33.3	12.4	4.7	.0106
Staunton	178,710	20,150	29.5	33.3	12.4	4.7	.0106
Surry	39,400	17,095	32.0	29.4	8.5	2.7	.0015
Sussex	75,080	19,099	24.8	32.0	11.1	4.8	.0034
Tazewell	361,495	17,722	31.3	33.2	7.3	2.9	.0209
Warren	176,119	18,444	31.9	33.7	9.2	2.5	.0084
☐ Washington	351,411	18,079	30.6	31.1	9.4	4.0	.0156
Waynesboro city	150,126	22,962	26.3	34.8	15.2	8.2	.0073
Waynesboro	150,126	22,962	26.3	34.8	15.2	8.2	.0073
Westmoreland	101,181	15,634	33.4	25.5	7.3	3.6	.0045
Winchester city	193,456	18,882	30.3	28.1	12.2	6.8	.0141
Winchester	193,456	18,882	30.3	28.1	12.2	6.8	.0141
Wise	352,004	20,681	26.2	34.1	12.5	5.0	.0162
Wythe	180,761	16,700	35.5	30.0	6.6	2.6	.0091
TOTAL METRO COUNTIES	**43,063,229**	**26,829**	**21.0**	**31.3**	**19.7**	**13.9**	**1.8254**
TOTAL STATE	**55,571,307**	**24,201**	**23.4**	**31.5**	**17.1**	**11.2**	**2.4037**

WASHINGTON

WASH.
S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/83								RETAIL SALES BY STORE GROUP 1983						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
BELLINGHAM	**112.7**	**.0478**	**29.9**	**15.5**	**19.6**	**15.9**	**24.1**	**42.4**	**618,451**	**122,716**	**96,285**	**81,236**	**26,139**	**94,726**	**25,075**
Whatcom	112.7	[illegible]	29.9	15.5	19.6	15.9	24.1	42.4	618,451	122,716	96,285	81,236	26,139	94,726	25,075
• Bellingham	46.1	.0196	29.4	22.2	19.6	13.4	25.6	18.8	418,554	74,973	65,109	75,533	17,222	52,049	17,947
SUBURBAN TOTAL	66.6	.0282	30.2	10.9	19.5	17.6	23.1	23.6	199,897	47,743	31,176	5,703	8,917	42,677	7,128

40% of Seattle isn't in Seattle.

Forty percent of the Seattle market lives someplace else. In Snohomish and Pierce counties. And if you're buying just the Seattle Times and P-I you're missing most of them. And that means you're missing out on $4.1 billion in retail sales.* That's why the Seattle Times/Everett Herald/ Tacoma News-Tribune buy is a more efficient way to reach Seattle. Because it covers the three-county Seattle market. So call 624-2499 and ask for Jim Gay. He'll tell you where the rest of Seattle has been hiding.

*S&MM 1983 Survey of Buying Power.

The Herald
Everett, Washington
A Division of The Washington Post Company

WASH. (cont.) S&MM ESTIMATES	POPULATION—12/31/83								RETAIL SALES BY STORE GROUP 1983						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
BREMERTON	**165.7**	**.0704**	**30.3**	**13.2**	**19.0**	**18.2**	**22.9**	**60.0**	**672,528**	**192,376**	**71,935**	**65,359**	**22,283**	**92,209**	**55,467**
Kitsap	165.7	.0704	30.3	13.2	19.0	18.2	22.9	60.0	672,528	192,376	71,935	65,359	22,283	92,209	55,467
• Bremerton	36.1	.0153	28.4	22.8	18.3	12.5	25.5	14.2	382,414	86,803	40,283	61,656	16,171	57,474	34,213
SUBURBAN TOTAL	129.6	.0551	30.8	10.5	19.1	19.8	22.3	45.8	290,114	105,573	31,652	3,703	6,112	34,735	21,254
OLYMPIA	**138.2**	**.0586**	**30.8**	**11.4**	**19.0**	**18.7**	**23.2**	**52.8**	**601,066**	**169,415**	**75,054**	**57,795**	**34,075**	**86,276**	**26,440**
Thurston	138.2	.0586	30.8	11.4	19.0	18.7	23.2	52.8	601,066	169,415	75,054	57,795	34,075	86,276	26,440
• Olympia	28.7	.0122	32.5	12.2	19.2	17.5	27.8	12.5	320,650	85,364	38,983	15,593	20,608	74,702	4,404
SUBURBAN TOTAL	109.5	.0464	30.3	11.2	19.0	19.0	22.1	40.3	280,416	84,051	36,071	42,202	13,467	11,574	22,036
RICHLAND - KENNEWICK - PASCO	**159.1**	**.0676**	**29.0**	**12.0**	**19.9**	**18.3**	**19.8**	**57.8**	**993,868**	**240,176**	**102,187**	**121,858**	**31,812**	**150,280**	**64,562**
Benton	121.0	.0514	29.3	11.8	20.2	19.3	19.2	44.5	801,942	199,326	79,979	97,504	26,728	106,619	54,228
• Kennewick	39.0	.0166	27.8	14.7	23.2	17.0	16.2	15.1	584,544	140,101	56,099	93,713	21,088	70,981	35,298
• Richland	35.1	.0149	31.8	10.4	17.7	21.0	23.4	13.4	146,395	39,133	19,943	3,035	4,372	16,758	17,053
Franklin	38.1	.0162	28.0	12.7	18.8	15.2	21.6	13.3	191,926	40,850	22,208	24,354	5,084	43,661	10,334
• Pasco	19.4	.0082	28.2	15.1	17.8	13.1	24.7	7.4	164,627	34,033	19,520	18,227	4,959	41,819	8,028
SUBURBAN TOTAL	65.6	.0279	28.8	10.4	19.6	19.3	18.5	21.9	98,302	26,909	6,625	6,883	1,393	20,722	4,183
SEATTLE	**1,675.4**	**.7113**	**31.6**	**12.6**	**20.3**	**19.2**	**23.9**	**657.8**	**10,503,217**	**2,300,110**	**1,461,071**	**1,266,189**	**458,601**	**1,395,377**	**429,809**
King	1,312.9	.5574	32.0	12.9	20.5	19.1	24.7	523.6	8,495,198	1,831,217	1,222,858	961,079	366,696	1,071,847	356,552
• Auburn	29.6	.0126	30.2	15.0	18.8	17.4	23.6	11.8	294,301	60,134	26,687	8,789	14,976	95,346	14,006
Bellevue	76.5	.0325	32.3	13.5	16.9	23.9	21.6	29.6	1,111,437	209,908	124,293	104,493	50,377	153,464	29,965
• Seattle	490.0	.2080	33.4	14.7	22.5	15.1	31.2	222.9	3,448,705	611,204	608,024	415,313	123,671	459,761	137,127
Snohomish	362.5	.1539	30.5	11.6	19.6	19.5	21.7	134.2	2,008,019	468,893	238,213	305,110	91,905	323,530	73,257
• Everett	55.4	.0235	32.3	14.0	17.4	15.4	29.8	23.6	627,014	172,873	63,670	140,760	21,021	75,194	11,429
SUBURBAN TOTAL	1,100.4	.4672	30.8	11.6	19.6	21.3	20.4	399.5	6,133,197	1,455,899	762,690	701,327	298,933	765,076	267,247
SEATTLE - TACOMA CONSOLIDATED AREA	***2,188.7***	***.9292***	***31.2***	***13.2***	***19.8***	***18.8***	***23.7***	***847.7***	***12,851,396***	***2,786,968***	***1,722,661***	***1,593,987***	***560,493***	***1,820,663***	***513,702***

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(SEE PAGE B-28)

WASH. (cont.)
S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/83								RETAIL SALES BY STORE GROUP 1983						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
SPOKANE	**354.2**	**.1504**	**30.8**	**13.3**	**18.1**	**16.9**	**25.4**	**136.1**	**1,810,946**	**412,352**	**203,099**	**260,190**	**80,496**	**268,987**	**73,337**
Spokane	354.2	.1504	30.8	13.3	18.1	16.9	25.4	136.1	1,810,946	412,352	203,099	260,190	80,496	268,987	73,337
• Spokane	174.9	.0743	32.1	14.0	18.3	14.2	30.5	74.3	1,185,911	223,224	137,191	229,772	48,738	168,542	44,887
SUBURBAN TOTAL	179.3	.0761	29.4	12.6	18.0	19.5	20.5	61.8	625,035	189,128	65,908	30,418	31,758	100,445	28,450
TACOMA	**513.3**	**.2179**	**29.6**	**14.9**	**18.1**	**17.5**	**22.8**	**189.9**	**2,348,179**	**486,858**	**261,590**	**327,798**	**101,892**	**425,286**	**83,893**
Pierce	513.3	.2179	29.6	14.9	18.1	17.5	22.8	189.9	2,348,179	486,858	261,590	327,798	101,892	425,286	83,893
• Tacoma	163.8	.0695	31.4	13.5	17.8	15.2	28.3	67.7	1,178,381	152,629	125,999	270,367	47,814	267,028	35,386
SUBURBAN TOTAL	349.5	.1484	28.8	15.6	18.5	18.5	20.1	122.2	1,169,798	334,229	135,591	57,431	54,078	158,258	48,507
VANCOUVER	**207.5**	**.0881**	**30.0**	**10.8**	**19.4**	**18.6**	**21.7**	**75.8**	**766,987**	**192,671**	**107,341**	**118,870**	**23,016**	**98,937**	**32,006**
Clark	207.5	.0881	30.0	10.8	19.4	18.6	21.7	75.8	766,987	192,671	107,341	118,870	23,016	98,937	32,006
• Vancouver	43.7	.0186	32.7	14.6	17.4	14.6	31.5	19.8	309,424	54,845	60,113	28,901	18,035	48,023	11,609
SUBURBAN TOTAL	163.8	.0695	29.3	9.8	19.9	19.7	19.0	56.0	457,563	137,826	47,228	89,969	4,981	50,914	20,397
YAKIMA	**179.8**	**.0763**	**31.1**	**11.1**	**16.3**	**17.0**	**26.6**	**65.2**	**874,446**	**205,706**	**89,214**	**99,063**	**35,287**	**149,155**	**31,842**
Yakima	179.8	.0763	31.1	11.1	16.3	17.0	26.6	65.2	874,446	205,706	89,214	99,063	35,287	149,155	31,842
• Yakima	50.2	.0213	33.0	12.2	17.0	15.3	31.3	20.7	538,325	125,046	61,948	72,079	23,623	87,580	11,867
SUBURBAN TOTAL	129.6	.0550	30.3	10.7	16.1	17.6	24.8	44.5	336,121	80,660	27,266	26,984	11,664	61,575	19,975
OTHER COUNTIES															
Adams	13.4	.0057	29.2	10.1	16.6	17.2	23.1	4.8	50,489	13,887	10,151	956	973	4,200	5,071
Asotin	17.3	.0073	32.3	10.7	16.3	16.7	28.9	6.7	41,993	13,462	6,160	53	2,593	2,998	4,880
Chelan	46.0	.0195	34.4	10.6	16.2	17.4	31.7	18.5	269,194	65,077	31,748	26,272	8,019	39,339	13,272
Clallam	54.9	.0234	32.8	11.2	17.2	16.0	30.2	21.6	260,500	77,577	35,830	14,319	7,898	28,603	20,633
Columbia	4.0	.0017	38.5	6.1	14.6	17.0	37.3	1.6	7,701	2,430	1,109	373	220	1,043	511
Cowlitz	82.0	.0348	30.9	11.0	18.1	17.7	24.9	31.0	366,777	91,265	42,347	53,758	11,700	61,833	16,296
Douglas	23.8	.0101	31.6	10.0	18.0	19.4	24.4	9.2	96,504	37,174	6,349	9,699	3,323	7,894	10,381
Ferry	6.5	.0027	28.7	11.4	19.0	17.1	20.9	2.1	13,040	5,025	1,482	869	115	1,968	233
Garfield	2.3	.0010	38.2	7.2	13.9	17.4	36.3	1.0	3,037	1,022	224	38	69	440	156
Grant	50.5	.0214	30.2	10.9	15.9	17.0	25.4	18.3	230,996	73,227	29,557	5,518	6,564	29,611	16,474
Grays Harbor	66.3	.0282	32.2	11.0	16.8	17.0	28.3	25.6	424,491	120,669	48,284	27,476	21,768	56,973	9,583
Island	49.0	.0208	30.5	13.7	18.2	16.7	25.1	18.0	134,397	41,871	12,915	3,891	6,334	21,395	1,714
Jefferson	17.7	.0075	36.0	8.0	17.4	16.9	34.5	7.2	69,654	18,374	12,272	678	1,189	5,229	2,747
Kittitas	24.3	.0103	29.2	21.2	16.7	15.1	25.1	9.3	113,602	25,203	14,359	3,953	2,579	10,102	1,131
Klickitat	16.8	.0071	31.6	9.6	17.9	17.1	26.7	6.2	30,447	4,584	3,666	450	95	7,501	1,336
Lewis	57.8	.0246	32.5	10.0	15.6	17.3	28.8	21.8	277,665	67,363	29,827	42,662	12,751	32,190	14,667
Lincoln	9.4	.0040	36.6	7.3	14.8	17.8	34.2	3.7	23,324	7,044	3,048	250	119	1,850	1,344
Mason	33.8	.0143	33.6	11.1	15.9	16.9	30.9	13.2	121,522	40,709	15,089	3,162	3,492	13,097	2,359
Okanogan	31.9	.0136	32.4	9.2	16.9	18.2	27.3	12.2	126,533	46,065	11,410	5,548	2,980	16,255	4,265
Pacific	17.4	.0074	37.1	8.8	14.9	15.6	36.8	7.3	57,006	18,291	10,150	4,653	1,166	3,065	1,889

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SPOKANE

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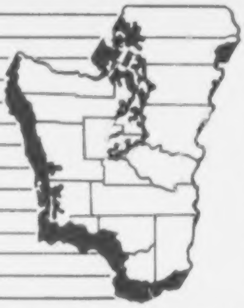

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WWNN(3): Puget Sound Newspaper Network (4 newspapers).

TURN TO LANDON FOR RESULTS (SEE PAGE B-26)

Aberdeen (WA) World (1)(3) • Bellevue (WA) Journal-American (1)(2) • Longview (WA) News (1)(3) • Port Angeles (WA) News (1)(3) • Valley (Renton, Kent, Auburn) Newspapers (1)(2)

WASH. (cont.) S&MM ESTIMATES	POPULATION—12/31/83								RETAIL SALES BY STORE GROUP 1983						
				% of Population by Age Group											
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish / Appliance ($000)	Automotive ($000)	Drug ($000)
Pend Oreille	9.0	.0038	32.4	7.9	15.8	18.4	27.6	3.2	16,457	5,018	2,433	421	198	4,020	597
San Juan	8.9	.0038	38.0	6.5	19.4	16.6	37.2	3.8	32,415	12,772	5,591	256	178	249	1,321
Skagit	66.7	.0283	33.2	10.3	17.2	17.3	29.5	26.0	373,332	93,781	41,325	7,941	14,789	56,495	24,781
Skamania	8.1	.0035	31.1	10.0	17.7	19.4	23.7	3.0	8,159	3,241	898		26	560	781
Stevens	31.8	.0135	30.0	8.7	18.2	18.4	22.5	10.8	105,002	30,485	13,890	5,727	4,174	14,545	2,723
Wahkiakum	3.7	.0016	33.1	8.2	16.1	16.6	30.2	1.4	4,921	973	975	610	61		470
Walla Walla	48.5	.0206	32.1	14.7	16.9	16.2	28.8	17.6	198,982	45,078	26,684	23,152	11,120	30,306	13,486
Whitman	39.0	.0166	24.5	34.5	16.7	12.7	18.1	13.1	101,063	32,141	13,027	446	3,855	17,035	4,218
TOTAL METRO COUNTIES	**3,505.9**	**1.4884**	**30.9**	**12.9**	**19.2**	**18.4**	**23.7**	**1,337.8**	**19,189,688**	**4,322,380**	**2,467,776**	**2,398,358**	**813,601**	**2,761,233**	**822,431**
TOTAL STATE	**4,346.7**	**1.8455**	**31.0**	**12.7**	**18.9**	**18.1**	**24.4**	**1,656.0**	**22,748,891**	**5,317,188**	**2,898,576**	**2,641,489**	**941,949**	**3,230,029**	**999,750**

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WASH.
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1983

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
BELLINGHAM	**1,004,519**	**20,268**	**26.4**	**32.1**	**12.4**	**6.1**	**.0468**
Whatcom	1,004,519	20,268	26.4	32.1	12.4	6.1	.0468
• Bellingham	414,426	17,441	27.4	27.8	10.4	5.6	.0234
SUBURBAN TOTAL	590,093	22,462	25.7	35.5	14.0	6.5	.0234
BREMERTON	**1,647,973**	**24,636**	**23.6**	**35.0**	**18.4**	**7.8**	**.0665**
Kitsap	1,647,973	24,636	23.6	35.0	18.4	7.8	.0665
• Bremerton	347,354	19,467	28.6	31.3	13.0	4.3	.0202
SUBURBAN TOTAL	1,300,619	26,273	22.0	36.2	20.1	8.9	.0463
OLYMPIA	**1,418,664**	**24,143**	**23.9**	**32.2**	**18.6**	**8.6**	**.0574**
Thurston	1,418,664	24,143	23.9	32.2	18.6	8.6	.0574
• Olympia	320,071	21,244	24.9	28.3	14.7	9.9	.0174
SUBURBAN TOTAL	1,098,593	25,053	23.7	33.3	19.8	8.2	.0400
RICHLAND - KENNEWICK - PASCO	**1,851,460**	**30,479**	**17.0**	**30.3**	**25.1**	**15.3**	**.0784**
Benton	1,511,746	32,771	15.1	29.3	27.3	17.9	.0630
• Kennewick	474,055	30,055	17.1	31.3	25.8	13.5	.0283
• Richland	498,850	36,628	12.9	25.5	28.7	24.5	.0174
Franklin	339,714	23,292	23.5	33.2	17.7	6.8	.0154
• Pasco	166,162	20,581	24.2	33.4	14.2	3.9	.0094
SUBURBAN TOTAL	712,393	31,093	17.0	31.2	26.1	14.9	.0233
SEATTLE	**20,676,879**	**28,332**	**19.0**	**30.8**	**21.8**	**14.4**	**.8517**
King	16,577,362	28,254	19.2	30.1	21.5	14.9	.6821
• Auburn	320,446	25,280	21.3	35.0	19.9	8.0	.0168
Bellevue	1,135,351	34,305	16.5	27.3	23.9	24.9	.0590
• Seattle	6,092,323	22,400	24.2	28.8	16.1	10.5	.2596
Snohomish	4,099,517	28,597	18.6	33.5	22.9	12.2	.1696
• Everett	600,325	22,210	23.3	31.0	15.6	8.4	.0335
SUBURBAN TOTAL	13,663,785	31,640	15.9	31.7	25.4	17.1	.5418
SEATTLE - TACOMA CONSOLIDATED AREA	***25,190,318***	***26,378***	***20.9***	***31.3***	***19.8***	***12.5***	***1.0516***
SPOKANE	**3,000,872**	**19,120**	**27.9**	**32.1**	**11.4**	**4.2**	**.1403**
Spokane	3,000,872	19,120	27.9	32.1	11.4	4.2	.1403
• Spokane	1,489,598	16,775	29.5	29.0	8.8	3.4	.0768
SUBURBAN TOTAL	1,511,274	22,088	25.9	36.0	14.5	5.0	.0635
TACOMA	**4,513,439**	**20,613**	**27.1**	**33.4**	**13.0**	**5.1**	**.1999**
Pierce	4,513,439	20,613	27.1	33.4	13.0	5.1	.1999
• Tacoma	1,386,523	17,590	28.1	30.5	9.7	3.5	.0735
SUBURBAN TOTAL	3,126,916	22,307	26.5	34.9	14.9	6.0	.1264
VANCOUVER	**1,995,893**	**24,560**	**22.1**	**35.3**	**18.5**	**7.1**	**.0798**
Clark	1,995,893	24,560	22.1	35.3	18.5	7.1	.0798
• Vancouver	433,676	18,043	27.6	28.3	11.5	5.5	.0208
SUBURBAN TOTAL	1,562,217	26,524	20.1	37.8	21.0	7.7	.0590
YAKIMA	**1,429,614**	**18,494**	**28.4**	**30.6**	**10.7**	**4.8**	**.0680**
Yakima	1,429,614	18,494	28.4	30.6	10.7	4.8	.0680
• Yakima	440,326	17,428	28.2	28.3	10.9	4.5	.0273
SUBURBAN TOTAL	989,288	18,958	28.5	31.7	10.7	4.9	.0407
OTHER COUNTIES							
Adams	132,420	25,167	21.4	35.6	17.0	10.1	.0054
Asotin	152,744	20,163	25.4	31.0	14.0	5.4	.0057
Chelan	411,998	18,802	29.1	30.3	11.5	5.2	.0196
Clallam	493,591	20,055	28.9	33.6	11.6	4.9	.0219
Columbia	32,620	17,937	29.4	32.7	6.9	4.6	.0013
Cowlitz	774,459	23,440	21.6	35.7	16.8	5.7	.0328
Douglas	215,304	21,165	27.6	32.9	15.0	4.8	.0091
Ferry	46,331	20,000	25.4	34.8	12.1	3.1	.0018
Garfield	22,979	20,414	29.5	33.6	13.1	4.5	[illegible]
Grant	411,225	20,104	28.0	32.4	13.1	4.7	.0190
Grays Harbor	627,623	22,068	23.7	32.3	16.2	6.3	.0297
Island	485,395	22,205	28.8	32.4	14.4	8.9	.0181
Jefferson	164,487	19,104	29.2	30.7	11.4	5.7	.0068
Kittitas	179,042	15,256	29.6	26.2	7.7	3.3	.0088
Klickitat	131,624	18,988	29.8	33.7	10.3	3.2	.0050
Lewis	475,401	18,880	28.2	30.6	12.0	4.5	.0222
Lincoln	101,636	23,664	25.0	34.4	16.9	8.9	.0036
Mason	304,393	20,191	29.0	32.8	12.5	5.2	.0123
Okanogan	217,908	15,212	30.6	28.3	5.7	2.5	.0106
Pacific	156,488	17,705	29.1	28.6	10.3	5.0	.0063
Pend Oreille	60,638	15,988	28.1	30.1	9.0	2.0	.0025
San Juan	96,194	20,920	26.9	32.5	10.7	9.6	.0036
Skagit	646,014	21,710	25.2	32.3	14.3	7.4	.0290
Skamania	54,488	16,973	36.5	31.8	3.9	1.5	.0020
Stevens	238,112	19,438	28.1	31.9	12.0	4.5	.0105
Wahkiakum	33,042	21,471	21.2	37.7	9.6	6.2	.0011
Walla Walla	444,093	21,194	25.7	30.8	15.4	6.8	.0187
Whitman	351,222	20,537	28.1	28.3	14.8	8.2	.0134
TOTAL METRO COUNTIES	**37,539,313**	**24,784**	**22.3**	**31.7**	**18.3**	**10.4**	**1.5888**
TOTAL STATE	**45,000,784**	**23,852**	**23.2**	**31.8**	**17.3**	**9.5**	**1.9104**

Reach the entire Northwest market. Include the . . .

YAKIMA ADI BUY

53% MARKET PENETRATION
165,768 CIRCULATION

Represented by BRANHAM Newspaper Sales

SEATTLE
SPOKANE
WENATCHEE
MOSCOW
YAKIMA
LEWISTON
TRI-CITIES
WALLA WALLA
PENDLETON
PORTLAND
BOISE
YAKIMA ADI BUY

Group Discount
7 DAILIES • ONE BILL
• YAKIMA HERALD REPUBLIC • WENATCHEE WORLD • PASCO TRI-CITY HERALD
• WALLA WALLA UNION BULLETIN • PENDLETON EAST OREGONIAN
• LEWISTON MORNING TRIBUNE • MOSCOW IDAHOIAN

WEST VIRGINIA

W.VA.
S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/83 Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	RETAIL SALES BY STORE GROUP 1983 Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
CHARLESTON	267.5	.1135	32.8	11.1	17.6	18.0	28.0	102.2	1,737,432	381,497	118,292	290,397	61,631	428,653	55,723
Kanawha	225.9	.0959	33.1	11.2	17.4	17.6	29.1	87.7	1,593,355	339,582	114,608	279,938	59,520	393,422	51,776
• Charleston	61.1	.0259	36.3	10.8	16.8	16.0	35.4	26.2	807,692	128,998	51,289	223,461	20,018	176,807	24,194
Putnam	41.6	.0176	31.0	10.2	18.5	20.2	22.4	14.5	144,077	41,915	3,684	10,459	2,111	35,231	3,947
SUBURBAN TOTAL	206.4	.0876	31.9	11.2	17.9	18.6	25.8	76.0	929,740	252,499	67,003	66,936	41,613	251,846	31,529
HUNTINGTON - ASHLAND	339.5	.1442	32.1	11.6	16.0	18.2	27.1	123.8	1,602,224	399,097	112,259	253,373	84,458	246,070	58,422
Cabell	103.7	.0440	33.2	13.1	15.9	17.1	30.0	40.1	719,939	155,811	61,318	126,116	33,999	124,672	29,841
• Huntington	61.1	.0259	35.3	14.7	14.4	15.1	35.3	25.2	561,291	110,181	49,774	101,066	29,576	112,037	25,014
Wayne	48.3	.0205	31.3	11.0	16.0	18.8	25.3	16.7	153,662	50,190	7,130	4,894	6,156	22,700	4,763
Boyd, Ky.	55.7	.0237	33.0	11.0	16.5	18.7	27.9	20.9	330,366	70,952	22,687	83,287	16,300	42,832	9,653
• *Ashland*	26.8	.0114	36.9	10.7	14.0	17.4	34.9	11.0	294,462	64,113	19,117	78,438	13,760	40,103	8,214
Carter, Ky.	26.2	.0111	29.7	12.1	15.9	17.6	24.0	8.8	97,507	29,292	3,030	10,282	7,454	9,726	3,547
Greenup, Ky.	40.4	.0172	30.9	10.5	16.5	19.9	23.2	13.7	89,004	36,890	5,536	4,381	3,818	12,420	1,856
Lawrence, Ohio	65.2	.0277	31.7	10.5	15.7	18.3	26.5	23.6	211,746	55,962	12,558	24,413	16,731	33,720	8,762
SUBURBAN TOTAL	251.6	.1069	31.0	10.9	16.6	19.1	24.2	87.6	746,471	224,803	43,368	73,869	41,122	93,930	25,194
PARKERSBURG - MARIETTA	159.7	.0678	31.9	11.5	16.3	18.4	26.6	58.5	948,376	225,299	67,646	177,363	33,492	174,098	27,666
Wood	93.4	.0397	32.4	10.9	16.4	18.6	27.2	34.9	663,731	142,104	42,656	148,130	22,289	140,832	15,178
• Parkersburg	39.1	.0166	35.0	11.0	15.1	16.1	33.9	16.1	458,386	119,166	27,704	63,281	10,064	126,161	12,288
Washington, Ohio	66.3	.0281	31.3	12.3	16.0	18.2	25.9	23.6	284,645	83,195	24,990	29,233	11,203	33,266	12,488
• *Marietta*	16.7	.0071	31.7	17.7	15.3	14.4	30.5	6.5	171,501	46,497	17,407	25,565	7,783	16,099	9,414
SUBURBAN TOTAL	103.9	.0441	31.0	10.7	17.0	19.9	23.2	35.9	318,489	59,636	22,535	88,517	15,645	31,838	5,964
STEUBENVILLE - WEIRTON	157.9	.0670	33.2	11.5	15.7	17.3	29.9	58.0	639,382	182,796	54,817	87,720	24,657	96,890	24,173
Brooke	30.0	.0127	32.1	13.1	15.7	17.5	28.0	10.5	102,708	27,283	11,642	2,978	5,565	26,407	5,886
Hancock	39.6	.0168	32.7	11.2	16.2	17.6	28.7	14.5	175,711	58,682	15,702	27,896	5,799	23,787	5,921
• Weirton	24.0	.0102	35.4	11.6	15.0	17.4	33.2	9.2	172,905	47,885	14,386	27,517	6,711	33,059	6,400
Jefferson, Ohio	88.3	.0375	33.8	11.1	15.4	17.0	31.1	33.0	360,963	96,829	27,473	56,846	13,293	46,696	12,366
• *Steubenville*	25.0	.0106	38.0	12.2	13.9	14.8	38.1	10.0	217,638	38,767	14,299	45,045	10,409	28,022	9,611
SUBURBAN TOTAL	108.9	.0462	32.0	11.3	16.1	17.9	27.3	38.8	248,839	96,144	26,132	15,158	7,537	35,809	8,162
WHEELING	183.3	.0778	33.5	11.6	15.9	16.2	31.5	69.4	916,567	226,500	84,843	143,819	45,191	161,840	28,193
Marshall	41.7	.0177	32.1	10.4	17.6	17.2	27.7	14.9	182,943	53,758	12,904	42,380	8,497	28,798	5,816
Ohio	58.7	.0249	34.2	13.5	15.1	15.5	33.4	22.6	398,443	60,578	37,125	59,518	31,038	86,591	13,871
• Wheeling	41.1	.0175	37.0	12.2	14.4	15.0	37.1	16.8	366,906	57,280	32,654	58,889	28,337	79,315	13,866
Belmont, Ohio	82.9	.0352	33.8	10.7	15.8	16.1	32.1	31.9	335,181	112,164	34,814	41,921	5,656	46,451	8,506
SUBURBAN TOTAL	142.2	.0603	32.8	11.4	16.6	16.5	29.8	52.6	549,661	169,220	52,189	84,930	16,854	82,525	14,327
OTHER COUNTIES															
Barbour	17.0	.0073	31.6	12.7	15.3	15.8	29.0	6.0	41,064	11,892	3,167	1,420	1,110	7,549	1,309
Berkeley	49.9	.0212	32.0	10.6	16.8	18.0	26.9	18.2	218,236	69,253	15,507	25,316	4,699	41,701	8,141
Boone	31.6	.0134	29.4	11.3	17.6	16.4	23.7	10.7	122,294	42,360	4,753	15,044	5,958	17,794	3,868
Braxton	14.1	.0060	33.6	9.9	15.4	16.2	31.6	5.2	58,714	18,338	2,414	3,642	1,474	11,643	1,736
Calhoun	8.8	.0038	32.5	10.3	16.2	15.7	30.3	3.2	25,163	8,038	862	2,746	525	4,853	1,082
Clay	11.7	.0049	29.5	10.3	15.9	15.9	25.4	4.0	18,812	8,583	652	2,166	163	2,347	168
Doddridge	7.7	.0033	32.5	10.0	14.8	16.1	30.2	2.6	10,729	4,381	338	567	1,042	620	369
Fayette	59.4	.0252	31.4	12.0	15.6	14.7	29.7	21.1	209,829	60,734	10,210	15,190	7,788	50,076	9,008
Gilmer	8.4	.0036	30.0	17.1	14.5	14.8	28.0	3.0	19,965	8,074	1,238	1,419	359	4,308	860
Grant	10.5	.0044	32.0	9.6	16.8	18.0	27.0	3.7	35,156	12,035	2,756	1,462	681	5,390	465
Greenbrier	38.7	.0165	33.2	10.6	15.7	17.1	30.1	14.3	202,061	58,372	9,939	22,544	4,074	44,538	6,657
Hampshire	15.8	.0067	32.1	9.8	16.0	17.2	28.1	5.6	44,389	9,947	1,929	2,530	1,584	11,162	1,638
Hardy	10.3	.0044	33.6	10.4	15.6	17.3	30.5	3.7	37,325	15,996	1,621	785	511	5,908	
Harrison	77.5	.0329	34.0	10.7	15.3	16.6	31.8	28.9	398,866	100,313	28,276	39,530	15,871	113,347	12,629
Jackson	27.0	.0114	32.0	10.9	15.2	21.0	24.4	9.2	103,210	32,680	3,696	8,101	1,796	15,391	4,810
Jefferson	33.1	.0141	30.4	13.0	17.3	17.4	24.6	11.3	105,505	28,308	14,064	1,754	4,381	15,327	9,867
Lewis	19.0	.0081	34.5	9.7	15.4	16.8	32.4	6.9	74,168	24,927	4,728	8,053	3,998	11,827	2,554
Lincoln	24.9	.0105	29.7	11.0	15.9	17.2	24.4	8.1	54,387	17,930	2,373	4,915	503	15,864	925
Logan	50.5	.0215	29.1	11.5	17.5	15.6	24.1	17.0	273,143	78,900	10,496	29,008	8,734	50,692	11,173
McDowell	48.0	.0204	28.6	11.5	15.9	14.5	25.4	16.0	166,540	56,011	8,099	12,352	6,715	32,864	3,590
Marion	65.6	.0278	33.6	11.8	15.7	16.2	31.6	24.9	417,012	103,349	21,758	111,357	16,153	66,109	11,387
Mason	27.2	.0116	31.9	11.0	15.8	18.9	26.3	9.9	80,505	19,827	3,914	7,755	1,639	18,471	4,569
Mercer	75.5	.0320	32.1	11.7	16.5	16.1	29.1	27.9	461,288	110,450	35,952	66,807	20,660	93,062	14,380
☐ Mineral	28.0	.0119	32.1	10.6	15.9	18.0	27.5	10.0	65,794	16,734	4,323	7,680	2,647	13,112	1,497
Mingo	38.2	.0162	27.7	12.1	16.8	15.5	22.3	12.5	256,760	85,705	5,162	20,479	22,152	53,387	8,744
Monongalia	76.9	.0327	27.4	24.6	18.5	14.2	21.8	28.6	409,590	96,704	30,260	63,284	22,522	49,137	16,414
Monroe	13.3	.0056	33.7	9.2	14.9	17.3	30.8	4.6	22,103	5,013	201	2,221	1,318	5,677	1,242
Morgan	11.4	.0049	33.7	10.2	15.3	17.8	30.2	4.2	23,302	3,464	3,380	163	1,536	1,832	1,824
Nicholas	29.5	.0125	30.2	10.7	16.9	16.8	25.1	10.2	154,293	43,263	5,936	24,777	1,639	33,073	3,087
Pendleton	8.0	.0034	33.6	10.8	15.9	16.4	31.3	3.0	23,596	7,738	1,750	2,715	190	6,973	
Pleasants	8.5	.0036	30.4	12.4	16.5	16.5	26.0	2.9	22,583	6,915	1,100	369	177	7,808	729
Pocahontas	10.3	.0044	34.5	10.1	14.9	16.8	32.4	3.7	31,332	10,251	1,723	1,241	192	9,602	807
Preston	31.5	.0134	31.3	10.8	16.3	16.6	27.3	10.9	91,049	25,442	2,960	7,382	1,574	25,472	3,278
Raleigh	90.1	.0383	31.4	10.3	17.4	16.2	27.5	32.5	546,020	142,172	23,456	94,617	22,549	107,884	15,633
Randolph	29.7	.0126	31.7	12.9	16.1	16.6	28.1	10.3	160,308	38,892	8,281	24,679	3,712	36,712	6,391
Ritchie	11.7	.0050	33.7	10.2	15.0	15.9	32.1	4.3	33,761	11,268	672	1,469	1,203	13,120	1,156
Roane	16.3	.0069	33.2	10.2	15.9	17.4	29.8	5.5	50,544	15,956	2,227	3,845	327	13,758	3,507
Summers	16.2	.0069	32.6	10.7	18.1	16.1	29.7	5.5	43,334	17,606	3,244	3,757	1,588	6,342	950
Taylor	17.2	.0073	32.7	9.9	16.2	16.6	29.7	6.1	49,596	14,793	3,637	5,310	2,152	7,451	2,054
Tucker	8.9	.0038	33.4	9.7	15.8	17.2	30.3	3.4	24,774	9,513	2,072	751	378	4,399	847
Tyler	11.5	.0048	32.3	9.7	15.1	17.8	28.2	4.1	29,027	7,809	1,188	2,095	50	6,464	844

W.VA. (cont.)

S&MM ESTIMATES

POPULATION—12/31/83

RETAIL SALES BY STORE GROUP 1983

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Upshur	24.4	.0104	30.0	15.2	16.0	16.3	25.8	8.7	104,882	28,136	6,049	13,890	2,064	24,559	2,730
Webster	12.9	.0055	30.6	10.2	16.1	15.6	27.3	4.5	38,231	8,417	1,191	4,280	555	7,592	950
Wetzel	21.9	.0093	32.0	10.2	15.7	18.0	27.3	7.8	110,728	38,564	6,529	13,984	5,042	17,537	4,599
Wirt	5.3	.0022	32.5	10.8	14.2	18.8	27.6	1.8	8,096	1,247	243	571	17	1,600	
Wyoming	36.7	.0156	27.8	12.1	18.0	16.4	20.6	12.0	120,360	44,046	2,300	12,808	4,609	25,655	2,009
TOTAL METRO COUNTIES	**710.9**	**.3017**	**32.7**	**11.6**	**16.6**	**17.7**	**28.5**	**266.4**	**4,200,363**	**946,639**	**311,092**	**709,989**	**177,621**	**895,552**	**138,496**
TOTAL STATE	**1,973.5**	**.8380**	**31.7**	**11.9**	**16.5**	**16.9**	**27.7**	**714.9**	**9,732,993**	**2,511,251**	**613,395**	**1,399,139**	**383,585**	**2,002,429**	**327,476**

W.VA.

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1983

% of Hslds. by EBI Group:
(A) $10,000–$19,999
(B) $20,000–$34,999
(C) $35,000–$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
CHARLESTON	**2,657,606**	**23,613**	**22.8**	**33.2**	**17.3**	**7.9**	**.1235**
Kanawha	2,311,811	23,702	22.9	32.4	17.4	8.6	.1090
• Charleston	720,545	22,032	23.6	26.8	15.2	12.3	.0411
Putnam	345,795	23,165	22.7	37.9	16.3	4.1	.0145
SUBURBAN TOTAL	1,937,061	24,067	22.6	35.4	18.0	6.4	.0824
HUNTINGTON - ASHLAND	**2,692,100**	**19,039**	**26.2**	**31.2**	**12.4**	**4.1**	**.1272**
Cabell	876,098	18,245	27.9	29.2	11.8	4.8	.0458
• Huntington	522,124	16,262	29.1	26.2	9.7	4.6	.0306
Wayne	344,655	18,210	27.0	30.9	11.2	3.4	.0154
Boyd, Ky.	*484,012*	*20,530*	*23.8*	*31.2*	*15.2*	*4.8*	*.0235*
• Ashland	*250,808*	*18,756*	*25.0*	*27.6*	*14.1*	*5.5*	*.0151*
Carter, Ky.	*158,662*	*14,795*	*28.8*	*26.6*	*7.9*	*2.3*	*.0081*
Greenup, Ky.	*299,825*	*20,418*	*25.6*	*37.0*	*10.8*	*3.4*	*.0121*
Lawrence, Ohio	*528,848*	*20,659*	*24.1*	*33.4*	*14.2*	*4.0*	*.0223*
SUBURBAN TOTAL	1,919,168	19,919	25.6	33.1	12.9	3.8	.0815
PARKERSBURG - MARIETTA	**1,373,939**	**21,305**	**25.9**	**35.1**	**13.6**	**4.9**	**.0671**
Wood	827,090	21,555	25.3	34.5	14.0	5.4	.0424
• Parkersburg	341,499	18,309	27.9	31.0	10.4	4.3	.0222
Washington, Ohio	*546,849*	*20,983*	*27.0*	*35.8*	*13.0*	*4.1*	*.0247*
• Marietta	*139,010*	*17,789*	*30.4*	*29.1*	*9.8*	*4.8*	*.0087*
SUBURBAN TOTAL	893,430	23,179	24.2	38.0	15.7	5.2	.0362
STEUBENVILLE - WEIRTON	**1,425,006**	**23,321**	**22.4**	**34.9**	**17.1**	**5.2**	**.0601**
Brooke	268,860	25,117	21.9	36.4	19.0	5.4	.0110
Hancock	380,544	25,216	20.6	34.0	20.7	6.6	.0159
• Weirton	254,059	26,830	19.2	32.6	22.5	8.5	.0119
Jefferson, Ohio	*775,602*	*21,991*	*23.2*	*35.1*	*14.9*	*4.6*	*.0332*
• Steubenville	*229,410*	*19,173*	*23.7*	*28.1*	*14.3*	*5.7*	*.0125*
SUBURBAN TOTAL	941,537	23,586	22.7	37.3	16.6	4.3	.0357
WHEELING	**1,600,113**	**21,090**	**24.6**	**34.1**	**14.2**	**4.4**	**.0731**
Marshall	342,707	21,842	23.7	36.7	14.7	3.2	.0155
Ohio	519,174	19,454	25.9	30.7	12.6	5.5	.0262
• Wheeling	369,778	17,976	26.6	28.0	11.7	5.5	.0207
Belmont, Ohio	*738,232*	*21,833*	*23.9*	*35.4*	*15.1*	*4.1*	*.0314*
SUBURBAN TOTAL	1,230,335	21,982	23.9	36.0	15.0	4.0	.0524
OTHER COUNTIES							
Barbour	109,776	15,850	31.8	28.3	8.0	1.5	.0049
Berkeley	415,916	20,207	26.3	32.7	13.5	4.3	.0186
Boone	236,860	20,944	24.5	36.4	11.8	4.0	.0109
Braxton	95,941	15,336	29.4	26.7	7.9	2.8	.0048
Calhoun	54,035	13,737	32.2	24.4	6.1	1.8	.0024
Clay	67,813	14,593	29.9	26.1	6.1	1.7	.0030
Doddridge	40,923	13,433	35.1	22.1	5.5	.9	.0019

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1983

% of Hslds. by EBI Group:
(A) $10,000–$19,999
(B) $20,000–$34,999
(C) $35,000–$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
Fayette	399,396	16,102	33.1	28.3	8.7	2.1	.0188
Gilmer	52,892	14,000	32.0	25.4	4.4	2.8	.0024
Grant	72,712	16,889	30.7	28.3	9.2	3.2	.0033
Greenbrier	278,770	16,359	31.6	28.9	7.5	3.7	.0144
Hampshire	105,055	16,108	32.7	27.7	7.9	2.9	.0047
Hardy	62,495	14,926	34.2	27.5	4.3	1.6	.0033
Harrison	596,499	17,729	29.3	30.6	9.5	3.7	.0295
Jackson	191,708	19,958	23.1	35.8	11.3	2.8	.0089
Jefferson	268,982	21,018	28.7	34.0	14.0	4.9	.0113
Lewis	139,800	17,139	28.0	29.9	10.4	2.7	.0066
Lincoln	139,985	15,327	28.3	29.9	6.2	1.8	.0065
Logan	383,987	19,815	28.1	31.6	13.0	4.9	.0194
McDowell	279,992	14,883	32.1	28.2	6.0	1.8	.0143
Marion	527,941	18,778	28.7	31.5	11.8	3.5	.0274
Mason	180,724	16,578	31.2	30.4	7.1	1.8	.0083
Mercer	569,680	17,422	30.1	30.2	9.2	3.5	.0304
☐ Mineral	205,550	18,862	28.3	33.3	10.1	3.2	.0083
Mingo	234,535	15,714	28.3	27.8	8.5	2.8	.0148
Monongalia	661,126	18,319	27.8	26.9	12.7	6.5	.0311
Monroe	88,252	16,800	33.5	28.6	9.8	1.0	.0035
Morgan	83,913	16,817	29.7	31.2	7.5	2.8	.0034
Nicholas	223,960	19,205	28.2	31.1	12.9	4.0	.0112
Pendleton	43,720	12,520	37.9	21.2	2.6	.7	.0023
Pleasants	57,609	18,512	27.2	34.6	8.7	2.2	.0025
Pocahontas	57,658	13,420	35.1	22.1	4.4	1.2	.0030
Preston	207,070	16,235	30.3	29.9	6.4	2.9	.0094
Raleigh	681,095	18,552	29.8	33.1	9.3	3.6	.0360
Randolph	206,266	16,708	31.4	29.1	7.8	3.3	.0112
Ritchie	73,494	14,518	33.5	24.8	6.9	1.5	.0033
Roane	105,987	16,348	30.7	29.8	7.5	2.8	.0049
Summers	99,080	14,019	30.4	26.2	5.6	3.1	.0047
Taylor	123,074	17,789	29.9	30.4	10.1	3.2	.0054
Tucker	56,763	14,315	33.6	25.6	5.8	1.3	.0025
Tyler	100,405	22,679	23.9	30.5	20.3	4.6	.0039
Upshur	163,409	16,409	30.9	29.9	7.6	1.9	.0083
Webster	74,706	13,829	32.0	26.1	4.8	1.8	.0036
Wetzel	141,207	16,908	26.1	34.4	6.4	1.4	.0076
Wirt	30,922	15,462	28.8	31.3	6.1	.8	.0014
Wyoming	248,276	19,706	25.5	36.7	10.0	2.6	.0116
TOTAL METRO COUNTIES	**6,422,284**	**21,626**	**24.5**	**33.9**	**15.1**	**6.0**	**.3040**
TOTAL STATE	**15,456,693**	**18,813**	**27.6**	**31.2**	**11.5**	**4.3**	**.7456**

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WISCONSIN

WISC. ESTIMATES	POPULATION—12/31/83								RETAIL SALES BY STORE GROUP 1983						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
APPLETON - OSHKOSH - NEENAH	**296.0**	**.1257**	**29.8**	**13.8**	**16.9**	**17.0**	**24.2**	**105.9**	**1,266,770**	**287,792**	**143,963**	**154,722**	**57,142**	**215,082**	**36,112**
Calumet	32.0	.0136	28.7	12.0	16.2	17.0	22.9	10.6	83,639	24,418	17,377	2,944	2,687	16,685	1,954
Outagamie	131.4	.0558	29.0	13.1	17.1	17.0	22.8	45.9	688,738	164,559	63,121	105,907	34,023	130,491	13,207
• Appleton	59.9	.0254	30.1	13.9	17.9	16.7	24.6	22.5	333,353	91,895	17,557	67,559	20,520	23,583	8,627
Winnebago	132.6	.0563	30.7	14.9	16.9	17.1	25.8	49.4	494,393	98,815	63,465	45,871	20,432	67,906	20,951
• Neenah	23.0	.0098	30.7	12.0	16.9	17.9	24.8	8.7	92,004	28,507	9,605	4,270	3,369	13,215	5,938
• Oshkosh	50.7	.0215	30.3	20.1	16.4	14.3	28.0	19.6	285,597	55,320	28,480	39,425	9,468	34,583	12,177
SUBURBAN TOTAL	162.4	.0690	29.3	12.0	16.7	17.9	22.7	55.1	555,816	112,070	88,321	43,468	23,785	143,701	9,370
EAU CLAIRE	**135.5**	**.0575**	**29.3**	**16.1**	**16.5**	**15.4**	**25.2**	**47.6**	**645,699**	**114,040**	**82,076**	**108,891**	**21,786**	**104,510**	**20,968**
Chippewa	53.2	.0226	30.6	10.9	15.9	16.1	26.9	18.1	198,531	42,136	19,136	7,945	5,083	50,671	6,264
Eau Claire	82.1	.0349	28.5	19.5	16.8	14.9	24.1	29.5	447,168	71,904	62,940	100,946	16,703	53,839	14,704
• Eau Claire	53.8	.0228	27.6	24.5	16.7	12.9	24.7	19.8	433,852	68,786	58,152	100,021	16,257	50,098	14,094
SUBURBAN TOTAL	81.7	.0347	30.5	10.5	16.2	17.0	25.7	27.8	211,847	45,254	23,924	8,870	5,529	54,412	6,874
GREEN BAY	**180.6**	**.0767**	**28.8**	**13.7**	**18.2**	**16.9**	**21.8**	**65.2**	**895,750**	**195,380**	**105,398**	**156,503**	**51,326**	**130,949**	**23,666**
Brown	180.6	.0767	28.8	13.7	18.2	16.9	21.8	65.2	895,750	195,380	105,398	156,503	51,326	130,949	23,666
• Green Bay	89.7	.0381	30.0	14.6	18.6	15.1	25.5	35.8	610,249	134,185	56,265	118,993	31,236	77,116	21,630
SUBURBAN TOTAL	90.9	.0386	27.6	12.9	17.6	18.7	18.2	29.4	285,501	61,195	49,133	37,510	20,090	53,833	2,036
JANESVILLE - BELOIT	**139.3**	**.0591**	**30.5**	**12.4**	**16.5**	**18.0**	**24.5**	**50.8**	**710,307**	**168,869**	**68,082**	**134,740**	**23,723**	**86,716**	**20,087**
Rock	139.3	.0591	30.5	12.4	16.5	18.0	24.5	50.8	710,307	168,869	68,082	134,740	23,723	86,716	20,087
• Beloit	34.3	.0146	29.9	14.1	16.5	15.7	25.9	12.9	175,791	46,488	18,818	28,645	4,927	28,573	5,727
• Janesville	51.8	.0220	29.8	12.9	17.4	18.1	22.8	19.5	428,755	91,910	38,900	105,865	16,751	45,610	12,865
SUBURBAN TOTAL	53.2	.0225	31.5	10.9	15.7	19.4	25.2	18.4	105,761	30,471	10,364	230	2,045	12,533	1,495

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SOURCE: Simmons 1983 National Study of Local Newspapers S&MM 1984 Survey of Buying Power

WISC. (cont.)
S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/83								RETAIL SALES BY STORE GROUP 1983						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group: 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish / Appliance ($000)	Automotive ($000)	Drug ($000)
KENOSHA	**122.3**	**.0519**	**31.0**	**12.7**	**16.4**	**17.8**	**25.6**	**44.4**	**445,504**	**120,958**	**60,743**	**59,646**	**15,933**	**48,055**	**11,862**
Kenosha	122.3	.0519	31.0	12.7	16.4	17.8	25.6	44.4	445,504	120,958	60,743	59,646	15,933	48,055	11,862
• Kenosha	76.9	.0327	30.8	13.6	16.8	16.3	26.6	28.7	344,907	91,791	42,906	57,722	14,480	45,706	10,696
SUBURBAN TOTAL	45.4	.0192	31.3	11.0	16.1	20.2	23.8	15.7	100,597	29,167	17,837	1,924	1,453	2,349	1,166
LA CROSSE	**93.0**	**.0394**	**29.2**	**18.6**	**16.8**	**15.1**	**25.2**	**33.7**	**499,686**	**84,517**	**80,030**	**90,172**	**23,000**	**71,145**	**15,823**
La Crosse	93.0	.0394	29.2	18.6	16.8	15.1	25.2	33.7	499,686	84,517	80,030	90,172	23,000	71,145	15,823
• La Crosse	48.9	.0208	29.2	25.6	14.1	12.3	29.5	18.9	410,916	59,437	66,436	89,092	22,259	60,963	9,944
SUBURBAN TOTAL	44.1	.0186	29.3	10.8	20.0	18.2	20.3	14.8	88,770	25,080	13,594	1,080	741	10,182	5,879
MADISON	**332.6**	**.1412**	**28.9**	**18.2**	**21.9**	**16.7**	**19.8**	**129.4**	**1,813,858**	**333,104**	**263,911**	**213,654**	**122,767**	**247,002**	**44,081**
Dane	332.6	.1412	28.9	18.2	21.9	16.7	19.8	129.4	1,813,858	333,104	263,911	213,654	122,767	247,002	44,081
• Madison	173.5	.0737	28.3	23.4	22.4	14.9	20.1	70.6	1,174,526	138,114	200,457	204,994	106,151	168,979	34,397
SUBURBAN TOTAL	159.1	.0675	29.5	12.6	21.4	18.7	19.5	58.8	639,332	194,990	63,454	8,660	16,616	78,023	9,684
MILWAUKEE	**1,389.2**	**.5897**	**31.2**	**12.6**	**17.4**	**17.5**	**25.9**	**516.0**	**7,042,095**	**1,655,237**	**857,122**	**983,905**	**332,370**	**1,022,617**	**262,611**
Milwaukee	937.0	.3978	31.6	13.5	17.7	15.7	28.3	366.6	5,004,200	1,112,604	653,003	732,685	245,781	652,212	193,242
• Milwaukee	622.2	.2642	30.4	14.7	18.3	14.3	27.3	245.3	2,531,050	654,023	404,684	257,631	136,786	280,038	99,476
Wauwatosa	49.8	.0211	38.0	9.8	15.4	16.9	36.5	19.4	782,065	58,017	62,556	153,377	42,281	94,668	19,718
West Allis	64.8	.0275	34.6	12.9	16.6	15.2	34.1	27.0	501,048	141,534	66,568	45,769	32,385	74,268	14,167
Ozaukee	70.1	.0297	31.3	10.6	16.2	21.2	22.8	23.7	252,465	60,634	26,711	2,257	9,188	52,920	7,296
Washington	90.0	.0382	29.3	10.8	17.9	19.5	20.2	29.3	308,433	78,958	32,213	29,035	16,753	28,982	11,768
Waukesha	292.1	.1240	30.7	10.5	16.6	21.7	21.1	96.4	1,476,997	403,041	145,195	219,928	60,648	288,503	50,305
• Waukesha	52.4	.0222	28.4	14.7	20.5	17.1	19.4	19.2	265,593	79,111	29,813	37,222	10,763	42,816	10,641
SUBURBAN TOTAL	714.6	.3033	32.4	10.6	16.4	20.3	25.3	251.5	4,245,452	922,103	422,625	689,052	184,821	699,763	152,494
MILWAUKEE - RACINE CONSOLIDATED AREA	***1,560.4***	***.6624***	***31.2***	***12.5***	***17.3***	***17.6***	***25.8***	***576.9***	***7,730,736***	***1,828,595***	***937,656***	***1,072,628***	***363,854***	***1,118,734***	***284,674***
RACINE	**171.2**	**.0727**	**30.4**	**11.9**	**16.9**	**17.9**	**24.3**	**60.9**	**688,641**	**173,358**	**80,534**	**88,723**	**31,484**	**96,117**	**22,063**
Racine	171.2	.0727	30.4	11.9	16.9	17.9	24.3	60.9	688,641	173,358	80,534	88,723	31,484	96,117	22,063
• Racine	83.8	.0356	30.4	12.8	17.5	15.2	26.8	32.2	418,524	98,103	46,413	81,828	16,698	37,080	17,191
SUBURBAN TOTAL	87.4	.0371	30.4	11.1	16.5	20.5	21.9	28.7	270,117	75,055	34,121	6,895	14,786	59,037	4,872
SHEBOYGAN	**101.2**	**.0430**	**31.9**	**11.7**	**16.1**	**16.6**	**28.4**	**36.4**	**418,231**	**112,705**	**44,403**	**68,857**	**10,851**	**60,914**	**15,601**
Sheboygan	101.2	.0430	31.9	11.7	16.1	16.6	28.4	36.4	418,231	112,705	44,403	68,857	10,851	60,914	15,601
• Sheboygan	48.4	.0205	33.1	12.1	15.8	15.2	31.8	18.8	287,789	76,780	21,987	54,844	7,118	44,642	13,765
SUBURBAN TOTAL	52.8	.0225	30.9	11.2	16.2	18.0	25.3	17.6	130,442	35,925	22,416	14,013	3,733	16,272	1,836
WAUSAU	**114.4**	**.0486**	**30.1**	**12.1**	**16.8**	**17.3**	**24.5**	**40.3**	**432,527**	**111,273**	**41,317**	**59,499**	**18,076**	**62,060**	**9,051**
Marathon	114.4	.0486	30.1	12.1	16.8	17.3	24.5	40.3	432,527	111,273	41,317	59,499	18,076	62,060	9,051
• Wausau	32.4	.0138	33.3	13.6	16.2	15.4	31.9	13.3	225,651	35,003	14,919	53,792	11,425	33,297	8,411
SUBURBAN TOTAL	82.0	.0348	29.0	11.5	17.2	18.0	21.6	27.0	206,876	76,270	26,398	5,707	6,651	28,763	640
OTHER COUNTIES															
Adams	14.7	.0062	36.9	9.3	14.9	17.0	35.3	5.5	23,060	5,278	3,751	973	794	4,273	313
Ashland	16.9	.0072	33.1	12.0	14.1	14.3	33.1	6.3	88,514	25,015	8,033	6,870	2,317	10,533	2,626
Barron	40.4	.0171	32.9	11.3	14.6	15.8	31.1	15.0	162,001	33,105	18,918	16,707	5,174	28,315	4,569
Bayfield	14.5	.0062	34.6	8.6	14.8	16.4	33.1	5.4	27,364	6,814	8,688	889	53	996	519
Buffalo	14.3	.0060	33.2	10.7	13.9	16.3	31.1	5.3	39,427	5,126	6,549	3,740	3,983	6,364	1,290
Burnett	13.3	.0057	37.5	8.5	13.1	16.0	36.7	5.0	37,465	14,149	5,561	1,566	227	2,390	1,528
Clark	33.5	.0142	32.3	9.7	13.8	15.6	30.6	11.5	98,144	19,382	11,355	3,166	2,449	17,901	1,977
Columbia	43.9	.0186	33.4	9.9	15.4	17.5	30.0	16.3	172,325	42,959	24,192	3,878	3,566	28,373	5,916
Crawford	16.9	.0072	32.4	9.6	14.7	15.6	30.6	6.0	69,860	17,767	6,449	8,053	3,707	13,210	1,314
Dodge	75.7	.0322	32.0	11.1	16.3	17.1	28.0	25.8	197,855	54,673	17,975	24,731	6,336	27,915	5,953
Door	26.5	.0112	33.1	11.4	15.7	15.1	31.9	10.1	97,504	22,882	20,256	9,346	813	13,248	1,752
☐ Douglas	43.7	.0186	31.9	13.0	16.3	15.3	29.6	16.5	170,459	35,260	25,117	15,513	3,727	18,973	5,104
• Superior	29.0	.0123	31.9	14.9	16.3	14.0	30.9	11.5	138,353	28,208	18,190	14,911	3,539	18,808	5,104
Dunn	35.6	.0151	27.0	22.8	15.4	13.8	23.9	11.8	117,731	25,120	15,989	13,170	3,859	19,717	5,006
Florence	4.5	.0019	35.1	8.9	13.0	16.5	33.5	1.5	6,505	810	2,173			1,435	154
Fond du Lac	89.4	.0380	30.8	12.4	16.3	16.5	26.7	30.8	359,129	73,638	42,935	57,841	18,233	50,899	18,330
Forest	9.3	.0039	33.0	10.9	12.8	15.5	31.9	3.3	19,208	4,433	2,775	365	32	3,372	597
Grant	52.2	.0222	28.8	16.6	14.3	14.8	26.3	17.4	183,735	45,596	24,148	10,193	5,491	30,779	4,727
Green	31.0	.0132	32.0	10.5	16.4	16.4	28.8	11.6	269,293	26,254	16,191	11,710	9,601	31,364	5,685

WISC. (cont.)
S&MM ESTIMATES

POPULATION—12/31/83

RETAIL SALES BY STORE GROUP 1983

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
Green Lake	18.7	.0079	35.3	9.4	14.1	15.8	34.5	7.0	88,109	18,033	7,969	13,369	2,655	22,691	1,877
Iowa	20.1	.0085	31.0	11.0	15.6	15.4	28.3	7.2	59,153	15,803	7,914	1,079	2,964	14,154	1,284
Iron	6.6	.0028	39.7	9.4	13.0	14.7	40.1	2.7	21,888	3,485	4,540	1,507	30	1,235	613
Jackson	17.1	.0073	33.6	9.9	14.8	16.3	31.6	6.3	60,358	15,206	4,999	3,226	1,115	8,062	2,437
Jefferson	67.1	.0285	30.9	13.8	15.9	17.1	26.4	23.4	245,055	71,890	37,547	28,522	8,159	28,854	6,239
Juneau	21.7	.0092	34.2	9.5	13.6	16.3	32.6	8.3	88,646	18,041	10,359	4,373	1,562	11,596	2,588
Kewaunee	19.6	.0084	31.0	11.5	14.7	15.2	28.9	6.7	54,511	14,534	5,922	2,954	3,015	6,699	831
Lafayette	17.2	.0073	31.2	11.4	14.3	15.8	28.7	6.1	28,910	8,933	3,981	521	459	6,210	743
Langlade	19.8	.0085	33.7	9.9	13.3	15.4	32.9	7.3	85,878	22,210	8,623	4,191	992	17,731	1,493
Lincoln	27.0	.0114	33.4	10.3	13.7	17.2	30.6	9.9	87,952	27,298	11,527	4,983	2,908	14,209	2,065
Manitowoc	82.9	.0352	31.8	11.4	15.7	16.2	28.8	29.5	302,993	73,151	35,317	62,790	9,159	53,306	8,841
Marinette	40.2	.0171	33.8	10.2	14.2	16.2	32.0	15.0	140,011	39,381	21,297	10,838	4,406	20,980	3,493
Marquette	12.7	.0053	37.8	8.7	12.9	15.9	37.3	5.0	26,379	8,324	7,021	394	689	1,475	234
Menominee	3.6	.0016	22.2	12.7	13.1	14.7	17.1	.8	1,672	697	213	517			
Monroe	36.3	.0154	32.6	10.0	15.1	16.6	29.8	12.6	127,945	27,050	14,932	4,468	4,805	16,487	3,683
Oconto	29.8	.0127	32.9	9.9	14.2	16.4	30.6	10.8	70,933	18,110	10,311	1,790	756	10,805	1,627
Oneida	33.2	.0141	34.8	10.0	14.7	17.9	31.8	12.8	178,580	32,899	20,123	15,524	7,275	30,568	5,763
Pepin	7.4	.0032	32.0	10.9	14.1	14.7	31.1	2.7	26,383	3,561	2,904	427	1,034	5,611	920
Pierce	32.1	.0136	27.3	18.8	16.4	15.3	22.1	10.6	92,638	22,002	15,431	1,610	3,833	18,797	4,443
Polk	34.0	.0144	32.8	9.7	15.4	16.1	30.6	12.5	120,971	28,730	13,154	3,733	3,871	13,691	4,542
Portage	59.7	.0254	26.9	20.1	16.8	15.0	21.5	19.8	251,105	48,661	28,201	32,146	12,383	29,273	5,878
Price	16.0	.0068	34.9	8.6	13.5	15.8	34.0	6.0	50,045	17,035	5,289	1,581	1,670	7,519	1,463
Richland	17.4	.0074	33.2	10.8	15.0	15.0	32.3	6.4	47,421	8,746	4,169	2,874	2,313	9,537	1,372
Rusk	15.9	.0067	32.4	10.6	14.1	14.7	31.6	5.6	46,930	11,376	3,794	2,187	1,082	5,562	790
☐ St. Croix	46.0	.0196	29.4	11.7	17.5	18.0	22.3	15.3	151,368	43,474	13,262	6,998	3,110	32,384	6,830
Sauk	44.6	.0189	33.0	10.2	15.3	16.6	30.4	16.7	233,548	66,305	30,752	14,693	7,994	27,303	6,192
Sawyer	13.9	.0059	36.4	8.5	13.2	16.6	35.1	5.0	57,316	18,480	6,298	1,093	606	7,893	2,153
Shawano	37.0	.0157	34.1	9.6	13.3	16.3	32.5	13.2	121,523	29,335	16,574	15,383	4,645	16,001	2,594
Taylor	19.4	.0082	30.4	11.7	14.2	15.2	28.2	6.5	60,400	13,152	7,739	11,052	2,442	8,499	2,421
Trempealeau	26.8	.0114	33.5	9.5	14.7	16.0	31.8	9.6	81,620	26,134	9,531	2,120	1,216	15,765	1,628
Vernon	26.2	.0111	35.3	9.1	14.2	16.2	34.1	9.6	60,550	14,999	8,057	1,309	3,503	7,075	2,426
Vilas	18.0	.0077	39.9	7.7	13.0	16.8	39.1	7.1	77,942	31,818	10,767	1,304	868	7,849	1,364
Walworth	73.5	.0312	31.1	15.0	15.6	16.8	27.1	26.7	262,224	65,111	48,381	8,721	6,194	35,931	8,024
Washburn	14.1	.0060	35.3	8.7	14.1	16.0	34.3	5.4	55,096	17,657	6,793	4,259	668	7,417	3,423
Waupaca	43.8	.0186	34.1	9.9	14.5	15.8	32.9	15.8	144,723	39,624	21,389	12,230	5,958	19,798	5,272
Waushara	19.6	.0083	36.3	8.9	13.8	16.3	35.3	7.6	51,734	9,716	8,435	2,071	295	6,473	1,125
Wood	75.5	.0321	30.5	12.1	16.1	16.7	26.1	27.2	407,438	90,541	35,667	45,541	15,030	76,034	10,805
TOTAL METRO COUNTIES	**3,165.0**	**1.3437**	**30.4**	**13.6**	**17.6**	**17.2**	**24.7**	**1,162.4**	**15,180,895**	**3,435,967**	**1,865,958**	**2,141,823**	**715,295**	**2,196,524**	**493,859**
TOTAL STATE	**4,766.1**	**2.0236**	**30.9**	**13.0**	**16.8**	**16.8**	**26.3**	**1,736.4**	**21,068,595**	**4,836,996**	**2,597,816**	**2,640,401**	**908,484**	**3,078,698**	**666,761**

WISC.
S&MM ESTIMATES

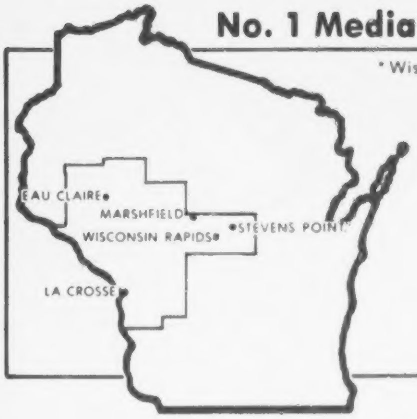
EFFECTIVE BUYING INCOME 1983

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
APPLETON - OSHKOSH - NEENAH	**2,989,609**	**26,281**	**21.7**	**37.5**	**20.0**	**8.0**	**.1212**
Calumet	302,902	27,110	20.8	39.6	20.2	8.3	.0113
Outagamie	1,332,985	27,237	19.8	38.6	20.7	8.7	.0571
• Appleton	655,366	26,861	20.6	37.5	20.5	8.8	.0276
Winnebago	1,353,722	25,130	23.5	36.0	19.4	7.3	.0528
• Neenah	256,589	27,439	19.5	37.9	20.7	10.4	.0098
• Oshkosh	486,745	21,308	28.9	33.0	15.2	5.1	.0220
SUBURBAN TOTAL	1,590,909	27,449	19.8	39.0	21.5	8.3	.0618
EAU CLAIRE	**1,193,607**	**21,927**	**27.3**	**33.3**	**15.7**	**5.9**	**.0534**
Chippewa	453,179	22,336	26.6	34.4	15.6	6.0	.0193
Eau Claire	740,428	21,663	27.9	32.5	15.8	5.9	.0341
• Eau Claire	484,568	20,572	29.4	31.6	14.7	5.2	.0259
SUBURBAN TOTAL	709,039	22,817	25.9	34.4	16.5	6.4	.0275
GREEN BAY	**1,813,333**	**26,064**	**21.1**	**37.3**	**19.4**	**8.0**	**.0768**
Brown	1,813,333	26,064	21.1	37.3	19.4	8.0	.0768
• Green Bay	892,353	23,050	24.5	36.6	15.1	5.8	.0422
SUBURBAN TOTAL	920,980	29,619	17.1	37.9	24.6	10.6	.0346
JANESVILLE - BELOIT	**1,352,700**	**25,487**	**21.3**	**37.7**	**18.9**	**6.4**	**.0588**
Rock	1,352,700	25,487	21.3	37.7	18.9	6.4	.0588
• Beloit	314,550	22,632	23.3	34.4	17.2	4.6	.0141
• Janesville	524,735	26,094	20.5	39.6	19.2	6.3	.0265
SUBURBAN TOTAL	513,415	26,620	20.7	37.8	19.9	7.9	.0182
KENOSHA	**1,395,791**	**29,819**	**18.2**	**31.3**	**24.9**	**13.7**	**.0516**
Kenosha	1,395,791	29,819	18.2	31.3	24.9	13.7	.0516
• Kenosha	861,016	28,234	19.5	32.1	23.3	11.8	.0337
SUBURBAN TOTAL	534,775	32,752	15.8	29.9	27.8	17.1	.0179
LA CROSSE	**915,221**	**23,776**	**24.6**	**34.0**	**17.5**	**7.8**	**.0401**
La Crosse	915,221	23,776	24.6	34.0	17.5	7.8	.0401
• La Crosse	468,521	20,372	28.1	30.1	14.5	6.3	.0216
SUBURBAN TOTAL	446,700	27,595	20.2	38.8	21.4	9.7	.0155

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1983

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
MADISON	**3,882,625**	**27,001**	**21.5**	**31.9**	**21.5**	**11.8**	**.1575**
Dane	3,882,625	27,001	21.5	31.9	21.5	11.8	.1575
• Madison	2,026,034	24,591	23.5	30.0	18.7	11.3	.0879
SUBURBAN TOTAL	1,856,591	29,441	19.1	34.2	24.9	12.4	.0696
MILWAUKEE	**15,283,700**	**27,454**	**20.2**	**33.0**	**22.2**	**10.9**	**.6242**
Milwaukee	10,060,697	24,977	22.6	33.0	19.6	8.7	.4221
• Milwaukee	6,066,733	22,346	25.0	32.6	17.0	5.9	.2471
Wauwatosa	668,149	31,697	18.1	31.2	25.4	17.1	.0384
West Allis	732,894	25,645	22.6	37.3	19.8	7.2	.0339
Ozaukee	908,979	35,943	12.9	28.5	29.7	22.5	.0320
Washington	861,494	28,432	17.6	40.2	23.5	8.2	.0339
Waukesha	3,452,530	33,975	13.5	32.5	30.0	17.3	.1362
• Waukesha	564,998	28,449	19.2	37.6	23.9	8.6	.0233
SUBURBAN TOTAL	8,651,969	32,167	15.5	33.1	27.1	16.1	.3538
MILWAUKEE - RACINE CONSOLIDATED AREA	***16,972,405***	***27,336***	***20.2***	***33.4***	***22.1***	***10.6***	***.6925***
RACINE	**1,688,705**	**26,465**	**20.1**	**36.6**	**21.2**	**7.6**	**.0683**
Racine	1,688,705	26,465	20.1	36.6	21.2	7.6	.0683
• Racine	799,714	23,423	23.3	35.5	18.0	5.0	.0349
SUBURBAN TOTAL	888,991	29,542	16.3	38.2	24.8	10.5	.0334
SHEBOYGAN	**1,016,504**	**26,190**	**21.5**	**37.7**	**20.3**	**7.2**	**.0411**
Sheboygan	1,016,504	26,190	21.5	37.7	20.3	7.2	.0411
• Sheboygan	488,728	24,161	23.5	36.8	17.6	5.8	.0219
SUBURBAN TOTAL	527,776	28,232	19.4	38.9	23.1	8.7	.0192
WAUSAU	**1,040,322**	**24,089**	**23.0**	**37.4**	**16.7**	**6.2**	**.0431**
Marathon	1,040,322	24,089	23.0	37.4	16.7	6.2	.0431
• Wausau	327,782	21,837	24.3	32.7	15.4	5.9	.0155
SUBURBAN TOTAL	712,540	25,011	22.3	39.6	17.4	6.4	.0276



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Represented by Branham Newspaper Sales, Inc.

WISC. (cont.)
S&MM ESTIMATES

SS EFFECTIVE BUYING INCOME 1983

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group: (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
OTHER COUNTIES							
Adams	109,456	17,241	32.2	30.6	8.7	2.8	.0041
Ashland	126,119	17,184	33.6	29.6	9.2	2.5	.0064
Barron	318,024	18,691	30.8	32.3	10.3	3.7	.0143
Bayfield	101,509	16,272	33.2	28.6	8.9	1.6	.0042
Buffalo	120,813	19,500	30.1	31.0	11.7	5.8	.0048
Burnett	92,986	15,930	34.6	28.0	6.9	2.2	.0042
Clark	225,572	16,846	31.8	29.1	8.2	3.4	.0101
Columbia	387,042	21,992	26.1	36.7	14.6	4.4	.0164
Crawford	122,637	16,917	32.6	29.6	7.8	3.9	.0058
Dodge	662,250	23,671	24.6	37.9	16.5	5.6	.0257
Door	232,031	20,437	29.9	35.8	10.3	5.1	.0096
☐ Douglas	404,307	22,197	25.1	32.3	16.9	5.6	.0167
• Superior	280,731	21,379	25.8	30.1	16.9	5.9	.0120
Dunn	261,043	18,198	31.8	31.1	9.5	4.3	.0117
Florence	28,469	16,268	29.6	29.2	8.9	2.4	.0012
Fond du Lac	782,224	23,601	25.0	39.2	15.8	4.9	.0335
Forest	65,789	17,312	36.1	29.8	7.7	2.6	.0027
Grant	404,155	20,047	27.8	32.9	12.4	4.8	.0177
Green	297,975	22,779	25.6	34.8	15.1	7.4	.0159
Green Lake	162,198	20,576	29.5	34.3	12.8	4.5	.0073
Iowa	140,558	17,077	34.6	30.5	6.7	3.1	.0062
Iron	40,253	12,667	38.2	21.1	2.4	1.0	.0019
Jackson	119,656	16,560	31.9	31.0	5.9	2.8	.0058
Jefferson	617,740	24,239	23.1	38.1	17.2	6.0	.0252
Juneau	164,480	17,027	33.4	29.2	8.9	2.9	.0076
Kewaunee	157,798	21,187	27.4	35.0	12.5	5.7	.0065
Lafayette	131,624	19,508	29.5	33.6	10.8	4.1	.0050
Langlade	153,689	18,176	30.8	30.1	10.9	3.8	.0071
Lincoln	216,745	19,236	30.7	34.4	9.7	3.7	.0093
Manitowoc	732,463	23,079	25.3	38.6	14.6	5.1	.0303
Marinette	313,364	18,955	28.5	34.8	9.6	2.9	.0137
Marquette	94,952	16,609	33.3	30.0	6.4	2.9	.0037
Menominee	16,434	19,083	36.7	33.4	13.9		.0007
Monroe	297,625	20,557	28.1	34.5	11.8	5.3	.0127
Oconto	224,532	18,447	31.0	32.0	10.5	3.1	.0091
Oneida	289,119	20,257	30.6	35.0	11.7	4.0	.0136
Pepin	59,288	19,487	28.6	33.2	11.4	3.9	.0025
Pierce	282,131	23,517	24.7	35.2	16.4	7.3	.0111
Polk	265,852	18,911	30.1	32.7	10.5	3.7	.0117
Portage	548,595	24,741	23.1	33.4	19.0	8.3	.0232
Price	123,202	17,787	28.9	31.6	9.5	3.2	.0052
Richland	140,468	19,191	29.7	33.1	9.7	4.9	.0057
Rusk	100,920	15,272	37.0	26.6	5.6	1.9	.0046
☐ St. Croix	445,912	27,554	19.4	34.4	22.0	10.1	.0174
Sauk	393,565	20,827	28.4	36.2	11.6	4.7	.0181
Sawyer	97,920	16,553	32.4	28.4	8.6	3.2	.0047
Shawano	276,412	18,256	30.9	31.4	10.0	3.6	.0121

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WISC. (cont.)
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1983

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
Taylor	144,405	19,162	31.0	32.7	10.0	4.9	.0063
Trempealeau	198,953	18,221	31.9	31.8	9.2	3.3	.0086
Vernon	198,874	17,438	30.3	29.2	9.8	3.9	.0080
Vilas	149,456	18,046	34.0	31.0	8.9	4.0	.0067
Walworth	555,454	18,716	31.1	35.4	8.3	2.5	.0248
Washburn	92,699	14,889	37.6	25.5	5.4	1.4	.0046
Waupaca	359,132	20,385	27.4	35.1	11.8	4.2	.0151
Waushara	151,754	17,044	32.5	30.3	8.1	3.1	.0063
Wood	719,731	24,484	23.2	35.1	18.3	7.2	.0322
TOTAL METRO COUNTIES	**33,422,336**	**26,551**	**21.1**	**34.2**	**20.9**	**9.7**	**1.3702**
TOTAL STATE	**46,493,471**	**24,206**	**23.6**	**34.0**	**18.0**	**8.0**	**1.9355**

WYOMING

WYO.
S&MM ESTIMATES

POPULATION—12/31/83 | **RETAIL SALES BY STORE GROUP 1983**

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
CASPER	**77.9**	**.0330**	**28.5**	**14.3**	**21.2**	**17.6**	**18.6**	**29.4**	**678,990**	**138,487**	**50,952**	**41,078**	**46,902**	**169,148**	**18,409**
Natrona	77.9	.0330	28.5	14.3	21.2	17.6	18.6	29.4	678,990	138,487	50,952	41,078	46,902	169,148	18,409
• Casper	55.5	.0236	29.2	14.4	20.8	17.6	20.5	21.5	624,833	129,164	44,616	40,963	46,551	163,665	16,932
SUBURBAN TOTAL	22.4	.0094	26.7	14.2	21.6	17.6	14.3	7.9	54,157	9,323	6,336	115	351	5,483	1,477
OTHER COUNTIES															
Albany	28.5	.0121	25.4	27.5	20.3	14.1	16.4	11.2	182,771	39,322	19,560	3,800	10,460	25,404	2,587
Big Horn	12.2	.0052	31.4	9.8	14.3	16.5	28.3	4.4	38,432	12,663	4,674	768	1,521	2,223	2,083
Campbell	33.6	.0142	25.2	16.6	24.2	16.7	9.7	11.5	225,131	40,045	18,060	13,170	3,127	45,791	2,896
Carbon	22.8	.0097	27.7	13.6	21.1	17.1	17.6	7.9	138,492	25,575	8,850	4,411	3,383	23,430	6,020
Converse	15.9	.0068	26.3	13.7	20.8	17.5	14.4	[illegible]	87,041	22,665	8,729	2,830	1,711	16,550	1,080
Crook	5.6	.0023	29.9	10.9	16.2	18.6	23.1	2.1	17,050	2,433	2,237	558		284	385
Fremont	40.4	.0172	28.1	12.8	19.0	18.3	18.5	13.7	230,520	45,638	16,677	18,551	10,252	36,207	5,388
Goshen	12.1	.0051	32.9	11.4	14.8	16.9	30.0	4.7	55,539	14,582	3,032	3,821	949	9,228	1,940
Hot Springs	5.9	.0025	33.4	10.6	15.6	15.9	31.6	2.2	29,909	7,673	3,601	925	638	4,307	1,009
Johnson	6.9	.0030	32.4	9.2	17.2	17.8	27.8	2.6	37,362	7,949	4,371	1,717	1,092	6,746	660
Laramie	72.5	.0307	29.4	14.0	18.8	18.0	21.4	28.0	475,050	70,802	35,362	52,797	24,247	72,337	7,306
Cheyenne	49.8	.0211	30.7	12.9	18.6	17.8	24.1	20.1	430,138	61,121	33,056	46,884	23,503	69,699	6,537
Lincoln	13.7	.0059	26.9	10.1	17.8	15.4	20.1	4.6	84,095	19,293	5,938	2,511	452	19,298	2,481
Niobrara	2.9	.0013	36.8	9.6	13.4	18.0	34.2	1.2	22,346	4,504	1,976	738	212	883	439
Park	23.0	.0097	30.8	12.3	17.0	18.7	24.2	8.7	139,233	22,078	11,403	19,730	5,170	25,367	4,889
Platte	13.0	.0055	29.8	11.3	19.8	18.1	21.6	5.2	51,337	9,342	2,950	2,979	464	10,522	476
Sheridan	27.8	.0119	31.2	10.8	19.3	16.7	26.0	10.7	176,202	39,658	15,184	15,806	13,688	33,265	3,662
Sublette	4.7	.0019	30.0	9.7	18.8	19.7	20.9	1.6	33,112	3,990	3,144	517	599	1,621	795
Sweetwater	49.2	.0209	26.4	14.2	22.3	16.7	14.2	17.3	250,971	67,747	20,078	18,118	15,370	40,141	6,192
Teton	10.9	.0047	29.7	14.2	28.6	20.3	14.4	4.7	128,401	26,914	16,603	3,518	1,621	9,651	3,853
Uinta	20.6	.0087	25.8	14.0	21.1	14.7	15.9	6.6	102,431	19,658	5,987	8,129	6,009	11,412	5,443
Washakie	10.0	.0043	29.5	10.8	17.1	17.6	23.0	3.6	51,701	12,760	2,984	4,176	1,714	15,614	1,388
Weston	7.4	.0031	29.5	12.1	17.6	17.7	22.6	2.8	45,884	11,807	3,261	2,163	643	5,384	1,040
TOTAL METRO COUNTIES	**77.9**	**.0330**	**28.5**	**14.3**	**21.2**	**17.6**	**18.6**	**29.4**	**678,990**	**138,487**	**50,952**	**41,078**	**46,902**	**169,148**	**18,409**
TOTAL STATE	**517.5**	**.2197**	**28.3**	**14.0**	**20.0**	**17.2**	**19.3**	**190.1**	**3,282,000**	**665,585**	**265,613**	**222,811**	**150,224**	**584,813**	**80,421**

WYO.
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1983

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group (A) $10,000–$19,999 (B) $20,000–$34,999 (C) $35,000–$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
CASPER	**939,950**	**29,771**	**17.1**	**33.7**	**23.8**	**13.9**	**.0440**
Natrona	939,950	29,771	17.1	33.7	23.8	13.9	.0440
• Casper	692,970	30,045	17.6	31.1	24.6	14.5	.0354
SUBURBAN TOTAL	246,980	29,210	15.7	41.2	21.5	12.1	.0086
OTHER COUNTIES							
Albany	282,142	20,905	25.0	28.8	15.3	7.8	.0131
Big Horn	105,866	21,234	25.8	32.8	13.6	6.6	.0042
Campbell	434,265	36,524	12.2	28.4	32.3	21.3	.0180
Carbon	227,261	27,348	18.3	35.3	22.4	9.4	.0102
Converse	159,740	28,540	16.3	39.9	22.6	9.9	.0071
Crook	48,415	20,306	31.4	34.4	11.0	5.5	.0018
Fremont	341,469	23,841	24.3	39.2	15.6	5.4	.0167
Goshen	91,269	16,468	30.8	27.7	8.8	3.8	.0044
Hot Springs	59,995	24,685	21.0	31.1	19.5	9.4	.0025
Johnson	56,313	17,528	30.4	29.7	7.2	6.6	.0028
Laramie	764,220	23,761	25.3	30.8	18.3	9.4	.0345
Cheyenne	543,111	23,915	24.4	30.7	18.4	9.5	.0268
Lincoln	126,632	25,584	23.2	34.5	17.8	10.0	.0060
Niobrara	24,174	16,571	28.1	27.3	9.5	4.2	.0013
Park	238,428	24,776	24.5	33.5	17.1	9.4	.0106
Platte	102,815	19,303	29.0	39.2	6.6	1.9	.0046
Sheridan	301,103	25,553	22.3	30.7	21.7	8.8	.0133
Sublette	37,882	21,333	27.6	35.9	12.3	5.7	.0020
Sweetwater	600,236	33,500	13.6	32.0	29.4	16.7	.0234
Teton	131,063	24,280	23.4	37.3	15.5	10.1	.0070
Uinta	242,274	35,846	12.7	26.7	34.0	18.2	.0095
Washakie	99,895	25,467	23.3	35.5	19.1	9.1	.0044
Weston	85,764	30,409	18.2	32.0	26.2	10.9	.0036
TOTAL METRO COUNTIES	**939,950**	**29,771**	**17.1**	**33.7**	**23.8**	**13.9**	**.0440**
TOTAL STATE	**5,501,171**	**26,494**	**21.1**	**32.6**	**20.7**	**10.9**	**.2450**

Data in this *Survey of Buying Power* are organized into four sections. The black index tabs along the right-hand edge of the book provide easy access to each section.

Section D

Canada: A wait-and-see attitude

As the U.S. goes, so goes Canada. Economically speaking, at least, recovery in Canada is tied closely to the upswing in the U.S. economy. The result: a continuation of high interest rates and slower growth throughout 1985. This and some other plain and painful truths were forecast by economist Brenda Lafleur of the Conference Board of Canada's *National Economic Forecasting Group* in a recent article in the *Canadian Business Review*.

In her review of the most recent *Survey of Consumer Buying Intentions* conducted by the Conference Board, Lafleur points out that while consumer expenditures continue to contribute to the strength of the economy (a 3.3% increase is expected to continue into early 1985), consumer confidence in Canada "remains significantly below the levels attained in mid-1983." Also, the decline in consumer spending that took place toward the end of last year is expected to limit any real growth in this area, says Lafleur.

Other research by Statistics Canada predicts an increase in capital expenditures to $75,061 million, or a 0.8% increase for the current year, a fairly optimistic projection in light of last year's 3% decline. The Canadian GNP, however, is still expected to grow to well over $600 billion by 1988, up from $388.6 billion last year.

In terms of demographic and socioeconomic statistics, the Maclean Hunter Research Bureau's 1984 *Report on Canada* shows a 1.6% increase in the size of Canada's labor force, even though unemployment rates continue at well over 10%. Of this total of 12,386,000 workers, a full 42.1% are women, says Maclean Hunter, up just slightly from last year's 41.7% figure.

Increases in population and total households are expected to pump life into an otherwise sluggish economy, although total population grew by less than 1% in 1983, down from almost 1.4% a year earlier. Households, on the other hand, have continued to grow steadily, between 4.5% and 5% annually.

For marketers, however, the story is still French vs. English, East vs.

West. With almost two-thirds of Canada's population, Quebec and Ontario are really the centers of Canada's economy. Toronto, whose 1983 population is well over 3.2 million, and Montreal, 2.9 million, are certainly the equal of any of the largest U.S. markets in terms of buying power, and within Canada, these two markets account for slightly more than 25% of that country's total BPI (Buying Power Index). They also comprise 24.7% of Canada's total population, making targeting relatively easy.

On the other hand, the remaining 75.3% of the population is fairly dispersed. Aside from Vancouver, which has a population of just over 1 million, 20 of the remaining 34 metro areas have populations of less than 300,000, and 14 of these have less than 200,000 inhabitants. Canada is still very much a rural nation, with only a very small concentration of urbanized centers, the majority of which are in the eastern half of the country. Expectations are that the westward expansion and urban-to-rural movement of the population will continue through the end of this decade, with the average age increasing while household size declines. The economy plays a role in these changes, too, as the unemployment that has plagued Canada's cities contributes to outmigration and shrinking family size. The suburbs, of course, continue to grow—another trend that is mirrored from U.S. markets.

Housing starts up

There is also some good news in the area of housing, from a recent report by the government's Mortgage & Housing Corp. that shows a 29% increase in housing starts over last year's figures for the country overall. Regionally, the figures are even more surprising. Percentage of increase data for Manitoba (195%), New Brunswick (185%), and Prince Edward Island (171%) could reflect a coming boom in housing and related industries in these provinces. Another area that marketers should pay close attention to is that of computers and related electronics. The information-processing industry in Canada has been posting an annual growth rate of around 20%, and it's expected that this rate will continue through this year. An $8.13 billion domestic market figure has been forecasted by industry analysts for 1984, and imports of electronic computers and related parts from the U.S. is a $2.4 billion market, according to recently released 1982 figures. Of total imports in this area, manufacturers in the U.S. accounted for 93.5%—not a bad average for America's suppliers.

In summary, what we have is a projected slowing of the recovery that got underway last year, with consumer spending and exports providing most of the stimulus for the Canadian economy. But, as the Conference Board's surveys show, the country's weak growth in the area of business investment could play havoc with these optimistic forecasts. As its neighbor to the south gets ready for another election-year fracas, Canadians can only sit back and wait—hoping for the best.

1983 SUMMARIES OF POPULATION & RETAIL SALES BY PROVINCE

S&MM ESTIMATES	POPULATION 12/31/83				RETAIL SALES BY STORE GROUP—1983											SALES/ADVERTISING INDEXES		
Province	Total Pop (thousands)	% Of Canada	Households (thousands)	% Of Canada	Total Retail Sales ($000)	% Of Canada	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Apparel & Accessories ($000)	Furniture/Furnish./Appliance ($000)	Automotive ($000)	Gas Stations ($000)	Hardware ($000)	Drug ($000)	Sales Activity	Buying Power	Quality
Alberta	2,345.1	9.3748	853.7	9.2529	12,355,041	10.7381	2,381,013	1,011,510	2,386,567	630,821	433,334	2,396,103	699,914	88,243	480,370	115	9.9467	106
British Columbia	2,851.7	11.4000	1,112.1	12.0536	13,416,783	11.6608	3,164,385	1,208,116	2,251,803	550,277	481,762	2,522,217	888,309	86,984	602,275	102	11.8101	104
Manitoba	1,051.0	4.2014	396.2	4.2942	4,532,318	3.9392	1,047,081	411,785	864,139	184,124	149,761	808,095	280,433	27,976	155,748	94	3.8846	92
New Brunswick	710.5	2.8403	239.5	2.5959	2,866,646	2.4915	716,576	170,889	474,045	131,129	74,398	513,032	281,898	29,243	136,716	88	2.4046	85
Newfoundland	579.4	2.3162	166.3	1.8024	2,103,900	1.8285	544,461	165,903	397,064	108,309	52,504	362,836	208,002	5,181	97,326	79	1.8003	78
Nova Scotia	866.2	3.4627	304.4	3.2992	3,772,628	3.2789	937,588	257,530	570,403	171,276	91,756	693,850	350,040	31,741	184,277	95	3.1270	90
Ontario	8,886.7	35.5255	3,295.2	35.7153	42,786,739	37.1872	10,546,459	3,938,467	5,336,928	1,988,612	1,689,533	8,453,072	3,320,169	281,632	1,564,873	105	37.8835	107
Prince Edward Island	124.6	.4981	41.8	.4531	494,103	.4294	99,228	32,454	113,604	13,600	11,961	85,682	48,365	1,537	21,353	86	.4099	82
Quebec	6,529.4	26.1020	2,423.8	26.2705	27,725,271	24.0968	7,665,732	2,382,313	2,754,375	1,801,928	1,156,645	5,159,399	2,539,180	360,866	907,200	92	24.5601	94
Saskatchewan	999.8	3.9968	371.4	4.0255	4,689,439	4.0757	889,987	405,674	832,629	199,533	178,060	1,087,660	225,825	49,322	181,129	102	3.8814	97
Yukon & N.W. Territories	70.6	.2822	21.9	.2374	315,136	.2739	73,345	19,777	113,908	5,303	4,468	37,994	5,776	2,796	9,377	97	.2918	103
Total Canada	25,015.0	100.0000	9,226.3	100.0000	115,058,004	100.0000	28,065,855	10,004,418	16,095,465	5,784,912	4,324,182	22,119,940	8,847,911	965,521	4,340,644	100	100.0000	100

1983 SUMMARIES OF EFFECTIVE BUYING INCOME BY PROVINCE

S&MM ESTIMATES	EFFECTIVE BUYING INCOME—1983				% of Households by EBI Group (A) $0–$4,999 (B) $5,000–$7,999 (C) $8,000–$9,999 (D) $10,000–$14,999 (E) $15,000 & Over				
Province	Total EBI ($000)	% Of Canada	Per Capita EBI	Average Hsld EBI	A	B	C	D	E
Alberta	23,441,751	9.7006	9,996	27,459	2.5	4.1	3.6	18.3	71.5
British Columbia	29,152,719	12.0638	10,223	26,214	4.1	4.1	3.4	16.8	71.6
Manitoba	9,002,003	3.7251	8,565	22,721	5.1	5.7	5.3	24.6	59.3
New Brunswick	5,264,098	2.1783	7,409	21,980	4.2	6.3	7.3	25.6	56.6
Newfoundland	3,810,583	1.5768	6,577	22,914	4.6	6.4	5.5	22.0	61.5
Nova Scotia	7,011,585	2.9015	8,095	23,034	5.3	7.6	8.5	33.5	45.1
Ontario	94,835,896	39.2445	10,672	28,780	3.5	3.4	3.1	18.1	71.9
Prince Edward Island	877,123	.3630	7,040	20,984	5.4	11.1	11.2	32.3	40.0
Quebec	58,531,570	24.2212	8,964	24,149	3.0	4.3	4.3	25.3	63.1
Saskatchewan	8,986,313	3.7187	8,988	24,196	3.4	4.7	4.4	20.2	67.3
Yukon & N.W. Territories	740,604	.3065	10,490	33,818	4.7	3.4	2.2	9.0	80.7
Total Canada	241,654,245	100.0000	9,660	26,192	3.5	4.3	4.0	21.0	67.2

S&MM METROPOLITAN AREA SUMMARIES OF 1983 POPULATION & RETAIL SALES

S&MM ESTIMATES	POPULATION 12/31/83				RETAIL SALES BY STORE GROUP—1983											SALES/ ADVERTISING INDEXES		
PROVINCE S&MM Metropolitan Area	Total Pop. (thousands)	% Of Canada	Households (thousands)	% Of Canada	Total Retail Sales ($000)	% Of Canada	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Apparel & Accessories ($000)	Furniture/ Furnish / Appliance ($000)	Automotive ($000)	Gas Stations ($000)	Hardware ($000)	Drug ($000)	Sales Activity	Buying Power	Quality
ALBERTA																		
Calgary	721.7	2.8851	270.7	2.9340	4,443,580	3.8620	942,586	376,260	919,772	262,100	193,038	891,515	270,601	14,397	138,427	134	3.5459	123
Edmonton	800.3	3.1993	297.8	3.2277	4,285,202	3.7244	790,216	326,711	817,353	200,992	141,649	809,281	215,640	23,123	199,007	116	3.3767	106
BRITISH COLUMBIA																		
Kamloops	104.4	.4174	38.0	.4119	598,287	.5199	135,272	60,457	90,430	24,754	15,120	120,747	60,420	3,307	20,141	125	.4384	105
Kelowna	89.0	.3558	35.1	.3804	385,960	.3355	108,175	22,347	41,995	19,191	15,710	60,857	25,493	3,063	23,326	94	.3392	95
Prince George	92.9	.3713	32.1	.3479	468,289	.4070	85,779	31,990	89,093	12,796	12,610	142,169	34,509	1,097	12,980	110	.3932	106
Vancouver	1,191.3	4.7624	484.2	5.2481	6,013,679	5.2266	1,295,052	635,784	1,217,920	261,204	242,087	1,099,135	342,738	21,764	291,675	110	5.3260	112
Victoria	254.6	1.0178	111.6	1.2096	1,290,817	1.1219	277,342	111,688	276,552	50,840	57,060	180,235	74,677	4,591	47,542	110	1.0298	101
MANITOBA																		
Winnipeg	584.3	2.3358	236.8	2.5666	2,823,045	2.4536	686,465	267,396	540,453	111,886	88,796	459,663	160,210	4,364	81,902	105	2.2751	97
NEW BRUNSWICK																		
Moncton	133.9	.5353	46.6	.5051	579,817	.5040	136,792	33,814	104,305	28,321	12,790	101,153	60,038	2,081	35,398	94	.4800	90
St. John	140.7	.5624	49.2	.5333	648,939	.5640	177,184	41,495	111,689	27,527	11,200	118,846	48,654	2,158	29,467	100	.5244	93
NEWFOUNDLAND																		
St. John's	247.0	.9874	73.3	.7944	1,032,800	.8976	280,005	77,734	138,853	59,902	25,630	212,981	94,493	1,603	58,524	91	.7826	79
NOVA SCOTIA																		
Halifax-Dartmouth	295.2	1.1801	110.1	1.1934	1,359,505	1.1816	336,003	127,843	181,915	80,467	29,455	253,074	115,885	4,737	72,868	100	1.2060	102
Sydney-Glace Bay	127.0	.5077	40.3	.4368	359,959	.3129	114,264	21,179	67,349	20,248	8,642	48,491	29,780	1,564	12,658	62	.3505	69
ONTARIO																		
Brantford	106.2	.4246	38.7	.4195	390,638	.3395	100,800	29,259	50,130	22,950	22,824	70,329	27,727	1,902	11,249	80	.3791	89
Guelph	136.7	.5465	49.6	.5376	626,806	.5447	142,409	50,367	75,181	32,136	27,139	137,505	66,591	3,692	29,316	100	.5588	102
Hamilton	424.3	1.6962	162.1	1.7569	1,942,490	1.6883	527,029	159,894	316,676	83,515	85,713	285,936	145,322	10,099	73,117	100	1.6874	99
Kingston	111.2	.4446	43.2	.4682	685,437	.5957	166,795	47,583	101,645	35,431	28,669	119,484	63,773	2,116	24,881	134	.5285	119
Kitchener-Cambridge	321.3	1.2844	118.3	1.2822	2,029,174	1.7637	438,500	162,904	320,790	99,971	87,973	454,355	160,873	9,233	49,238	137	1.6512	129
London	326.0	1.3032	130.1	1.4101	2,084,090	1.8114	517,271	198,499	303,893	100,620	77,370	381,133	146,023	8,716	55,120	139	1.7211	132
North Bay	80.0	.3198	28.9	.3132	403,489	.3507	97,419	41,019	56,252	17,203	15,003	76,199	36,731	2,526	10,272	110	.3110	97
Oshawa	301.8	1.2064	102.4	1.1099	1,744,660	1.5163	429,174	128,271	282,089	59,332	45,394	312,367	138,324	28,037	52,816	126	1.5578	129
Ottawa	778.0	3.1102	303.8	3.2928	3,513,394	3.0535	907,405	345,243	560,271	161,916	130,678	554,295	224,614	28,730	105,537	98	3.6267	117
Peterborough	104.7	.4186	40.6	.4401	694,043	.6032	173,517	57,736	98,159	31,483	31,405	123,642	50,641	3,369	19,725	144	.5054	121
St. Catharines-Niagara	370.2	1.4799	138.9	1.5055	1,451,716	1.2617	374,984	152,510	173,902	74,486	57,704	262,635	102,019	6,758	49,903	85	1.3996	95
Sarnia	134.2	.5365	50.0	.5419	390,969	.3398	95,196	33,441	56,187	18,551	15,546	77,519	25,903	2,299	13,435	63	.4740	88
Sault Ste. Marie	142.4	.5692	50.1	.5430	647,396	.5627	176,173	59,847	98,303	28,169	25,506	84,496	45,718	4,751	20,203	99	.5350	94
Sudbury	160.4	.6412	56.4	.6113	683,400	.5940	192,341	57,956	76,888	36,840	27,356	129,437	48,724	3,610	17,568	93	.5832	91
Thunder Bay	156.5	.6256	57.7	.6254	763,600	.6636	199,611	61,974	119,482	26,324	20,827	128,391	63,520	3,129	32,325	106	.6300	101
Toronto	3,228.3	12.9055	1,194.8	12.9500	14,815,868	12.8769	3,614,815	1,561,293	1,634,593	729,097	563,256	3,139,615	1,091,030	68,924	643,454	100	13.6164	106
Windsor	308.1	1.2316	113.8	1.2335	1,618,458	1.4067	393,634	159,510	202,832	85,691	82,528	309,033	112,765	8,424	62,326	114	1.2862	104
QUEBEC																		
Chicoutimi-Jonquière	181.0	.7236	59.1	.6406	559,796	.4866	172,164	37,798	68,501	43,131	26,294	100,759	42,758	1,758	12,118	67	.5681	79
Montréal	2,951.1	11.7973	1,170.8	12.6898	13,728,075	11.9313	3,143,638	1,406,142	1,447,579	906,092	533,818	2,199,148	1,142,077	201,987	528,052	101	11.9080	101
Québec	585.0	2.3386	218.1	2.3640	2,921,773	2.5394	707,936	246,580	347,405	176,375	116,501	677,267	161,642	32,869	102,182	109	2.4187	103
Sherbrooke	116.7	.4665	44.9	.4866	682,432	.5931	176,852	44,947	56,917	68,491	32,761	136,025	70,889	3,264	21,159	127	.5468	117
Trois Rivières-Shawinigan	233.8	.9347	88.0	.9538	987,761	.8585	292,067	78,322	67,827	74,670	47,994	183,768	94,639	17,288	32,173	92	.8213	88
SASKATCHEWAN																		
Regina	208.2	.8323	79.0	.8563	1,155,988	1.0047	234,523	111,018	193,802	47,514	51,059	260,252	54,455	9,651	43,277	121	.8723	105
Saskatoon	210.3	.8406	83.6	.9061	984,395	.8556	174,957	89,387	179,497	59,366	41,106	215,699	45,566	5,310	48,174	102	.7958	95
TOTAL ABOVE AREAS	**16,458.7**	**65.7954**	**6,248.7**	**67.7275**	**79,795,727**	**69.3526**	**19,619,345**	**7,456,198**	**11,486,480**	**4,179,582**	**3,048,211**	**14,917,436**	**5,495,462**	**556,291**	**3,081,535**	**105**	**69.0502**	**105**

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CENSUS METROPOLITAN AREA SUMMARIES OF 1983 POPULATION & RETAIL SALES

S&MM ESTIMATES	POPULATION 12/31/83						RETAIL SALES BY STORE GROUP—1983									SALES/ ADVERTISING INDEXES		
PROVINCE Census Metropolitan Area	Total Pop (thousands)	% Of Canada	Households (thousands)	% Of Canada	Total Retail Sales ($000)	% Of Canada	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Apparel & Accessories ($000)	Furniture/ Furnish / Appliance ($000)	Automotive ($000)	Gas Stations ($000)	Hardware ($000)	Drug ($000)	Sales Activity	Buying Power	Quality
ALBERTA																		
Calgary	633.1	2.5309	236.9	2.5677	4,011,891	3.4868	906,321	360,132	641,416	253,024	182,704	858,486	258,272	13,016	131,404	138	3.0903	122
Edmonton	699.3	2.7955	262.2	2.8415	3,782,249	3.2873	720,041	326,711	807,742	196,768	138,370	456,841	183,721	17,418	194,876	118	2.9993	107
BRITISH COLUMBIA																		
Vancouver	1,296.4	5.1829	520.7	5.6445	6,346,640	5.5160	1,378,212	652,153	1,244,852	276,741	255,415	1,185,754	368,057	24,013	310,260	106	5.6612	109
Victoria	238.3	.9528	104.8	1.1361	1,254,515	1.0903	266,699	109,635	274,300	50,444	56,449	178,067	71,723	4,311	45,884	114	.9778	103
MANITOBA																		
Winnipeg	604.8	2.4181	243.6	2.6402	2,896,907	2.5179	704,342	277,122	545,212	114,494	92,053	475,038	165,557	5,462	86,645	104	2.3380	97
NEW BRUNSWICK																		
St. John	118.2	.4725	42.0	.4546	598,349	.5200	162,686	38,669	107,345	26,705	10,133	108,065	40,754	1,860	26,194	110	.4573	97
NEWFOUNDLAND																		
St. John's	158.7	.6345	47.6	.5161	776,762	.6751	200,743	53,518	113,800	53,642	23,171	146,923	75,445	1,431	43,365	106	.5535	87
NOVA SCOTIA																		
Halifax	283.5	1.1334	106.1	1.1498	1,342,547	1.1669	331,611	126,769	181,140	80,105	29,319	250,361	112,747	4,628	71,522	103	1.1711	103
ONTARIO																		
Hamilton	557.4	2.2282	209.4	2.2697	2,753,953	2.3935	726,159	220,348	421,480	125,957	109,634	479,069	204,406	14,031	112,893	107	2.4147	108
Kitchener	302.2	1.2080	112.1	1.2151	1,951,920	1.6965	423,181	157,114	311,628	98,725	84,829	435,883	147,977	8,079	48,790	140	1.5831	131
London	292.9	1.1710	117.3	1.2707	1,986,856	1.7268	495,221	194,619	294,256	98,864	74,306	360,956	138,881	7,536	50,075	147	1.5720	134
Oshawa	159.6	.6380	55.4	.6005	1,200,342	1.0433	286,165	75,389	239,669	47,370	30,983	231,280	74,976	20,157	31,210	164	.7861	123
Ottawa-Hull	741.9	2.9661	290.1	3.1449	3,404,991	2.9593	879,328	335,274	547,358	159,893	125,895	529,097	209,168	28,285	103,720	100	3.5113	118
St. Catharines-Niagara	308.4	1.2327	113.1	1.2255	1,325,633	1.1521	343,856	131,088	167,709	71,668	52,477	239,727	93,601	5,562	43,382	93	1.1745	95
Sudbury	150.4	.6010	53.0	.5741	668,600	.5811	188,188	56,072	76,488	36,410	26,675	126,749	46,925	3,469	17,063	97	.5560	93
Thunder Bay	122.5	.4899	45.6	.4942	645,742	.5612	178,461	45,749	101,349	24,140	17,876	109,858	44,952	2,743	29,649	115	.5210	106
Toronto	3,090.0	12.3524	1,144.3	12.4023	13,807,132	12.0002	3,409,873	1,478,751	1,534,065	678,558	534,499	2,843,408	1,012,557	64,222	593,440	97	12.7788	103
Windsor	244.9	.9790	89.4	.9695	1,464,742	1.2731	362,773	147,522	196,597	81,198	75,671	271,574	100,043	6,378	56,004	130	1.0632	109
QUEBEC																		
Chicoutimi-Jonquière	137.4	.5493	44.7	.4848	460,863	.4006	144,422	30,224	50,746	37,662	21,162	87,494	29,833	1,407	10,636	73	.4485	82
Montréal	2,847.8	11.3841	1,133.7	12.2880	13,215,048	11.4853	3,778,078	1,356,474	1,429,895	876,760	510,113	2,119,628	1,064,558	191,736	513,615	101	11.5045	101
Québec	578.5	2.3129	216.0	2.3423	2,905,683	2.5254	707,961	244,827	347,119	176,906	116,182	665,634	162,084	33,301	101,320	109	2.4005	104
Trois Rivières	112.7	.4504	41.8	.4529	465,240	.4044	133,577	42,604	38,869	41,423	23,139	78,025	41,303	8,957	16,756	90	.3799	84
SASKATCHEWAN																		
Regina	168.0	.6718	63.7	.6904	1,011,846	.8795	201,373	87,259	174,950	42,818	50,092	228,404	43,346	7,910	38,064	131	.7234	108
Saskatoon	173.9	.6952	69.2	.7500	941,729	.8185	166,895	84,259	173,949	58,112	40,976	203,430	40,893	2,802	46,679	118	.6898	99
TOTAL ABOVE AREAS	**14,020.9**	**56.0506**	**5,362.7**	**58.1254**	**69,220,180**	**60.1611**	**17,096,166**	**6,632,282**	**10,021,934**	**3,708,387**	**2,682,123**	**12,669,751**	**4,731,779**	**478,714**	**2,723,446**	**107**	**59.3558**	**106**

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S&MM METROPOLITAN AREA SUMMARIES OF 1983 EFFECTIVE BUYING INCOME

S&MM ESTIMATES — EFFECTIVE BUYING INCOME—1983

% of Households by EBI Group:
(A) $0–$4,999
(B) $5,000–$7,999
(C) $8,000–$9,999
(D) $10,000–$14,999
(E) $15,000 & Over

PROVINCE S&MM Metropolitan Area	Total EBI ($000)	% Of Canada	Per Capita EBI	Average Hsld EBI	A	B	C	D	E
ALBERTA									
Calgary	8,749,475	3.6207	12,123	32,322	2.6	4.4	3.8	21.5	67.7
Edmonton	7,827,679	3.2392	9,781	26,285	1.9	3.4	3.1	17.3	74.3
BRITISH COLUMBIA									
Kamloops	961,363	.3978	9,208	25,299	4.4	3.6	3.8	19.5	68.7
Kelowna	808,543	.3346	9,085	23,035	4.7	6.0	4.8	17.8	66.7
Prince George	951,682	.3938	10,244	29,647	1.8	3.1	3.3	15.9	75.9
Vancouver	13,559,057	5.6110	11,382	28,003	3.5	3.2	2.7	17.4	73.2
Victoria	2,366,741	.9794	9,296	21,207	4.1	4.2	3.7	17.0	71.0
MANITOBA									
Winnipeg	5,180,282	2.1436	8,866	21,876	4.1	4.7	4.3	28.6	58.3
NEW BRUNSWICK									
Moncton	1,071,898	.4435	8,005	23,002	3.7	5.0	7.1	20.7	63.5
St. John	1,172,578	.4852	8,334	23,833	3.4	5.0	6.5	24.4	60.7
NEWFOUNDLAND									
St. John's	1,526,2[illegible]	.6315	6,179	20,822	4.6	7.1	7.2	26.6	54.5
NOVA SCOTIA									
Halifax-Dartmouth	2,974,847	1.2311	10,07[illegible]	27,020	3.3	5.5	7.0	29.5	54.7
Sydney-Glace Bay	749,453	.3101	5,90[illegible]	18,597	5.4	6.3	5.9	35.8	46.6
ONTARIO									
Brantford	929,485	.3847	8,752	24,018	3.4	4.3	3.5	20.9	67.9
Guelph	1,382,722	.5721	10,115	27,877	4.0	6.0	3.6	24.6	61.8
Hamilton	4,067,835	1.6833	9,587	25,095	4.3	2.7	2.1	15.7	75.2
Kingston	1,260,031	.5214	11,331	29,167	4.1	5.4	5.0	17.3	68.2
Kitchener-Cambridge	4,182,427	1.7308	13,017	35,354	2.6	4.0	3.9	23.6	65.9
London	4,432,235	1.8341	13,596	34,068	4.0	4.0	3.6	25.5	62.9
North Bay	685,603	.2837	8,570	23,723	5.4	4.5	3.7	18.5	67.9
Oshawa	4,164,167	1.7232	13,798	40,666	1.8	1.7	1.5	12.2	82.8
Ottawa	10,094,786	4.1773	12,975	33,228	2.5	3.4	3.1	18.5	72.5
Peterborough	1,163,549	.4814	11,111	28,654	6.1	5.4	3.9	22.4	62.2
St. Catharines-Niagara	3,504,783	1.4503	9,467	25,232	3.9	3.4	2.6	16.0	74.1
Sarnia	1,279,920	.5297	9,537	25,598	3.1	2.6	1.9	7.6	84.8
Sault Ste. Marie	1,219,477	.5046	8,564	24,341	2.3	1.3	1.0	4.8	90.6
Sudbury	1,337,597	.5535	8,339	23,716	1.7	1.6	1.4	7.1	88.2
Thunder Bay	1,477,636	.6114	9,442	25,609	2.9	1.8	1.7	9.1	84.5
Toronto	34,664,062	14.3445	10,738	29,012	2.4	2.5	2.6	18.1	74.4
Windsor	2,986,432	1.2358	9,693	26,243	3.8	3.3	2.4	8.1	82.4
QUEBEC									
Chicoutimi-Jonquière	1,340,643	.5547	7,407	22,684	1.4	2.1	2.5	17.9	76.1
Montréal	28,850,690	11.9388	9,776	24,642	3.3	4.6	4.4	25.6	62.1
Québec	5,747,003	2.3782	9,824	26,350	2.1	3.2	3.9	21.5	69.3
Sherbrooke	1,331,419	.5509	11,409	29,653	4.1	4.1	4.0	29.9	57.9
Trois Rivières-Shawinigan	1,820,914	.7536	7,788	20,692	4.5	5.1	4.2	18.4	67.8
SASKATCHEWAN									
Regina	1,954,384	.8088	9,387	24,739	2.7	3.5	3.7	21.5	68.6
Saskatoon	1,792,990	.7419	8,526	21,447	3.0	4.6	3.9	21.5	67.0
TOTAL ABOVE AREAS	**169,570,404**	**70.1702**	**10,303**	**27,137**	**3.1**	**3.7**	**3.5**	**20.3**	**69.4**

CENSUS METROPOLITAN AREA SUMMARIES OF 1983 EFFECTIVE BUYING INCOME

S&MM ESTIMATES — EFFECTIVE BUYING INCOME—1983

% of Households by EBI Group:
(A) $0–$4,999
(B) $5,000–$7,999
(C) $8,000–$9,999
(D) $10,000–$14,999
(E) $15,000 & Over

PROVINCE Census Metropolitan Area	Total EBI ($000)	% Of Canada	Per Capita EBI	Average Hsld EBI	A	B	C	D	E
ALBERTA									
Calgary	7,433,541	3.0761	11,741	31,378	2.2	4.5	4.0	22.9	66.4
Edmonton	7,027,735	2.9082	10,050	26,803	1.8	3.4	3.1	17.2	74.5
BRITISH COLUMBIA									
Vancouver	14,353,314	5.9397	11,072	27,565	3.6	3.3	2.8	17.1	73.2
Victoria	2,223,824	.9203	9,332	21,220	4.2	4.2	3.6	17.3	70.7
MANITOBA									
Winnipeg	5,311,626	2.1981	8,782	21,805	4.2	4.7	4.3	28.6	58.2
NEW BRUNSWICK									
St. John	998,876	.4134	8,451	23,783	3.4	5.0	6.5	24.5	60.6
NEWFOUNDLAND									
St. John's	1,082,750	.4480	6,823	22,747	4.3	6.5	6.9	24.9	57.4
NOVA SCOTIA									
Halifax	2,872,523	1.1887	10,132	27,074	3.3	5.4	7.1	29.7	54.5
ONTARIO									
Hamilton	6,045,945	2.5019	10,847	28,873	3.6	2.4	1.9	15.2	76.9
Kitchener	4,024,048	1.6653	13,316	35,897	2.8	4.2	4.1	24.6	64.3
London	3,962,003	1.6396	13,527	33,777	3.9	3.8	2.8	27.9	61.6
Oshawa	1,669,631	.6909	10,461	30,138	2.6	2.7	2.4	14.6	77.7
Ottawa-Hull	9,812,607	4.0606	13,226	33,825	2.5	3.4	3.2	18.8	72.1
St. Catharines-Niagara	2,814,533	1.1647	9,126	24,885	4.0	3.8	3.0	14.5	74.7
Sudbury	1,263,541	.5228	8,401	23,840	1.7	1.6	1.4	6.9	88.4
Thunder Bay	1,230,780	.5093	10,047	26,991	2.2	1.8	1.4	6.3	88.3
Toronto	32,421,640	13.4165	10,492	28,333	2.5	2.5	2.7	18.2	74.1
Windsor	2,346,335	.9709	9,581	26,245	3.7	2.8	2.5	10.0	81.0
QUEBEC									
Chicoutimi-Jonquière	1,055,938	.4369	7,685	23,623	1.4	2.7	2.7	12.7	80.5
Montréal	27,946,410	11.5645	9,813	24,651	3.3	4.6	4.4	25.8	61.9
Québec	5,703,925	2.3604	9,858	26,407	2.2	3.3	4.0	21.9	68.6
Trois Rivières	814,433	.3370	7,227	19,484	5.2	6.2	5.2	14.8	68.6
SASKATCHEWAN									
Regina	1,571,376	.6503	9,353	24,668	2.9	3.5	3.3	19.4	70.9
Saskatoon	1,475,087	.6104	8,482	21,316	2.5	3.7	3.5	21.3	69.0
TOTAL ABOVE AREAS	**145,462,421**	**60.1945**	**10,375**	**27,125**	**3.0**	**3.6**	**3.5**	**20.6**	**69.3**

YUKON & NORTHWEST TERRITORIES

Yuk.-N.W.T.
S&MM ESTIMATES

County City	Metro Area Code	POPULATION 12/31/83: Total Pop (thousands)	% Of Canada	Households (thousands)	% Of Canada	RETAIL SALES BY STORE GROUP—1983: Total Retail Sales ($000)	% Of Canada	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Apparel & Accessories ($000)	Furniture/Furnish/Appliance ($000)	Automotive ($000)	Gas Stations ($000)	Hardware ($000)	Drug ($000)	SALES/ADVERTISING INDEXES: Sales Activity	Buying Power	Quality
Baffin Region		8.7	.0347	2.0	.0217	25,915	.0225	5,547	1,999	12,181	578	621	171	0	0	0	65	.0246	71
Fort Smith & Kitikmeot Regions		26.2	.1048	8.2	.0889	140,638	.1224	25,804	9,797	57,267	2,722	2,414	12,408	2,019	2,741	5,507	117	.1236	118
Inuvik Region		7.6	.0304	2.1	.0227	19,799	.0172	2,036	3,048	10,274	0	140	997	134	55	531	57	.0256	84
Keewatin Region		4.3	.0172	.9	.0098	17,380	.0151	0	0	13,862	0	57	115	0	0	0	88	.0120	70
Yukon Territory		23.8	.0951	8.7	.0943	111,204	.0967	39,958	4,833	20,324	2,003	1,236	24,303	3,623	0	3,339	102	.1060	111
Province Totals		70.6	.2822	21.9	.2374	315,136	.2739	73,345	19,777	113,908	5,303	4,468	37,994	5,776	2,796	9,377	97	.2918	103

Yuk.-N.W.T.
SMM ESTIMATES

County City	Metro Area Code	Total EBI ($000)	% Of Canada	Per Capita EBI	Average Hsld EBI	A	B	C	D	E
Baffin Region		52,898	.0219	6,080	26,449	9.0	5.1	2.5	8.2	75.2
Fort Smith & Kitikmeot Regions		318,270	.1317	12,148	38,813	4.4	3.5	2.3	10.3	79.5
Inuvik Region		69,853	.0289	9,191	33,263	5.3	4.7	3.0	12.4	74.6
Keewatin Region		19,339	.0080	4,497	21,488	17.3	8.2	3.7	9.7	61.1
Yukon Territory		280,244	.1160	11,775	32,212	2.5	2.2	1.7	7.1	86.5
Province Totals		740,604	.3065	10,490	33,818	4.7	3.4	2.2	9.0	80.7

EFFECTIVE BUYING INCOME—1983

% of Households by EBI Group
(A) $0-$4,999
(B) $5,000-$7,999
(C) $8,000-$9,999
(D) $10,000-$14,999
(E) $15,000 & Over

BRITISH COLUMBIA

B.C.
SMM ESTIMATES

POPULATION 12/31/83 — RETAIL SALES BY STORE GROUP—1983 — SALES/ADVERTISING INDEXES

County City	Metro Area Code	Total Pop (thousands)	% Of Canada	Households (thousands)	% Of Canada	Total Retail Sales ($000)	% Of Canada	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Apparel & Accessories ($000)	Furniture/Furnish/Appliance ($000)	Automotive ($000)	Gas Stations ($000)	Hardware ($000)	Drug ($000)	Sales Activity	Buying Power	Quality
Alberni-Clayoquot		32.3	.1291	11.8	.1279	97,952	.0851	22,823	4,275	24,202	3,131	3,406	20,977	4,747	2,128	3,603	66	.1089	84
Bulkley-Nechako		40.1	.1603	13.2	.1431	160,381	.1394	49,166	8,283	17,717	5,701	2,774	26,060	13,043	4,356	4,749	87	.1384	86
Capital	535	254.6	1.0178	111.6	1.2096	1,290,817	1.1219	277,342	111,688	276,552	50,840	57,060	180,235	74,677	4,591	47,542	110	1.0298	101
▲Victoria		65.5	2618	32.7	3544	868,701	7550	153,581	87,820	250,371	46,231	49,956	155,024	140,323	1,336	28,263	288	.4247	162
Cariboo		65.0	.2599	22.2	.2406	333,520	.2898	88,020	28,026	37,009	14,456	6,116	80,263	29,325	3,659	9,488	112	.2570	99
Central Coast		3.5	.0140	1.1	.0119	9,969	.0087	3,537	457	1,639	199	343	213	899	91	344	62	.0108	77
Central Fraser Valley		126.8	.5069	43.9	.4758	345,128	.3000	93,039	14,925	12,664	17,925	18,118	90,195	27,816	2,292	19,443	59	.3399	67
Central Kootenay		53.4	.2134	21.1	.2287	280,343	.2436	89,926	19,353	33,111	9,996	8,163	47,404	17,321	3,733	15,035	114	.2362	111
Central Okanagan	509	89.0	.3558	35.1	.3804	385,960	.3355	108,175	22,347	41,995	19,191	15,710	60,857	25,493	3,063	23,326	94	.3392	95
△Kelowna		61.1	2443	23.1	2504	351,399	3054	93,749	20,658	38,946	18,902	15,474	59,423	21,071	2,976	21,830	125	.2416	99
Columbia-Shuswap		46.6	.1863	18.1	.1962	149,138	.1296	23,960	16,443	21,767	5,844	3,142	27,546	20,030	2,954	4,427	70	.1712	92
Comox-Strathcona		73.9	.2954	27.2	.3002	363,085	.3156	116,783	21,747	36,646	16,361	12,029	50,945	26,243	4,705	17,198	107	.3027	102
Cowichan Valley		56.3	.2251	20.9	.2266	227,668	1978	79,478	15,887	16,004	8,509	8,924	35,759	18,391	2,415	9,235	88	.2503	111
Dewdney-Alouette		63.1	.2522	22.1	.2395	246,775	2145	55,917	13,840	32,713	9,994	6,282	63,855	17,452	1,699	13,625	85	.2548	101
East Kootenay		61.2	.2447	22.4	.2428	246,710	.2144	64,317	21,795	20,490	9,731	7,570	56,615	20,629	3,632	9,304	88	.2095	86
Fraser-Cheam		58.6	.2343	22.2	.2406	230,624	.2005	48,914	23,751	25,419	10,056	9,302	40,632	28,321	2,494	11,791	86	.2163	92
Fraser-Fort George	519	92.9	.3713	32.1	.3479	468,289	.4070	85,779	31,990	89,093	12,796	12,610	142,169	34,509	1,097	12,980	110	.3932	106
△Prince George		69.5	2778	22.5	2439	418,834	3640	78,463	30,340	81,954	11,950	11,297	119,361	32,371	653	11,759	131	.2996	108
Greater Vancouver	534	1,191.3	4.7624	484.2	5.2481	6,013,679	5.2266	1,295,052	635,784	1,217,920	261,204	242,087	1,099,135	342,738	21,764	291,675	110	5.3260	112
New Westminster		38.9	1555	17.9	1940	448,889	3901	54,202	28,818	128,101	16,651	10,642	143,933	15,404	963	13,970	251	.2472	159
North Vancouver		36.8	1471	18.0	1951	158,503	1378	42,860	23,403	14,734	14,030	6,395	31,112	7,336	1,159	7,807	94	.1690	115
Port Coquitlam		28.1	1123	9.0	0975	49,328	0429	24,792	2,382	1,868	633	1,580	8,131	3,798	521	911	38	.0928	83
▲Vancouver		416.3	1.6644	177.5	1.9238	3,154,640	2.7418	624,022	403,974	567,978	160,985	154,766	789,237	146,271	5,558	167,988	165	2.1697	130
Kitimat-Stikine		46.2	.1847	14.7	.1593	217,369	.1889	60,165	11,979	53,182	6,944	4,270	31,882	9,125	1,924	6,930	102	.1762	95
Kootenay Boundary		33.4	.1335	13.1	.1420	166,595	.1448	44,606	8,114	23,933	7,017	5,108	37,468	9,880	1,483	6,564	108	.1417	106
Mount Waddington		16.1	0643	5.6	.0607	44,757	.0389	13,541	7,006	4,359	880	276	6,140	1,612	1,119	2,057	60	.0710	110
Nanaimo		83.5	.3338	33.3	.3609	462,375	.4019	130,450	37,417	54,597	17,440	12,857	80,775	32,146	3,472	21,984	120	.3912	117
Nanaimo		51.7	2067	21.1	2287	415,793	3614	110,694	35,200	53,585	16,573	12,078	77,390	24,256	1,321	20,100	175	.2657	129
North Okanagan		58.7	.2347	21.8	.2363	254,056	.2208	63,187	14,431	31,503	8,025	7,877	61,605	13,427	2,943	14,626	94	.1980	84
Okanagan-Similkameen		61.4	.2455	25.6	.2774	246,861	.2146	70,635	24,672	17,828	10,744	6,796	43,486	19,411	4,687	13,037	87	.2418	98
Penticton		25.8	1031	10.1	1095	165,207	.1436	42,700	15,076	12,533	7,795	5,516	33,339	12,469	949	8,992	139	.1120	109
Peace River-Liard		55.4	.2214	18.9	.2049	303,311	.2636	53,821	25,523	42,000	7,378	9,429	77,994	23,646	1,551	10,187	119	.2484	112
Powell River		19.4	.0776	7.4	.0802	65,502	.0569	24,500	1,759	8,160	2,471	2,123	11,804	4,678	589	1,600	73	.0762	98
Skeena-Queen Charlotte		25.0	.0999	8.6	.0932	88,206	.0767	26,884	8,168	12,867	5,125	2,583	11,679	3,231	237	3,646	77	.1109	111
Squamish-Lillooet		20.2	.0808	7.6	.0824	65,895	.0572	17,656	14,850	2,855	1,597	749	10,400	5,362	623	3,439	71	.0743	92
Stikine		2.4	.0096	.8	.0087	3,733	.0033	1,428	0	911	0	19	71	356	0	178	34	.0084	88
Sunshine Coast		17.0	.0679	7.0	.0758	49,798	.0433	20,012	3,152	4,257	1,966	919	5,306	3,381	176	4,121	64	.0494	73
Thompson-Nicola	508	104.4	.4174	38.0	.4119	598,287	.5199	135,272	60,457	90,430	24,754	15,120	120,747	60,420	3,307	20,141	125	.4384	105
△Kamloops		63.9	2554	22.3	2417	435,379	3784	104,784	41,099	46,260	21,936	12,354	110,105	30,339	[illegible]	15,839	148	.3174	124
Province Totals		2,851.7	11.4000	1,112.1	12.0536	13,416,783	11.6608	3,164,385	1,208,116	2,251,803	550,277	481,762	2,522,217	888,309	86,984	602,275	102	11.8101	104

B.C.
SMM ESTIMATES

EFFECTIVE BUYING INCOME—1983

% of Households by EBI Group
(A) $0-$4,999
(B) $5,000-$7,999
(C) $8,000-$9,999
(D) $10,000-$14,999
(E) $15,000 & Over

County City	Metro Area Code	Total EBI ($000)	% Of Canada	Per Capita EBI	Average Hsld EBI	A	B	C	D	E
Alberni-Clayoquot		276,431	.1152	8,620	23,596	3.8	1.8	1.3	12.9	80.2
Bulkley-Nechako		311,508	.1289	7,768	23,599	3.7	6.5	4.5	17.6	67.7
Capital	535	2,366,741	.9794	9,296	21,207	4.1	4.2	3.7	17.0	71.0
▲Victoria		704,911	2917	10,762	21,557	5.6	1.3	.9	26.0	66.2
Cariboo		570,619	.2361	8,779	25,704	4.5	5.9	4.9	13.9	70.8
Central Coast		26,035	.0108	7,439	23,662	10.3	8.3	6.6	19.8	55.0
Central Fraser Valley		718,354	.2973	5,665	16,363	4.4	4.2	3.1	14.8	73.5
Central Kootenay		581,538	.2406	10,890	27,561	7.7	9.8	5.8	17.3	59.4
Central Okanagan	509	808,545	.3346	9,085	23,035	4.7	6.0	4.8	17.8	66.7
△Kelowna		488,644	2022	7,997	21,153	6.5	5.3	2.7	26.1	59.4
Columbia-Shuswap		459,855	.1903	9,868	25,406	4.0	2.7	2.2	6.1	85.0
Comox-Strathcona		719,977	.2979	9,743	25,992	4.9	4.8	2.9	22.8	64.6
Cowichan Valley		705,373	.2919	12,529	33,750	3.8	5.1	4.5	11.5	75.1
Dewdney-Alouette		676,388	.2799	10,719	30,606	5.7	6.2	4.4	12.0	71.7
East Kootenay		464,934	.1924	7,597	20,756	2.8	3.3	3.4	11.7	78.8
Fraser-Cheam		528,464	.2187	9,018	23,805	7.9	5.8	5.0	19.6	61.7
Fraser-Fort George	519	951,682	.3939	10,244	29,647	1.8	3.1	3.3	15.9	75.9
△Prince George		651,813	2697	9,379	28,969	2.6	1.6	1.0	11.3	83.5
Greater Vancouver	534	13,559,057	5.6110	11,382	29,003	3.5	3.2	2.7	17.4	73.2
New Westminster		478,906	1982	12,311	26,755	4.0	4.2	2.4	9.1	80.3
North Vancouver		474,746	1965	12,901	26,375	4.3	3.9	3.2	23.5	65.1
Port Coquitlam		277,893	1150	9,889	30,877	2.8	3.9	4.5	30.1	58.7
▲Vancouver		4,902,367	2.0287	11,776	27,619	5.0	3.8	2.9	16.7	71.6
Kitimat-Stikine		399,115	.1651	8,639	27,151	1.6	3.6	2.3	11.4	81.1
Kootenay Boundary		346,365	.1434	10,370	26,440	4.3	3.1	2.6	7.8	82.2
Mount Waddington		224,159	.0927	13,923	40,028	1.6	3.4	5.4	14.2	75.4
Nanaimo		985,207	.4077	11,799	29,586	4.8	6.6	5.0	23.1	60.5
Nanaimo		560,397	2319	10,839	26,559	2.2	4.2	2.5	13.0	78.1
North Okanagan		410,195	.1698	6,988	18,816	5.1	6.2	4.5	20.1	64.1
Okanagan-Similkameen		620,239	.2566	10,102	24,228	6.4	6.8	4.0	18.9	63.9
Penticton		233,459	0966	9,049	23,115	10.1	2.9	3.8	15.6	67.6
Peace River-Liard		604,458	.2501	10,911	31,982	3.4	4.7	2.7	22.4	66.8
Powell River		210,886	.0872	10,855	28,458	9.3	5.4	5.3	12.5	67.5
Skeena-Queen Charlotte		328,370	.1358	13,131	38,171	.8	1.6	3.1	6.7	87.8
Squamish-Lillooet		198,270	.0821	9,815	26,080	2.1	5.1	10.5	11.2	71.1
Stikine		25,992	.0107	10,830	32,490	1.3	.0	.1	7.0	91.6
Sunshine Coast		111,001	.0460	6,529	15,857	8.6	8.5	4.1	22.4	56.4
Thompson-Nicola	508	961,363	.3978	9,208	25,299	4.4	3.6	3.8	19.5	68.7
△Kamloops		738,528	3056	11,558	33,118	1.2	1.7	1.6	24.1	71.4
Province Totals		29,152,719	12.0638	10,223	26,214	4.1	4.1	3.4	16.8	71.6

ALBERTA

Alta. ESTIMATES		POPULATION 12/31/83				RETAIL SALES BY STORE GROUP—1983											SALES/ ADVERTISING INDEXES		
County City	Metro Area Code	Total Pop (thousands)	% Of Canada	Households (thousands)	% Of Canada	Total Retail Sales ($000)	% Of Canada	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Apparel & Accessories ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Gas Stations ($000)	Hardware ($000)	Drug ($000)	Sales Activity	Buying Power	Quality
Division 1		55.1	.2203	21.0	.2276	259,098	.2252	59,297	25,697	36,445	19,417	11,510	40,383	13,557	3,204	9,501	102	.2112	96
Medicine Hat		40.6	.1623	14.8	.1604	238,807	.2076	54,473	23,945	35,699	18,649	11,230	38,425	11,989	2,699	9,100	128	.1568	97
Division 2		115.3	.4609	41.0	.4444	631,895	.5491	118,556	51,348	140,164	35,366	25,376	108,465	27,935	3,923	23,511	119	.4350	94
Lethbridge		56.7	.2267	21.1	.2287	441,001	.3833	82,896	35,845	113,401	30,305	21,228	59,885	15,778	2,448	18,289	169	.2738	121
Division 3		36.7	.1467	12.0	.1301	77,717	.0676	13,706	8,263	9,125	4,297	3,292	14,112	4,482	1,723	3,536	46	.0944	64
Division 4		11.6	.0464	4.0	.0433	59,778	.0519	9,032	3,769	8,796	2,556	1,163	16,619	3,681	1,183	2,789	112	.0551	119
Division 5		39.0	.1559	13.5	.1463	96,227	.0837	16,105	8,848	17,112	3,829	1,792	19,018	7,010	2,457	5,807	54	.1123	72
Division 6	502	721.7	2.8851	270.7	2.9340	4,443,580	3.8620	942,586	376,260	919,772	262,100	193,038	891,515	270,601	14,397	138,427	134	3.5459	123
▲Calgary		633.1	2.5309	236.9	2.5677	4,011,891	3.4868	906,321	360,132	641,416	253,024	182,704	858,436	258,272	13,016	131,404	138	3.0903	122
Division 7		38.9	.1555	13.8	.1496	131,850	.1146	18,553	12,260	16,127	7,939	3,405	26,170	7,215	4,054	5,784	74	.1267	81
Division 8		131.0	.5237	47.0	.5094	769,777	.6690	119,044	58,985	127,946	28,238	19,368	179,679	50,575	10,484	25,398	128	.5471	104
Red Deer		53.9	.2155	19.0	.2059	503,667	.4378	72,328	35,624	92,262	18,830	12,374	137,960	14,507	5,450	19,727	203	.2891	134
Division 9		23.1	.0923	9.3	.1008	78,173	.0680	18,897	14,416	11,554	4,273	1,126	7,874	6,833	584	4,009	74	.0848	92
Division 10		79.5	.3178	28.3	.3068	354,544	.3081	56,022	30,519	49,220	18,437	9,349	74,877	20,952	6,115	14,409	97	.2920	92
Division 11	504	800.3	3.1993	297.8	3.2277	4,285,202	3.7244	790,216	326,711	817,353	200,992	141,649	809,281	215,640	23,123	199,007	116	3.3767	106
▲Edmonton		577.4	2.3082	221.0	2.3953	3,292,924	2.8620	651,463	325,784	798,335	191,796	134,478	138,375	153,292	12,181	188,807	124	2.5636	111
St. Albert		32.7	.1307	9.7	.1051	45,097	.0392	6,597	927	919	1,241	996	7,178	2,237	199	2,421	30	.1024	78
Division 12		85.9	.3434	27.3	.2959	309,068	.2686	66,912	14,204	53,787	9,429	7,320	59,382	15,652	5,395	14,796	78	.2755	80
Division 13		53.4	.2135	18.7	.2027	218,969	.1903	45,285	21,460	28,750	9,525	2,783	46,799	13,156	4,437	9,869	89	.2220	104
Division 14		25.4	.1015	8.6	.0932	95,522	.0831	22,205	12,166	12,523	4,085	1,503	18,079	6,325	1,731	4,922	82	.0783	77
Division 15		128.2	.5125	40.7	.4411	543,641	.4725	84,597	46,604	137,893	20,338	10,660	83,850	36,100	5,433	18,605	92	.4897	96
Province Totals		2,345.1	9.3748	853.7	9.2529	12,355,041	10.7381	2,381,013	1,011,510	2,386,567	630,821	433,334	2,396,103	699,914	88,243	480,370	115	9.9467	106

Alta. ESTIMATES		EFFECTIVE BUYING INCOME—1983				% of Households by EBI Group (A) $0–$4,999 (B) $5,000–$7,999 (C) $8,000–$9,999 (D) $10,000–$14,999 (E) $15,000 & Over				
County City	Metro Area Code	Total EBI ($000)	% Of Canada	Per Capita EBI	Average Hsld EBI	A	B	C	D	E
Division 1		481,081	.1991	8,731	22,909	1.6	3.9	3.1	19.4	72.0
Medicine Hat		300,046	.1242	7,390	20,273	2.1	4.7	3.3	19.6	70.3
Division 2		860,265	.3560	7,461	20,982	2.9	4.6	4.4	19.6	68.5
Lethbridge		548,252	.2269	9,669	25,984	2.5	3.8	2.6	23.5	67.6
Division 3		217,210	.0899	5,919	18,101	2.6	5.3	3.6	34.3	54.2
Division 4		145,905	.0604	12,578	36,476	2.0	5.3	3.0	9.0	80.7
Division 5		270,772	.1120	6,943	20,057	3.2	6.6	5.7	17.0	67.5
Division 6	502	8,749,475	3.6207	12,123	32,322	2.6	4.4	3.8	21.5	67.7
▲Calgary		7,433,541	3.0761	11,741	31,378	2.2	4.5	4.0	22.9	66.4
Division 7		295,791	.1224	7,604	21,434	3.2	5.4	4.3	20.9	66.2
Division 8		1,167,602	.4832	8,913	24,843	2.8	4.0	3.4	18.9	70.9
Red Deer		554,193	.2293	10,282	29,168	2.9	3.3	3.9	25.2	64.7
Division 9		222,110	.0919	9,615	23,883	3.2	5.0	2.0	9.1	80.7
Division 10		657,168	.2719	8,266	23,221	4.9	5.0	4.0	20.2	65.9
Division 11	504	7,827,679	3.2392	9,781	26,285	1.9	3.4	3.1	17.3	74.3
▲Edmonton		6,009,352	2.4868	10,408	27,192	1.8	3.3	3.0	16.0	75.9
St. Albert		311,842	.1290	9,536	32,149	1.1	4.7	5.4	42.9	45.9
Division 12		610,005	.2525	7,101	22,345	3.6	7.0	7.6	10.9	70.9
Division 13		590,825	.2444	11,064	31,595	3.0	2.8	3.5	11.0	79.7
Division 14		159,640	.0661	6,285	18,563	1.9	2.3	2.1	3.2	90.5
Division 15		1,186,223	.4909	9,253	29,146	2.1	2.9	2.9	10.5	81.6
Province Totals		23,441,751	9.7006	9,996	27,459	2.5	4.1	3.6	18.3	71.5

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STATEMENT OF PURPOSE

Sales & Marketing Management is published for all executives responsible for the profitable sale and marketing of their companies' products and services.

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SASKATCHEWAN

Sask. SMM ESTIMATES		POPULATION 12/31/83				RETAIL SALES BY STORE GROUP—1983												SALES/ ADVERTISING INDEXES		
County City	Metro Area Code	Total Pop. (thousands)	% Of Canada	Households (thousands)	% Of Canada	Total Retail Sales ($000)	% Of Canada	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Apparel & Accessories ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Gas Stations ($000)	Hardware ($000)	Drug ($000)	Sales Activity	Buying Power	Quality
Division 1		32.3	.1291	11.9	.1290	126,029	.1095	19,950	11,888	25,368	3,323	5,168	30,524	6,186	2,536	5,549	85	.1218	94
Division 2		26.6	.1063	10.2	.1105	102,289	.0889	19,271	7,404	19,846	3,633	6,331	27,843	4,689	981	2,835	84	.1060	100
Division 3		20.3	.0812	7.7	.0835	108,439	.0943	18,602	6,402	21,366	2,652	1,939	35,725	3,746	3,349	3,408	116	.0976	120
Division 4		14.8	.0591	5.3	.0574	75,412	.0655	10,561	6,578	14,072	2,736	2,379	15,247	5,066	701	3,936	111	.0700	118
Division 5		41.7	.1667	15.5	.1680	138,958	.1208	38,590	13,227	18,458	4,018	3,875	23,777	8,093	3,562	6,710	72	.1411	85
Division 6	521	208.2	.8323	79.0	.8563	1,155,988	1.0047	234,523	111,018	193,802	47,514	51,059	260,252	54,455	9,651	43,277	121	.8723	105
▲Regina		166.2	.6644	63.0	.6828	1,005,212	.8737	199,847	86,165	174,082	42,602	50,048	226,938	42,835	7,830	37,824	132	.7165	108
Division 7		52.9	.2115	20.0	.2168	366,522	.3185	79,200	19,902	51,316	12,303	10,209	55,111	14,062	5,333	7,936	151	.2345	111
Moose Jaw		34.4	.1375	12.5	.1355	262,598	.2282	32,951	12,136	37,841	10,006	9,526	48,353	6,691	2,925	3,918	166	.1618	118
Division 8		35.8	.1431	13.9	.1506	168,384	.1464	24,862	15,998	23,192	6,215	7,719	57,390	9,914	1,695	6,099	102	.1517	106
Division 9		43.8	.1751	16.9	.1832	193,727	.1684	35,021	18,910	37,094	10,499	8,699	45,872	10,030	2,731	5,327	96	.1716	98
Division 10		25.6	.1024	9.2	.0997	78,888	.0685	12,035	10,300	16,370	2,711	1,795	16,601	6,081	1,629	4,317	67	.0769	75
Division 11	526	210.3	.8406	83.6	.9061	984,395	.8556	174,957	89,387	179,497	59,366	41,106	215,699	45,566	5,310	48,174	102	.7958	95
▲Saskatoon		173.9	.6952	69.2	.7500	941,729	.8185	166,895	84,259	173,949	58,112	40,976	203,430	40,893	2,802	46,679	118	.6898	99
Division 12		26.9	.1076	9.2	.0997	115,451	.1003	26,265	12,667	17,980	3,001	3,724	20,821	6,827	1,690	3,424	93	.1271	118
Division 13		26.9	.1075	9.7	.1052	162,142	.1410	30,618	15,504	28,406	6,117	4,324	45,445	6,528	1,722	6,191	131	.1367	127
Division 14		47.6	.1903	17.4	.1886	178,952	.1555	29,046	12,585	35,999	9,522	6,383	54,055	7,682	1,626	7,406	82	.1584	83
Division 15		80.8	.3230	28.3	.3067	363,562	.3160	69,975	26,263	58,093	13,137	12,328	103,544	15,709	4,038	13,481	98	.2939	91
Prince Albert		35.4	.1415	11.3	.1225	199,218	.1731	41,271	11,473	29,528	10,518	10,669	52,122	7,707	435	7,588	122	.1319	93
Division 16		38.7	.1547	13.9	.1506	143,129	.1244	23,891	12,306	28,110	4,794	7,773	37,000	8,354	1,131	3,871	80	.1209	78
Division 17		36.4	.1455	12.1	.1312	143,966	.1251	23,521	5,313	37,736	7,263	2,949	31,037	9,832	1,212	6,752	86	.1354	93
Division 18		30.2	.1208	7.6	.0824	83,206	.0722	19,099	10,022	25,923	729	300	11,717	3,005	425	2,436	60	.0697	58
Province Totals		999.8	3.9968	371.4	4.0255	4,689,439	4.0757	889,987	405,674	832,629	199,533	178,060	1,087,660	225,825	49,322	181,129	102	3.8814	97

Sask. SMM ESTIMATES		EFFECTIVE BUYING INCOME—1983				% of Households by EBI Group (A) $0–$4,999 (B) $5,000–$7,999 (C) $8,000–$9,999 (D) $10,000–$14,999 (E) $15,000 & Over				
County City	Metro Area Code	Total EBI ($000)	% Of Canada	Per Capita EBI	Average Hsld EBI	A	B	C	D	E
Division 1		305,167	.1263	9,448	25,644	3.1	4.2	4.0	22.3	66.4
Division 2		280,559	.1161	10,547	27,506	3.3	6.0	4.6	29.5	56.6
Division 3		256,414	.1061	12,631	33,301	5.9	7.6	5.6	22.5	58.4
Division 4		186,446	.0772	12,598	35,178	2.6	2.6	2.7	21.2	70.9
Division 5		345,277	.1428	8,280	22,276	3.5	6.2	4.3	13.5	72.5
Division 6	521	1,954,384	.8088	9,387	24,739	2.7	3.5	3.7	21.5	68.6
▲Regina		1,553,748	.6430	9,349	24,663	2.9	3.5	3.2	19.2	71.2
Division 7		467,210	.1933	8,832	23,361	3.7	4.6	4.0	19.9	67.8
Moose Jaw		318,292	.1317	9,253	25,463	1.8	3.0	2.4	19.4	73.4
Division 8		382,471	.1583	10,684	27,516	2.5	5.5	4.7	22.4	64.9
Division 9		416,425	.1723	9,507	24,641	5.4	7.5	7.2	25.7	54.2
Division 10		173,372	.0718	6,772	18,845	7.7	6.1	7.3	30.4	48.5

		EFFECTIVE BUYING INCOME—1983				% of Households by EBI Group: (A) $0–$4,999 (B) $5,000–$7,999 (C) $8,000–$9,999 (D) $10,000–$14,999 (E) $15,000 & Over				
County City	Metro Area Code	Total EBI ($000)	% Of Canada	Per Capita EBI	Average Hsld EBI	A	B	C	D	E
Division 11	526	1,792,990	.7419	8,526	21,447	3.0	4.6	3.9	21.5	67.0
▲Saskatoon		1,475,087	.6104	8,482	21,316	2.5	3.7	3.5	21.3	69.0
Division 12		364,890	.1510	13,565	39,662	4.8	4.2	3.0	13.3	74.7
Division 13		352,366	.1459	13,099	36,326	1.9	3.0	2.8	9.7	82.6
Division 14		356,376	.1474	7,487	20,481	2.7	4.1	4.3	11.0	77.9
Division 15		649,816	.2689	8,042	22,962	3.9	5.6	5.4	14.7	70.4
Prince Albert		249,599	.1033	7,051	22,088	5.2	5.9	4.4	12.5	72.0
Division 16		254,533	.1054	6,577	18,312	5.0	5.8	6.1	24.8	58.3
Division 17		332,429	.1375	9,133	27,473	4.4	6.0	6.4	26.4	56.8
Division 18		115,188	.0477	3,814	15,156	2.0	1.3	.9	4.0	91.8
Province Totals		8,986,313	3.7187	8,988	24,196	3.4	4.7	4.4	20.2	67.3

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Man.
S&MM ESTIMATES

County City	Metro Area Code	POPULATION 12/31/83				RETAIL SALES BY STORE GROUP—1983											SALES/ ADVERTISING INDEXES		
		Total Pop (thousands)	% Of Canada	Households (thousands)	% Of Canada	Total Retail Sales ($000)	% Of Canada	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Apparel & Accessories ($000)	Furniture/ Furnish / Appliance ($000)	Automotive ($000)	Gas Stations ($000)	Hardware ($000)	Drug ($000)	Sales Activity	Buying Power	Quality
Division 1		16.6	.0663	6.2	.0672	36,887	.0321	9,004	6,758	7,988	164	627	3,954	3,720	546	1,528	48	.0477	72
Division 2		39.0	.1559	11.9	.1289	169,005	.1469	27,198	13,225	21,735	6,167	3,625	60,430	9,851	2,035	5,899	94	.1367	88
Division 3		37.6	.1503	12.4	.1344	175,466	.1525	33,246	9,243	38,787	8,415	6,660	42,337	10,928	3,730	7,848	101	.1439	96
Division 4		11.7	.0468	3.9	.0423	20,575	.0178	6,211	1,737	2,865	640	1,771	3,271	1,625	268	887	38	.0294	63
Division 5		17.0	.0680	6.4	.0694	50,541	.0440	8,938	2,080	5,127	2,182	2,266	16,569	2,470	658	2,354	65	.0512	75
Division 6		10.8	.0431	3.9	.0422	23,995	.0208	6,359	2,323	3,770	1,244	1,077	3,751	2,217	298	1,147	48	.0379	88
Division 7		55.3	.2211	21.6	.2342	382,233	.3323	70,559	32,845	85,042	19,177	15,324	76,642	25,135	3,428	10,234	150	.2842	129
Brandon		36.7	.1467	13.4	.1452	300,760	.2614	53,102	20,450	69,040	17,085	12,661	64,989	11,482	2,035	9,648	178	.1850	126
Division 8		15.1	.0604	4.8	.0520	31,484	.0274	6,481	3,865	5,757	728	1,371	6,961	2,895	439	479	45	.0374	62
Division 9		23.2	.0927	8.0	.0867	123,137	.1070	26,342	15,684	19,057	5,855	4,585	22,315	8,680	1,041	4,005	115	.0958	103
Division 10		8.1	.0324	2.4	.0260	15,665	.0136	1,768	2,403	3,236	0	457	3,765	1,385	139	443	42	.0266	82
Division 11	.537	584.3	2.3358	236.8	2.5666	2,823,045	2.4534	686,465	267,396	540,453	111,886	88,796	459,663	160,210	4,364	81,902	105	2.2751	97
▲Winnipeg		584.3	2.3358	236.8	2.5666	2,823,045	2.4534	686,465	267,396	540,453	111,886	88,796	459,663	160,210	4,364	81,902	105	2.2751	97
Division 12		14.9	.0596	5.1	.0553	48,378	.0421	11,233	11,311	1,350	804	2,763	8,194	3,004	830	3,321	71	.0377	63
Division 13		30.5	.1219	10.2	.1105	115,979	.1008	38,188	5,385	5,514	6,974	5,484	15,463	11,063	1,712	9,860	83	.1059	87
Division 14		13.5	.0540	4.4	.0477	34,382	.0298	12,713	3,126	4,019	195	669	865	4,108	1,199	5,810	55	.0521	96
Division 15		25.9	.1035	10.1	.1095	105,472	.0917	19,725	6,361	24,533	5,489	2,419	21,533	8,661	2,233	6,370	89	.0745	72
Division 16		11.9	.0476	4.4	.0477	19,817	.0172	5,185	1,310	3,479	1,071	373	3,794	1,303	264	731	36	.0352	74
Division 17		26.9	.1075	10.1	.1094	101,636	.0884	23,304	6,424	22,223	4,051	3,970	20,910	7,774	629	2,594	82	.0745	69
Division 18		21.5	.0859	7.7	.0835	41,340	.0359	9,932	2,960	9,801	700	1,117	6,293	3,553	1,765	2,006	42	.0629	73
Division 19		13.5	.0540	3.2	.0347	18,549	.0161	3,871	2,349	6,085	267	348	2,474	1,194	368	341	30	.0244	45
Division 20		12.5	.0500	4.9	.0531	28,841	.0251	4,563	2,029	9,344	1,160	718	4,832	2,697	409	1,268	50	.0302	60
Division 21		24.6	.0983	8.2	.0889	88,725	.0771	15,984	6,332	22,460	5,460	3,578	12,269	4,211	1,036	4,009	78	.1088	111
Division 22		27.0	.1080	6.8	.0737	59,935	.0521	16,963	4,525	12,350	1,215	1,035	10,738	3,300	523	2,410	48	.0780	72
Division 23		9.6	.0383	2.8	.0303	17,229	.0150	2,849	2,114	9,164	280	228	1,072	449	62	302	39	.0345	90
Province Totals		1,051.0	4.2014	396.2	4.2942	4,532,318	3.9392	1,047,0[illegible]	411,785	864,139	184,124	149,761	808,095	280,433	27,976	155,748	94	3.8846	92

Man.
S&MM ESTIMATES

County City	Metro Area Code	EFFECTIVE BUYING INCOME—1983				% of Households by EBI Group (A) $0–$4,999 (B) $5,000–$7,999 (C) $8,000–$9,999 (D) $10,000–$14,999 (E) $15,000 & Over				
		Total EBI ($000)	% Of Canada	Per Capita EBI	Average Hsld EBI	A	B	C	D	E
Division 1		120,298	.0498	7,247	19,403	4.0	2.0	1.5	12.8	79.7
Division 2		296,815	.1228	7,611	24,942	5.2	5.0	5.1	17.0	67.7
Division 3		328,968	.1361	8,749	26,530	7.9	4.1	7.5	14.8	65.7
Division 4		71,216	.0295	6,087	18,261	5.4	6.3	7.3	8.1	72.9
Division 5		117,703	.0487	6,924	18,391	8.8	10.8	12.3	8.1	60.0
Division 6		111,001	.0459	10,278	28,462	3.7	9.8	8.5	30.2	47.8
Division 7		678,228	.2807	12,265	31,399	4.7	8.5	11.5	15.9	59.4
Brandon		373,199	.1544	10,169	27,851	3.9	8.9	10.6	18.5	58.1
Division 8		82,428	.0341	5,459	17,173	31.2	6.7	8.9	17.7	35.5
Division 9		218,751	.0905	9,429	27,344	3.8	5.7	7.9	27.2	55.4
Division 10		77,407	.0321	9,556	32,253	3.1	3.4	1.9	28.1	63.5
Division 11	.537	5,180,282	2.1436	8,866	21,876	4.1	4.7	4.3	28.6	58.3
▲Winnipeg		5,180,251	2.1437	8,866	21,876	4.1	4.7	4.3	28.6	58.3
Division 12		63,558	.0263	4,266	12,462	7.6	3.4	4.3	23.6	61.1
Division 13		248,198	.1027	8,138	24,333	5.7	4.7	3.2	35.3	51.1
Division 14		156,159	.0647	11,567	35,491	5.9	6.2	5.5	13.2	69.2
Division 15		127,383	.0527	4,918	12,612	11.1	10.4	7.6	26.6	44.3
Division 16		98,848	.0409	8,307	22,465	15.3	14.5	12.1	13.4	44.7
Division 17		127,787	.0529	4,750	12,652	3.8	21.0	9.1	29.6	36.5
Division 18		169,593	.0701	7,888	22,025	7.5	4.1	4.7	24.5	59.2
Division 19		41,873	.0174	3,102	13,085	3.3	5.9	1.9	7.1	81.8
Division 20		61,267	.0253	4,901	12,503	7.8	15.3	8.2	19.8	48.9
Division 21		318,934	.1320	12,965	38,894	1.4	2.8	3.0	6.3	86.5
Division 22		197,303	.0817	7,308	29,015	.6	.9	1.1	5.1	92.3
Division 23		108,003	.0446	11,250	38,573	1.3	3.3	3.1	11.5	80.8
Province Totals		9,002,003	3.7251	8,565	22,721	5.1	5.7	5.3	24.6	59.3

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S&MM ESTIMATES

County City	Metro Area Code	POPULATION 12/31/83				RETAIL SALES BY STORE GROUP—1983											SALES/ ADVERTISING INDEXES		
		Total Pop (thousands)	% Of Canada	Households (thousands)	% Of Canada	Total Retail Sales ($000)	% Of Canada	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Apparel & Accessories ($000)	Furniture/ Furnish / Appliance ($000)	Automotive ($000)	Gas Stations ($000)	Hardware ($000)	Drug ($000)	Sales Activity	Buying Power	Quality
Algoma Terr. Dist.	.527	142.4	.5692	50.1	.5430	647,396	.5627	176,173	59,847	98,303	28,149	25,506	84,496	45,718	4,751	20,203	99	.5350	94
△Sault Ste. Marie		85.5	.3418	28.5	.3089	498,924	.4336	134,821	39,256	80,080	24,070	22,282	71,144	28,993	2,955	15,012	127	.3730	109
Brant	.501	106.2	.4246	38.7	.4195	390,638	.3395	100,800	29,259	50,130	22,950	22,824	70,329	27,727	1,902	11,249	80	.3791	89
△Brantford		81.1	.3242	29.0	.3143	314,639	.2735	88,110	23,671	34,829	20,335	16,329	59,410	18,208	1,429	8,911	84	.2867	88
Bruce		62.1	.2482	22.8	.2471	403,766	.3510	101,657	37,447	31,169	16,941	22,371	71,819	36,091	8,417	17,444	141	.3156	127
Cochrane Terr. Dist.		101.5	.4058	35.0	.3793	290,130	.2521	79,206	24,116	38,639	15,950	11,682	51,782	17,959	3,622	9,538	62	.2992	74
Timmins		48.7	.1947	16.1	.1745	139,142	.1209	44,235	11,885	15,939	9,554	6,712	21,946	6,032	1,447	4,653	62	.1307	67
Dufferin		33.7	.1347	11.2	.1214	88,011	.0765	25,727	6,590	4,853	4,113	3,483	19,191	9,489	833	3,323	57	.0843	63
Dundas		19.4	.0776	6.9	.0748	45,061	.0392	9,685	3,866	2,531	1,162	1,199	13,715	7,307	246	1,036	51	.0619	80
Durham Reg. Mun.	.516	301.8	1.2064	102.4	1.1099	1,744,660	1.5163	429,174	128,271	282,089	59,332	45,394	312,367	138,324	28,037	52,816	126	1.5578	129
Ajax		33.3	.1331	10.9	.1181	138,874	.1207	49,692	9,790	16,402	5,594	4,897	20,301	9,959	812	5,098	91	.1399	105
Newcastle		26.5	.1059	9.3	.1008	167,229	.1453	46,422	18,310	7,870	4,299	5,744	37,026	15,145	959	5,588	137	.1278	121
△Oshawa		120.8	.4829	42.4	.4596	774,653	.6733	192,212	55,092	158,090	38,662	24,084	136,958	30,492	15,831	22,216	139	.5657	117
Pickering		41.6	.1663	12.1	.1311	61,709	.0536	21,199	8,119	2,243	839	2,504	8,437	3,271	162	3,835	32	.1395	84
Whitby		38.8	.1551	13.0	.1409	425,689	.3700	93,953	20,297	81,579	8,708	6,899	94,322	44,484	4,326	8,994	239	.2204	142
Elgin		68.6	.2743	24.3	.2633	268,226	.2331	64,446	20,422	17,528	11,107	10,478	75,358	27,352	1,955	6,992	85	.2548	93
St. Thomas		28.4	.1135	10.3	.1116	145,499	.1265	38,093	10,140	12,160	7,980	5,665	39,157	8,643	831	4,552	111	.1242	109

Ont. (cont.)

[illegible] ESTIMATES

County City	Metro Area Code	POPULATION 12/31/83 Total Pop (thousands)	% Of Canada	Households (thousands)	% Of Canada	Total Retail Sales ($000)	% Of Canada	RETAIL SALES BY STORE GROUP—1983 Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Apparel & Accessories ($000)	Furniture/Furnish./Appliance ($000)	Automotive ($000)	Gas Stations ($000)	Hardware ($000)	Drug ($000)	SALES/ADVERTISING INDEXES Sales Activity	Buying Power	Quality
Essex	536	[illegible]	1.2316	113.8	1.2335	1,618,458	1.4067	398,634	159,510	202,832	85,691	82,528	309,033	112,765	8,424	52,326	114	1.2862	104
▲Windsor		193.4	.7731	69.6	.7544	1,339,481	1.1642	333,551	137,754	191,516	77,537	70,083	241,050	89,676	4,711	50,853	151	.8814	114
Frontenac	510	111.2	.4446	43.2	.4682	685,437	.5957	166,795	47,583	101,645	35,431	28,669	119,484	63,773	2,116	24,881	134	.5285	119
△Kingston		51.1	.2043	21.6	.2341	382,803	.3327	94,889	40,291	42,745	31,962	20,704	53,198	25,338	1,402	15,137	163	.2868	140
Glengarry		19.7	.0787	6.7	.0726	63,889	.0555	14,873	7,596	2,759	2,638	1,421	16,407	7,272	814	539	71	.0818	104
Grenville		26.5	.1060	9.5	.1030	71,924	.0625	18,465	6,578	5,981	2,667	4,062	13,903	8,557	835	2,341	59	.0713	67
Grey		76.8	.3070	29.0	.3143	420,709	.3657	100,497	28,492	44,992	19,964	21,699	92,645	38,627	6,466	17,374	119	.3195	104
Haldimand-Norfolk Reg. Mun.		91.6	.3661	33.0	.3577	509,998	.4432	128,135	38,546	30,792	21,902	22,081	141,078	39,016	6,021	16,521	121	.3974	109
Haliburton		11.4	.0456	4.7	.0509	82,748	.0720	19,394	1,044	11,606	2,318	2,478	15,083	11,182	362	4,346	158	.0604	132
Halton Reg. Mun.	532	269.3	1.0766	92.5	1.0026	1,579,365	1.3726	362,643	130,369	145,276	75,429	54,025	407,479	126,010	8,742	79,113	127	1.4708	137
Burlington		118.5	.4737	41.7	.4520	791,540	.6879	194,872	57,568	103,667	42,142	23,223	189,115	57,708	3,639	38,677	145	.6768	143
Halton Hills		36.9	.1475	13.0	.1409	193,208	.1679	41,129	22,640	9,454	8,491	8,083	56,534	11,754	1,315	9,229	114	.1954	132
Milton		30.3	.1211	9.9	.1073	103,654	.0901	20,520	10,332	1,965	4,455	1,694	33,417	10,074	299	4,468	74	.1435	118
Oakville		82.5	.3298	27.9	.3024	490,963	.4267	106,122	39,829	30,190	20,341	21,025	128,413	46,474	3,489	26,739	129	.4542	138
Hamilton-Wentworth Reg. Mun.	507	424.3	1.6962	162.1	1.7569	1,942,490	1.6883	527,029	159,894	316,676	83,515	85,713	285,936	145,322	10,099	73,117	100	1.6874	99
▲Hamilton		301.9	1.2069	117.5	1.2735	1,672,003	1.4532	410,702	134,431	297,368	76,920	79,405	261,643	120,711	7,984	59,563	120	1.2547	104
Stoney Creek		37.6	.1503	12.3	.1333	120,543	.1048	44,764	17,802	2,201	2,163	2,140	24,030	10,871	335	4,210	70	.1251	83
Hastings		111.4	.4453	41.8	.4531	474,035	.4120	111,036	33,231	52,537	20,292	17,290	115,539	38,634	2,781	16,444	93	.4003	90
Belleville		36.2	.1447	13.6	.1474	194,722	.1692	44,086	14,393	21,236	11,251	10,645	46,094	9,574	1,043	7,776	117	.1378	95
Huron		57.8	.2311	20.7	.2243	331,053	.2877	72,300	21,013	35,255	12,416	13,514	97,952	20,333	4,336	9,195	124	.2484	107
Kenora Terr. Dist.		63.6	.2542	22.0	.2385	213,516	.1856	30,406	13,511	28,884	6,179	4,542	26,686	18,350	1,645	4,643	73	.2381	94
Kent		105.9	.4233	39.1	.4238	520,110	.4520	123,909	40,547	51,971	24,983	28,252	109,644	48,504	3,157	29,794	107	.4510	107
Chatham		41.9	.1675	13.4	.1452	273,038	.2373	64,822	27,103	41,736	17,061	15,276	50,684	16,494	1,040	16,276	142	.1851	111
Lambton	525	134.2	.5365	50.0	.5419	390,969	.3398	95,196	33,441	56,187	18,551	15,546	77,519	25,903	2,299	13,435	63	.4740	88
△Sarnia		54.5	.2179	21.1	.2287	239,356	.2080	57,717	16,638	36,299	12,937	12,208	54,360	9,971	933	6,335	95	.2208	101
Lanark		50.6	.2023	18.6	.2016	144,131	.1253	28,723	8,399	13,960	5,925	4,160	37,168	13,475	1,738	4,787	62	.1364	67
Leeds		53.7	.2147	20.6	.2233	172,201	.1497	33,291	14,900	17,180	5,389	5,964	38,042	17,816	1,629	6,275	70	.1685	78
Lennox & Addington		33.7	.1347	11.9	.1290	94,751	.0823	24,259	7,560	8,097	3,713	2,995	18,289	14,569	932	3,576	61	.1340	99
Manitoulin Terr. Dist.		11.0	.0440	4.0	.0433	59,712	.0519	9,186	2,441	12,153	629	1,743	12,454	6,485	1,316	2,915	118	.0420	95
Middlesex	512	326.0	1.3032	130.1	1.4101	2,084,090	1.8114	517,271	198,499	303,893	100,620	77,370	381,133	146,023	8,716	55,120	139	1.7211	132
▲London		264.7	1.0582	106.6	1.1554	1,902,999	1.6539	476,505	190,174	287,330	97,164	71,471	341,365	130,745	6,593	46,525	156	1.4552	138
Muskoka Dist. Mun.		40.2	.1607	15.7	.1702	339,805	.2953	94,034	33,571	25,682	12,520	10,079	54,475	40,012	3,725	13,336	184	.2195	137
Niagara Reg. Mun.	522	370.2	1.4799	138.9	1.5055	1,451,716	1.2617	374,984	152,510	173,902	74,486	57,704	262,635	102,019	6,758	49,903	85	1.3996	95
Fort Erie		25.1	.1003	11.7	.1268	75,903	.0660	20,404	14,153	3,329	2,063	3,468	12,788	4,953	458	3,753	66	.0980	98
▲Niagara Falls		72.6	.2902	25.7	.2786	321,949	.2798	81,151	55,735	28,485	12,939	12,384	50,294	21,576	1,229	15,076	96	.2617	90
Port Colborne		19.6	.0784	7.6	.0824	91,094	.0792	30,622	7,196	8,087	4,247	3,172	16,364	6,409	438	3,447	101	.0760	97
▲St. Catharines		127.1	.5081	47.4	.5137	631,832	.5491	162,426	44,322	112,818	42,258	23,891	111,330	41,873	2,694	13,065	108	.5267	104
Welland		47.8	.1911	16.5	.1788	224,399	.1950	57,613	15,671	15,102	11,376	11,054	50,373	19,851	372	8,685	102	.1673	88
Nipissing Terr. Dist.	515	80.0	.3198	28.9	.3132	403,489	.3507	97,419	41,019	56,252	17,203	15,003	76,199	36,731	2,526	10,272	110	.3110	97
△North Bay		50.9	.2035	16.5	.1788	292,358	.2541	72,235	25,737	46,624	12,328	12,079	54,176	23,922	1,849	7,356	125	.1987	98
Northumberland		67.6	.2702	24.8	.2688	349,402	.3037	90,192	29,764	27,656	12,925	14,737	60,666	50,739	3,565	7,825	112	.3282	121
Ottawa-Carleton Reg. Mun.	517	570.1	2.2791	230.4	2.4972	2,816,896	2.4482	687,128	275,594	500,906	137,177	104,451	435,737	148,777	19,330	[illegible]	107	2.8948	127
▲Ottawa		301.0	1.2033	126.5	1.3711	2,272,756	1.9753	511,759	237,034	411,687	132,715	88,993	371,711	88,213	8,790	64,370	164	1.4924	124
Oxford		88.2	.3526	31.2	.3382	444,936	.3867	98,615	32,197	40,698	18,077	21,104	126,007	42,351	3,648	10,961	110	.3693	105
Woodstock		26.0	.1039	8.9	.0965	218,878	.1902	56,725	14,441	24,941	10,665	8,797	57,245	15,698	1,376	6,026	183	.1408	136
Parry Sound Terr. Dist.		34.6	.1383	13.1	.1419	134,140	.1166	32,799	9,298	8,470	2,920	3,713	28,518	19,929	1,818	3,237	84	.1051	76
Peel Reg. Mun.	532	535.7	2.1415	172.6	1.8708	2,381,200	2.0696	642,093	240,536	148,527	79,997	88,895	516,868	242,406	13,135	110,550	97	2.2751	106
Brampton		171.4	.6852	53.4	.5788	784,796	.6821	213,018	49,388	57,286	31,374	27,169	182,158	86,029	4,013	36,896	100	.7489	109
Caledon		34.9	.1395	10.1	.1095	120,431	.1047	37,922	9,855	6,319	2,642	3,292	23,603	10,692	443	7,753	75	.1236	89
Mississauga		328.9	1.3148	109.1	1.1825	1,475,973	1.2828	391,153	181,293	84,922	45,981	58,434	311,107	145,685	8,679	65,901	98	1.4022	107
Perth		68.7	.2746	25.0	.2709	284,001	.2468	85,325	24,196	33,239	16,549	13,737	15,292	34,725	2,437	9,936	90	.2426	88
Stratford		28.3	.1131	10.5	.1138	184,904	.1607	57,569	16,246	26,761	10,518	7,623	8,475	18,537	1,206	7,000	142	.1252	111
Peterborough	518	104.7	.4186	40.6	.4401	694,043	.6032	173,517	57,736	98,159	31,483	31,405	123,642	50,641	3,369	19,725	144	.5054	121
△Peterborough		61.4	.2455	23.2	.2515	555,573	.4829	145,917	34,376	91,320	30,115	26,694	97,438	27,116	3,019	16,031	197	.3401	139
Prescott		30.3	.1211	10.4	.1127	128,195	.1114	29,099	14,144	14,637	8,654	5,118	23,238	13,329	1,604	1,761	92	.1196	99
Prince Edward		22.7	.0908	8.4	.0911	84,489	.0735	24,014	4,680	4,983	2,836	2,010	23,981	8,879	810	1,971	81	.0827	91
Rainy River Terr. Dist.		23.6	.0943	8.7	.0943	76,555	.0665	20,940	5,909	6,302	3,620	3,403	15,295	6,228	515	2,576	71	.0984	104
Renfrew		89.5	.3578	32.0	.3468	546,638	.4751	141,861	22,846	50,324	27,196	18,367	137,015	51,247	4,194	22,400	133	.4163	116
Russell	517	23.7	.0947	7.5	.0813	90,535	.0787	19,946	7,202	[illegible]	2,138	5,249	27,627	5,247	401	864	83	.0718	76
Simcoe		233.7	.9343	83.0	.8996	1,336,863	1.1619	322,903	126,896	146,437	44,369	54,311	281,021	108,541	16,759	49,659	124	1.0412	111
Barrie		41.1	.1643	13.7	.1485	460,161	.3999	101,248	29,649	54,793	16,051	19,398	128,126	28,146	3,255	15,302	243	.2431	148
Orillia		25.1	.1003	8.8	.0954	226,136	.1965	60,811	19,290	34,296	9,471	11,015	41,696	14,488	1,840	9,284	196	.1320	132
Stormont		63.8	.2550	23.6	.2558	339,233	.2948	86,664	28,267	41,448	16,029	15,804	60,335	27,495	849	11,181	116	.2509	98
Cornwall		47.0	.1879	16.0	.1734	307,871	.2676	75,472	24,798	40,008	15,912	14,680	54,939	22,714	700	10,724	142	.1950	104
Sudbury Reg. Mun.	529	160.4	.6412	56.4	.6113	683,400	.5940	192,341	57,956	76,888	36,840	27,356	129,437	48,724	3,610	17,568	93	.5832	91
▲Sudbury		91.2	.3646	32.8	.3555	580,376	.5044	163,295	45,005	73,744	33,863	22,705	111,073	36,089	2,626	14,063	138	.3960	109
Sudbury Terr. Dist.		26.4	.1056	9.0	.0975	64,058	.0557	20,864	4,650	9,323	1,613	1,000	4,282	10,127	753	1,959	53	.0697	66
Thunder Bay Terr. Dist.	531	156.5	.6256	57.7	.6254	763,600	.6636	199,611	61,974	119,482	26,324	20,827	128,391	63,520	3,129	32,325	106	.6300	101
▲Thunder Bay		113.3	.4529	42.3	.4585	613,654	.5333	172,702	41,332	96,412	23,545	17,072	104,812	39,896	2,638	28,920	118	.4913	108
Timiskaming Terr. Dist.		42.1	.1683	15.7	.1702	177,065	.1539	54,119	14,700	13,478	9,610	5,633	33,451	16,843	1,894	5,820	91	.1356	81
Toronto Met. Mun.	532	2,127.9	8.5065	835.4	9.0545	9,595,167	8.3394	2,318,126	1,114,123	1,286,961	539,651	375,277	1,814,436	590,679	40,434	389,545	98	8.7261	103
▲Toronto		586.3	2.3438	238.9	2.5893	3,857,154	3.3524	857,195	600,366	655,855	279,771	180,927	567,063	142,202	16,598	135,748	143	2.8306	121
Victoria		50.2	.2007	19.3	.2092	347,723	.3022	98,090	26,191	22,168	12,292	17,195	67,301	18,994	4,640	12,058	151	.2482	124
Waterloo Reg. Mun.	511	321.3	1.2844	118.3	1.2822	2,029,174	1.7637	438,500	162,904	320,790	99,971	87,973	454,355	160,873	9,233	49,238	137	1.6512	129
△Cambridge		80.8	.3230	28.0	.3035	437,437	.3802	109,814	44,032	23,529	18,163	18,205	112,404	32,071	2,073	13,113	118	.3769	117
▲Kitchener		149.2	.5964	56.0	.6070	1,087,930	.9455	200,745	77,116	229,443	67,177	51,303	235,127	78,919	2,575	26,884	159	.8257	138
Waterloo		49.0	.1959	20.6	.2233	332,891	.2893	94,049	28,946	47,548	11,874	11,509	65,957	21,353	2,033	8,250	148	.2979	152
Wellington	505	136.7	.5465	49.6	.5376	626,806	.5447	142,409	50,367	75,181	32,136	27,139	137,505	66,591	3,692	29,316	100	.5588	102
△Guelph		78.5	.3138	28.3	.3067	462,174	.4017	118,390	32,606	59,305	28,973	21,629	98,734	32,367	1,184	20,909	128	.3569	114

Ont. (cont.)

ESTIMATES

County City	Metro Area Code	POPULATION 12/31/83				RETAIL SALES BY STORE GROUP—1983											SALES/ ADVERTISING INDEXES		
		Total Pop (thousands)	% Of Canada	Households (thousands)	% Of Canada	Total Retail Sales ($000)	% Of Canada	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Apparel & Accessories ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Gas Stations ($000)	Hardware ($000)	Drug ($000)	Sales Activity	Buying Power	Quality
York Reg. Mun.	**.532**	**295.4**	**1.1809**	**94.3**	**1.0221**	**1,260,136**	**1.0953**	**291,953**	**76,265**	**53,829**	**34,020**	**45,059**	**400,833**	**131,935**	**6,613**	**64,246**	**93**	**1.1444**	**97**
Markham		80.2	.3206	22.7	.2460	256,630	.2230	92,916	9,882	13,185	9,191	10,681	61,171	26,063	1,775	11,659	70	.3098	97
Newmarket		31.5	.1259	9.6	.1041	128,982	.1121	40,833	4,527	13,258	7,300	6,012	25,718	11,232	660	5,957	89	.1155	92
Richmond Hill		43.8	.1751	14.8	.1604	234,751	.2040	56,023	9,416	5,760	7,559	11,658	71,195	30,265	1,941	11,853	117	.1878	107
Province Totals		**8,886.7**	**35.5255**	**3,295.2**	**35.7153**	**42,786,739**	**37.1872**	**10,546,459**	**3,938,467**	**5,336,928**	**1,988,612**	**1,689,533**	**8,453,072**	**3,320,169**	**281,632**	**1,564,873**	**105**	**37.8835**	**107**

Ont.

ESTIMATES

County City	Metro Area Code	EFFECTIVE BUYING INCOME—1983				% of Households by EBI Group (A) $0–$4,999 (B) $5,000–$7,999 (C) $8,000–$9,999 (D) $10,000–$14,999 (E) $15,000 & Over				
		Total EBI ($000)	% Of Canada	Per Capita EBI	Average Hsld EBI	A	B	C	D	E
Algoma Terr. Dist.	**.527**	**1,219,477**	**.5046**	**8,564**	**24,341**	**2.3**	**1.3**	**1.0**	**4.8**	**90.6**
△Sault Ste. Marie		843,469	.3490	9,865	29,595	.6	1.3	.5	6.8	90.8
Brant	**.501**	**929,485**	**.3847**	**8,752**	**24,018**	**3.4**	**4.3**	**3.5**	**20.9**	**67.9**
△Brantford		675,877	.2797	8,334	23,306	3.4	2.4	1.6	15.5	77.1
Bruce		**776,682**	**.3214**	**12,507**	**34,065**	**8.0**	**7.7**	**7.5**	**16.6**	**60.2**
Cochrane Terr. Dist.		**688,229**	**.2848**	**6,781**	**19,664**	**4.0**	**2.8**	**2.1**	**8.5**	**82.6**
Timmins		268,189	.1110	5,507	16,658	4.7	3.5	1.3	15.6	74.9
Dufferin		**165,917**	**.0686**	**4,923**	**14,814**	**2.2**	**2.8**	**3.0**	**7.8**	**84.2**
Dundas		**167,756**	**.0694**	**8,647**	**24,312**	**1.0**	**2.7**	**2.3**	**9.7**	**84.3**
Durham Reg. Mun.	**.516**	**4,164,167**	**1.7232**	**13,798**	**40,666**	**1.8**	**1.7**	**1.5**	**12.2**	**82.8**
Ajax		372,552	.1542	11,188	34,179	.9	.4	.3	5.4	93.0
Newcastle		304,657	.1261	11,496	32,759	1.8	.8	1.3	28.3	67.8
△Oshawa		1,290,891	.5342	10,686	30,446	3.1	2.8	2.8	15.0	76.3
Pickering		435,478	.1802	10,468	35,990	1.0	.5	.4	5.2	92.9
Whitby		378,740	.1567	9,761	29,134	.9	2.4	.9	13.5	82.3
Elgin		**628,618**	**.2602**	**9,164**	**25,869**	**4.5**	**3.7**	**3.5**	**18.2**	**70.1**
St. Thomas		307,234	.1271	10,818	29,829	3.0	4.5	6.6	14.8	71.1
Essex	**.5[illegible]**	**2,986,432**	**1.2358**	**9,693**	**26,243**	**3.8**	**3.3**	**2.4**	**8.1**	**82.4**
▲Windsor		1,824,732	.7551	9,435	26,217	3.7	2.1	2.5	12.6	79.1
Frontenac	**.510**	**1,260,031**	**.5214**	**11,331**	**29,167**	**4.1**	**5.4**	**5.0**	**17.3**	**68.2**
△Kingston		706,072	.2922	13,817	32,689	4.1	7.2	6.8	25.8	56.1
Glengarry		**239,114**	**.0990**	**12,138**	**35,689**	**7.1**	**5.5**	**5.1**	**15.6**	**66.7**
Grenville		**151,322**	**.0626**	**5,710**	**15,929**	**1.8**	**1.3**	**.9**	**22.3**	**73.7**
Grey		**717,089**	**.2967**	**9,337**	**24,727**	**8.8**	**6.4**	**6.5**	**28.8**	**49.5**
Haldimand-Norfolk Reg. Mun.		**924,679**	**.3827**	**10,095**	**28,021**	**5.4**	**7.2**	**6.0**	**24.7**	**56.7**
Haliburton		**143,341**	**.0593**	**12,574**	**30,498**	**11.3**	**11.6**	**10.2**	**20.3**	**46.6**
Halton Reg. Mun.	**.532**	**4,077,626**	**1.6874**	**15,142**	**44,082**	**1.4**	**1.4**	**1.3**	**13.1**	**82.8**
Burlington		1,815,683	.7514	15,322	43,542	1.1	.9	.8	10.7	86.5
Halton Hills		558,145	.2310	15,126	42,934	1.4	1.3	1.7	13.0	82.6
Milton		445,858	.1845	14,715	45,036	1.8	1.6	2.0	12.9	81.7
Oakville		1,257,920	.5205	15,248	45,087	1.9	2.0	1.6	16.7	77.8
Hamilton-Wentworth Reg. Mun.	**.507**	**4,067,835**	**1.6833**	**9,587**	**25,095**	**4.3**	**2.7**	**2.1**	**15.7**	**75.2**
▲Hamilton		2,790,550	1.1548	9,243	23,749	5.4	3.3	2.5	17.7	71.1
Stoney Creek		307,408	.1272	8,176	24,99[illegible]	2.3	2.2	2.1	17.1	76.3
Hastings		**906,900**	**.3753**	**8,141**	**21,696**	**4.1**	**4.8**	**5.4**	**17.5**	**68.2**
Belleville		280,969	.1163	7,762	20,659	5.1	3.9	2.4	28.6	60.0
Huron		**560,077**	**.2318**	**9,690**	**27,057**	**10.3**	**10.8**	**5.6**	**26.9**	**46.4**
Kenora Terr. Dist.		**635,749**	**.2630**	**9,996**	**[illegible]**	**6.3**	**2.9**	**1.2**	**10.2**	**79.4**
Kent		**1,115,216**	**.4615**	**10,531**	**28,522**	**4.6**	**4.5**	**3.4**	**17.9**	**69.6**
Chatham		388,708	.1609	9,277	29,008	4.6	3.8	3.2	32.9	55.5
Lambton	**.525**	**1,279,920**	**.5297**	**9,537**	**25,598**	**3.1**	**2.6**	**1.9**	**7.6**	**84.8**
△Sarnia		554,961	.2297	10,183	26,301	2.8	1.9	2.6	8.5	84.2
Lanark		**282,054**	**.1167**	**5,574**	**15,164**	**4.5**	**5.4**	**4.6**	**19.9**	**65.6**
Leeds		**389,925**	**.1614**	**7,261**	**18,928**	**2.4**	**4.1**	**4.6**	**29.8**	**59.1**
Lennox & Addington		**397,831**	**.1646**	**11,805**	**33,431**	**2.4**	**5.8**	**4.9**	**25.8**	**61.1**
Manitoulin Terr. Dist.		**84,879**	**.0351**	**7,716**	**21,220**	**19.9**	**10.4**	**11.1**	**35.6**	**23.0**
Middlesex	**.512**	**4,432,235**	**1.8341**	**13,596**	**34,068**	**4.0**	**4.0**	**3.6**	**25.5**	**62.9**
▲London		3,611,934	1.4947	13,645	33,883	3.7	3.6	2.2	30.0	60.5
Muskoka Dist. Mun.		**477,144**	**.1975**	**11,869**	**30,391**	**7.7**	**3.4**	**4.3**	**25.9**	**58.7**
Niagara Reg. Mun.	**.522**	**3,504,783**	**1.4503**	**9,467**	**25,232**	**3.9**	**3.4**	**2.6**	**16.0**	**74.1**
Fort Erie		281,143	.1163	11,201	24,029	4.2	.6	.1	6.9	88.2
▲Niagara Falls		578,667	.2395	7,971	22,516	4.0	2.4	1.8	15.2	76.6
Port Colborne		176,880	.0732	9,024	23,274	2.3	2.5	2.5	8.7	84.0
▲St. Catharines		1,258,266	.5207	9,900	26,546	4.0	5.9	4.7	11.4	74.0
Welland		341,234	.1412	7,139	20,681	4.9	1.6	1.0	4.4	88.1
Nipissing Terr. Dist.	**.515**	**685,603**	**.2837**	**8,570**	**23,723**	**5.4**	**4.5**	**3.7**	**18.5**	**67.9**
△North Bay		395,101	.1635	7,762	23,946	8.5	7.2	5.6	21.3	57.4
Northumberland		**885,020**	**.3663**	**13,092**	**35,686**	**6.0**	**3.5**	**3.0**	**20.1**	**67.4**
Ottawa-Carleton Reg. Mun.	**.517**	**8,237,432**	**3.4087**	**14,449**	**35,753**	**2.7**	**3.7**	**3.3**	**18.8**	**71.5**
▲Ottawa		3,185,675	1.3183	10,584	25,183	3.8	2.6	3.4	29.4	60.8
Oxford		**883,292**	**.3655**	**10,015**	**28,311**	**4.0**	**4.0**	**3.8**	**23.2**	**65.0**
Woodstock		304,347	.1259	11,706	34,196	.4	1.9	1.0	41.6	55.1
Parry Sound Terr. Dist.		**205,692**	**.0852**	**5,945**	**15,702**	**9.1**	**6.4**	**5.8**	**47.2**	**31.5**
Peel Reg. Mun.	**.532**	**5,924,854**	**2.4517**	**11,060**	**34,327**	**1.1**	**1.8**	**1.9**	**15.8**	**79.4**
Brampton		1,968,334	.8145	11,484	36,860	1.3	1.8	2.3	10.9	83.7
Caledon		310,677	.1286	8,902	30,760	.7	1.2	.5	30.4	67.2
Mississauga		3,645,824	1.5087	11,085	33,417	1.1	1.8	1.9	16.9	78.3
Perth		**548,905**	**.2272**	**7,990**	**21,956**	**6.8**	**7.3**	**7.3**	**28.1**	**50.5**
Stratford		262,658	.1087	9,281	25,015	3.2	3.2	2.6	32.1	58.9
Peterborough	**.518**	**1,163,349**	**.4814**	**11,111**	**28,654**	**6.1**	**5.4**	**3.9**	**22.4**	**62.2**
△Peterborough		706,467	.2923	11,506	30,451	4.2	6.5	3.7	9.1	76.5
Prescott		**299,794**	**.1241**	**9,894**	**28,826**	**5.2**	**2.4**	**2.0**	**38.1**	**52.3**
Prince Edward		**205,363**	**.0849**	**9,047**	**24,448**	**5.0**	**7.4**	**2.1**	**20.8**	**64.7**
Rainy River Terr. Dist.		**287,980**	**.1192**	**12,203**	**33,101**	**3.1**	**1.5**	**1.0**	**10.0**	**84.4**
Renfrew		**977,016**	**.4043**	**10,916**	**30,532**	**6.4**	**5.3**	**5.5**	**18.2**	**64.6**
Russell	**.517**	**141,767**	**.0587**	**5,982**	**18,902**	**3.7**	**1.3**	**1.7**	**18.3**	**75.0**
Simcoe		**2,443,898**	**1.0113**	**10,457**	**29,445**	**3.9**	**5.6**	**4.6**	**22.7**	**63.2**
Barrie		436,027	.1804	10,609	31,327	5.6	6.3	8.2	23.8	56.1
Orillia		256,218	.1060	10,208	29,116	11.9	10.6	5.0	10.8	61.7
Stormont		**539,093**	**.2231**	**8,450**	**22,843**	**7.2**	**4.9**	**3.4**	**30.7**	**53.8**
Cornwall		372,773	.1543	7,931	23,298	7.3	4.3	3.3	33.9	51.2
Sudbury Reg. Mun.	**.529**	**1,337,597**	**.5535**	**8,339**	**23,716**	**1.7**	**1.6**	**1.4**	**7.1**	**88.2**
▲Sudbury		829,919	.3434	9,100	25,302	1.2	.7	.4	4.0	93.7
Sudbury Terr. Dist.		**154,288**	**.0639**	**5,844**	**17,143**	**5.9**	**3.5**	**2.6**	**8.7**	**79.3**
Thunder Bay Terr. Dist.	**.531**	**1,477,636**	**.6114**	**9,442**	**25,609**	**2.9**	**1.8**	**1.7**	**9.1**	**84.5**
▲Thunder Bay		1,163,570	.4815	10,270	27,508	1.9	1.8	1.3	5.3	89.7
Timiskaming Terr. Dist.		**269,606**	**.1116**	**6,404**	**17,172**	**10.5**	**5.2**	**7.1**	**31.5**	**45.7**
Toronto Met. Mun.	**.532**	**21,860,307**	**9.0461**	**10,273**	**26,167**	**2.8**	**2.8**	**2.9**	**18.9**	**72.6**
▲Toronto		6,554,253	2.7122	11,179	27,435	3.6	2.0	1.1	31.7	61.6
Victoria		**566,467**	**.2344**	**11,284**	**29,351**	**7.5**	**5.1**	**3.7**	**23.5**	**60.2**
Waterloo Reg. Mun.	**.511**	**4,182,427**	**1.7308**	**13,017**	**35,354**	**2.6**	**4.0**	**3.9**	**23.6**	**65.9**
△Cambridge		958,096	.3965	11,858	34,218	4.2	5.3	5.0	38.9	46.6
▲Kitchener		2,042,967	.8454	13,693	36,482	2.5	4.4	4.4	21.9	66.7
Waterloo		830,968	.3439	16,959	40,338	2.1	3.6	3.6	19.1	71.6
Wellington	**.505**	**1,382,722**	**.5721**	**10,115**	**27,877**	**4.0**	**6.0**	**3.6**	**24.6**	**61.8**
△Guelph		838,996	.3472	10,688	29,647	3.1	5.5	5.0	28.6	57.8
York Reg. Mun.	**.532**	**2,801,275**	**1.1593**	**9,483**	**29,706**	**2.5**	**2.5**	**2.8**	**20.6**	**71.6**
Markham		863,753	.3574	10,770	38,051	1.5	1.9	2.2	21.5	72.9
Newmarket		274,140	.1134	8,703	28,556	3.7	4.4	5.0	36.0	50.9
Richmond Hill		442,505	.1831	10,103	29,899	1.9	2.3	2.8	21.[illegible]	71.9
Province Totals		**94,835,896**	**39.2445**	**10,672**	**28,780**	**3.5**	**3.4**	**3.1**	**18.1**	**71.9**

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ESTIMATES

County City	Metro Area Code	POPULATION 12/31/83				RETAIL SALES BY STORE GROUP—1983											SALES/ ADVERTISING INDEXES		
		Total Pop (thousands)	% Of Canada	Households (thousands)	% Of Canada	Total Retail Sales ($000)	% Of Canada	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Apparel & Accessories ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Gas Stations ($000)	Hardware ($000)	Drug ($000)	Sales Activity	Buying Power	Quality
Abitibi		**97.1**	**.3882**	**33.2**	**.3598**	**281,081**	**.2443**	**76,173**	**16,556**	**34,798**	**16,883**	**12,121**	**54,203**	**33,596**	**5,289**	**5,708**	**63**	**.2910**	**75**
Argenteuil		**33.0**	**.1319**	**12.6**	**.1366**	**132,039**	**.1148**	**40,559**	**10,019**	**15,281**	**4,976**	**3,140**	**29,262**	**12,194**	**2,322**	**2,752**	**87**	**.1329**	**101**
Arthabaska		**61.4**	**.2455**	**21.1**	**.2287**	**151,572**	**.1317**	**38,144**	**7,018**	**12,832**	**10,506**	**7,434**	**40,981**	**15,517**	**761**	**3,014**	**54**	**.1583**	**64**
Victoriaville		21.7	.0867	7.6	.0824	106,889	.0929	28,353	4,075	8,779	8,599	3,944	25,709	11,887	403	2,521	107	.0728	84

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ESTIMATES

County City	Metro Area Code	POPULATION 12/31/83 Total Pop. (thousands)	% Of Canada	Households (thousands)	% Of Canada	RETAIL SALES BY STORE GROUP—1983 Total Retail Sales ($000)	% Of Canada	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Apparel & Accessories ($000)	Furniture/Furnish./Appliance ($000)	Automotive ($000)	Gas Stations ($000)	Hardware ($000)	Drug ($000)	SALES/ADVERTISING INDEXES Sales Activity	Buying Power	Quality
Bagot		28.2	.1127	9.3	.1008	70,600	.0614	18,168	3,617	2,830	1,699	4,580	9,668	9,070	697	1,003	54	.0694	62
Beauce		76.4	.3054	24.9	.2698	330,181	.2869	62,535	13,201	24,867	27,429	20,182	105,730	36,680	1,427	5,533	94	.2706	89
Beauharnois		54.1	.2163	20.3	.2201	185,184	.1610	54,083	18,121	16,440	15,998	7,435	34,787	15,569	1,133	6,691	74	.1711	79
Valleyfield		30.5	.1219	11.5	.1246	128,024	.1113	29,246	12,635	12,702	11,481	5,647	27,435	7,902	923	5,615	91	.1069	88
Bellechasse		24.5	.0979	7.9	.0856	45,776	.0398	13,747	2,630	5,102	1,184	2,193	6,044	8,409	1,214	0	41	.0618	63
Berthier		31.7	.1267	11.3	.1225	117,218	.1018	34,628	11,102	4,991	3,889	6,764	19,930	16,596	1,896	2,250	80	.1029	81
Bonaventure		39.5	.1579	12.6	.1365	208,586	.1813	56,889	10,134	28,180	9,850	4,683	31,940	27,309	5,058	1,942	115	.1317	83
Brome		17.7	.0708	6.5	.0705	40,739	.0354	13,038	5,157	3,626	662	392	5,207	7,114	316	1,052	50	.0535	76
Chambly	514	312.6	1.2497	113.8	1.2334	1,347,166	1.1709	414,987	96,313	105,576	74,945	37,340	264,928	144,299	26,369	65,438	94	1.1796	94
Boucherville		28.2	.1127	9.2	.0997	99,869	.0868	32,748	7,251	527	4,423	3,378	22,588	11,671	1,313	6,106	77	.0954	85
Longueuil		127.1	.5081	47.8	.5181	627,508	.5454	199,462	46,210	73,055	40,341	20,320	108,641	50,280	7,478	26,666	107	.5171	102
St-Bruno-de-Montarville		18.6	.0744	6.0	.0650	55,813	.0485	23,790	4,374	451	3,182	1,328	9,495	4,881	498	3,537	65	.0707	95
St-Hubert		65.9	.2634	20.5	.2222	119,087	.1035	36,665	14,086	133	1,985	3,084	25,214	12,903	1,142	9,837	39	.1830	69
St-Lambert		18.2	.0728	7.9	.0856	104,856	.0911	33,164	6,065	669	10,587	2,129	26,908	10,013	759	8,572	125	.1014	139
Champlain	533	123.9	.4953	45.5	.4932	442,939	.3850	152,379	35,500	18,464	23,637	21,664	70,294	56,466	7,829	13,553	78	.4251	86
Cap-de-la-Madeleine		31.9	.1275	10.8	.1171	100,241	.0871	39,381	11,412	2,262	4,490	7,307	6,331	12,510	2,246	3,783	68	.0950	75
Charlevoix-Est		18.2	.0727	5.8	.0628	94,998	.0825	25,170	4,984	6,699	6,562	5,492	18,717	11,849	1,496	1,333	113	.0668	92
Charlevoix-Ouest		14.5	.0580	4.5	.0488	64,964	.0565	19,524	3,503	2,958	2,494	3,337	11,910	7,950	1,015	4,105	97	.0504	87
Châteauguay	514	61.4	.2454	20.5	.2222	292,878	.2545	101,603	22,512	30,942	11,453	6,191	44,241	31,602	4,658	9,865	104	.2232	91
Châteauguay		35.4	.1415	11.0	.1192	229,835	.1998	81,856	16,214	29,589	8,959	5,642	35,763	13,192	2,255	8,819	141	.1477	104
Chicoutimi	503	181.0	.7236	59.1	.6406	559,796	.4866	172,164	37,798	68,501	43,131	26,294	100,759	42,758	1,758	12,118	67	.5681	79
▲Chicoutimi		59.8	.2391	18.9	.2048	204,481	.1777	53,709	14,201	24,584	22,132	8,058	48,937	9,917	1,378	4,608	74	.1876	78
▲Jonquière		60.6	.2423	19.9	.2157	223,703	.1944	84,727	13,424	17,140	14,384	12,423	33,791	11,658	0	5,872	80	.2107	87
La Baie		22.5	.0899	7.0	.0759	58,341	.0507	20,306	4,345	6,548	4,046	4,285	7,346	2,667	316	1,289	56	.0572	64
Compton		20.4	.0816	7.0	.0758	51,448	.0447	21,030	5,017	3,578	722	2,066	4,360	8,066	774	325	55	.0574	70
Deux-Montagnes	514	74.5	.2978	25.1	.2721	233,014	.2025	75,643	18,971	12,132	5,978	6,210	53,633	28,274	1,652	5,542	68	.2492	84
St-Eustache		31.9	.1275	10.1	.1095	120,260	.1045	34,009	5,894	11,348	4,961	2,387	28,275	9,887	624	3,591	82	.1055	83
Dorchester		34.2	.1367	11.0	.1192	86,325	.0750	24,211	3,596	9,955	2,461	4,818	16,947	13,604	1,274	241	55	.1078	79
Drummond		71.5	.2858	26.1	.2829	261,247	.2271	73,201	22,258	14,522	20,552	12,460	44,810	27,549	4,365	9,298	79	.2253	79
Drummondville		34.1	.1363	12.9	.1398	162,490	.1412	35,788	11,612	11,899	17,719	9,188	28,486	12,372	2,644	6,689	104	.1175	86
Frontenac		26.7	.1068	9.0	.0975	96,294	.0837	21,941	5,022	10,300	3,926	3,072	26,668	11,402	1,168	582	78	.0878	82
Gaspé-Est		41.0	.1639	12.5	.1355	144,572	.1256	39,392	7,035	20,059	6,819	5,491	29,864	17,086	1,409	2,108	77	.1404	86
Gaspé-Ouest		18.8	.0751	6.0	.0650	68,373	.0595	18,611	2,809	7,913	4,106	3,948	13,281	7,702	566	1,668	79	.0635	85
Gatineau	517	53.8	.2151	18.1	.1962	100,229	.0871	28,510	10,916	6,226	2,280	3,229	16,546	18,510	380	1,342	40	.1355	63
Aylmer		29.2	.1167	7.9	.0856	28,801	.0250	8,205	3,339	1,631	618	700	3,072	1,059	236	351	21	.0872	75
Hull	517	130.4	.5213	47.8	.5181	505,734	.4395	171,821	51,531	39,851	20,321	17,749	74,385	52,080	8,619	16,033	84	.5246	101
Gatineau		77.3	.3090	27.6	.2991	207,553	.1804	72,370	20,388	14,819	7,210	4,996	35,654	23,563	3,624	5,360	58	.2822	91
▲Hull		53.1	.2123	20.2	.2189	298,181	.2592	99,451	31,143	25,032	13,111	12,753	38,731	28,517	4,995	10,673	122	.2425	114
Huntingdon		18.6	.0743	6.7	.0726	54,703	.0476	11,752	3,543	5,738	1,437	1,641	14,020	5,920	580	1,802	64	.0553	74
Iberville		24.7	.0988	8.5	.0922	75,474	.0656	24,786	8,547	761	1,405	2,817	13,979	10,817	432	1,365	66	.0983	99
Île-de-Montréal	514	1,757.8	7.0270	752.4	8.1549	8,824,354	7.6694	2,458,670	1,046,654	1,132,740	706,175	367,402	1,174,661	534,052	134,575	339,424	109	7.5380	107
Anjou		39.6	.1583	16.3	.1767	239,126	.2078	55,983	9,754	56,506	49,776	2,952	27,858	11,696	1,114	10,519	131	.1756	111
Beaconsfield		17.7	.0708	6.4	.0694	26,647	.0232	16,145	931	168	1,057	540	2,860	1,189	214	1,454	33	.0649	92
Côte-St-Luc		31.7	.1267	14.1	.1528	53,371	.0464	31,205	3,343	842	6,987	1,380	2,403	525	746	3,555	37	.1335	105
Dollard-des-Ormeaux		42.6	.1703	14.0	.1517	76,269	.0663	23,106	2,938	12,109	761	1,388	13,444	5,389	541	4,389	39	.1356	80
Lachine		36.4	.1455	15.8	.1712	211,179	.1835	53,186	19,360	5,130	13,223	8,558	48,258	11,055	2,216	7,982	126	.1607	110
LaSalle		72.1	.2882	28.5	.3089	239,991	.2086	98,755	17,920	37,364	12,787	7,234	16,478	20,859	1,923	19,222	72	.2630	91
▲Montréal		986.4	3.9432	442.6	4.7972	5,932,165	5.1558	1,600,713	820,616	841,018	500,886	276,477	723,234	286,526	97,277	214,573	131	4.4594	113
Montréal-Nord		88.3	.3530	31.4	.3403	265,838	.2310	95,611	29,393	14,966	9,354	13,823	28,901	25,646	2,418	13,017	65	.2853	81
Mont-Royal		19.4	.0776	7.7	.0835	133,635	.1161	48,176	6,874	27,251	19,992	4,520	1,093	3,922	1,709	6,518	150	.1046	135
Outremont		22.3	.0891	9.8	.1062	44,191	.0384	27,395	3,885	148	1,867	742	3,039	1,199	287	646	43	.0956	107
Pierrefonds		41.5	.1659	17.7	.1918	83,515	.0726	32,576	6,440	4,166	1,847	962	12,572	10,469	373	2,238	44	.1416	85
Pointe-Claire		24.7	.0987	10.2	.1106	236,543	.2056	50,700	15,446	57,554	21,920	12,872	32,050	8,476	6,041	3,680	208	.1452	147
St-Laurent		67.8	.2710	27.8	.3013	260,547	.2264	63,795	27,745	3,895	5,755	4,966	59,584	22,541	1,012	15,949	84	.3029	112
St-Léonard		81.5	.3258	29.5	.3197	411,568	.3577	104,667	36,931	47,878	13,342	14,859	93,843	12,192	6,837	9,547	110	.3093	95
Verdun		56.5	.2259	26.1	.2829	247,168	.2148	64,519	14,312	2,478	18,247	9,753	61,683	12,392	4,091	13,012	95	.2334	103
Westmount		19.3	.0772	9.2	.0997	150,196	.1305	48,366	10,958	18,251	17,395	6,127	16,282	6,710	2,584	9,358	169	.1380	179
Île-Jésus	514	270.2	1.0801	95.1	1.0307	909,880	.7908	273,073	56,064	71,591	33,734	39,473	201,511	110,475	7,289	38,425	73	.9194	85
Laval		270.2	1.0802	95.1	1.0307	909,880	.7908	273,073	56,064	71,591	33,734	39,473	201,511	110,475	7,289	38,425	73	.9195	85
Îles-de-la-Madeleine		13.7	.0548	4.1	.0445	37,677	.0328	5,462	2,748	12,369	1,7[illegible]	982	3,910	4,848	0	1,960	60	.0348	64
Joliette		63.9	.2554	23.1	.2504	276,701	.2405	73,616	21,868	15,367	27,94[illegible]	9,727	65,751	23,077	1,134	7,967	94	.2389	94
Kamouraska		30.0	.1199	9.9	.1073	114,414	.0994	24,578	4,033	6,775	6,798	5,399	37,013	14,166	542	1,923	83	.1031	86
Labelle		35.0	.1400	12.0	.1300	113,547	.0987	27,789	8,976	8,860	5,394	5,371	24,104	17,287	1,438	791	71	.1112	79
Lac-St-Jean-Est		49.9	.1994	16.3	.1767	306,645	.2665	85,538	17,295	19,246	31,693	20,217	44,786	38,483	2,569	10,864	134	.2191	110
Alma		27.3	.1091	9.0	.0975	166,943	.1451	32,839	9,804	11,062	18,892	18,415	24,763	9,097	2,312	8,519	133	.1079	99
Lac-St-Jean-Ouest		65.4	.2615	20.2	.2189	361,018	.3138	90,248	15,074	28,833	29,104	17,067	81,532	43,926	3,903	12,815	120	.2578	99
Laprairie	514	107.0	.4277	37.5	.4065	501,469	.4358	127,339	27,839	37,992	7,526	9,110	137,072	76,444	4,513	18,619	102	.4342	102
Brossard		50.5	.2019	15.2	.1647	189,524	.1647	61,660	14,905	33,566	3,464	1,110	29,424	14,549	439	10,136	82	.1902	94
L'Assomption	514	114.3	.4570	36.9	.3999	467,812	.4066	139,754	32,714	19,716	13,162	13,763	106,520	71,807	10,390	11,159	89	.4074	89
Repentigny		36.9	.1475	11.4	.1236	169,731	.1475	52,198	9,904	13,971	7,059	4,742	37,880	18,702	1,389	4,736	100	.1363	92
Lévis	520	100.5	.4017	34.9	.3783	416,125	.3617	83,758	27,581	16,885	18,256	25,523	133,591	37,301	3,453	17,817	90	.3650	91
L'Islet		21.8	.0872	7.3	.0791	75,113	.0653	15,939	2,119	9,344	3,140	2,369	18,316	10,430	778	1,540	75	.0802	92
Lotbinière		29.8	.1191	9.5	.1030	73,998	.0643	22,048	3,364	5,775	1,603	3,615	11,613	16,250	215	1,077	54	.0945	79
Maskinongé		20.2	.0807	7.2	.0780	75,714	.0658	18,971	4,846	2,269	3,535	3,961	15,577	14,771	220	1,201	82	.0680	84
Matane		30.9	.1236	10.8	.1171	108,546	.0943	27,792	3,959	8,187	7,462	5,602	28,300	12,619	587	1,507	76	.1056	85
Matapédia		24.1	.0963	7.7	.0834	64,179	.0558	22,388	2,577	10,572	4,013	2,539	7,310	7,247	124	1,247	58	.0718	75
Mégantic		58.2	.2327	19.8	.2146	243,603	.2117	59,945	9,903	18,843	19,861	16,122	58,760	25,392	1,471	6,297	91	.2002	86
Thetford Mines		18.7	.0748	5.9	.0639	112,138	.0975	34,795	3,983	9,273	14,797	8,641	16,284	8,084	855	4,320	130	.0643	86
Missisquoi		36.9	.1475	13.1	.1420	118,799	.1033	29,449	6,558	5,557	5,356	4,770	35,176	10,932	1,274	3,555	70	.1174	80
Montcalm		28.3	.1131	10.5	.1138	67,037	.0582	26,102	8,137	1,153	3,010	2,033	6,653	11,366	1,066	966	51	.0725	64
Montmagny		26.0	.1039	8.8	.0954	110,503	.0961	24,675	8,154	7,511	5,508	4,141	28,390	13,783	812	4,206	92	.0992	95
Montmorency 1	520	24.2	.0968	8.0	.0867	60,466	.0525	11,079	4,479	1,161	365	810	27,647	5,276	199	1,487	54	.0692	71

Que. (cont.)

S&MM ESTIMATES

County City	Metro Area Code	POPULATION 12/31/83				RETAIL SALES BY STORE GROUP—1983											SALES/ ADVERTISING INDEXES		
		Total Pop (thousands)	% Of Canada	Households (thousands)	% Of Canada	Total Retail Sales ($000)	% Of Canada	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Apparel & Accessories ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Gas Stations ($000)	Hardware ($000)	Drug ($000)	Sales Activity	Buying Power	Quality
Montmorency 2	520	6.7	.0268	2.2	.0239	8,682	.0076	4,130	1,456	393	254	298	140	1,255	164	0	28	.0156	58
Napierville		14.0	.0559	4.8	.0520	46,861	.0407	8,037	2,120	1,347	1,758	1,558	16,917	5,035	178	1,336	73	.0489	87
Nicolet		35.3	.1412	12.0	.1300	120,083	.1044	32,715	8,780	5,982	3,199	4,087	31,035	16,828	924	1,527	74	.1386	98
Nouveau-Québec Terr.		42.4	.1695	11.5	.1247	105,349	.0915	20,520	6,664	34,125	3,846	3,909	15,295	9,614	1,529	2,712	54	.1449	85
Papineau		37.1	.1483	13.2	.1431	94,206	.0819	31,040	5,445	7,404	3,995	3,278	11,866	16,033	2,546	2,029	55	.0992	67
Pontiac		20.1	.0803	6.8	.0737	47,120	.0410	12,390	8,603	3,693	1,329	733	8,348	6,884	585	0	51	.0507	63
Portneuf		64.9	.2595	22.5	.2438	180,535	.1569	56,950	12,491	4,963	8,483	6,369	39,872	25,744	3,747	3,438	60	.1950	75
Québec	520	453.6	1.8133	173.0	1.8751	2,436,500	2.1176	608,969	213,064	328,966	157,500	89,868	515,889	117,810	29,053	82,878	117	1.9689	109
Beauport		62.7	.2506	19.1	.2070	107,946	.0938	34,888	18,990	9,880	1,133	6,264	15,720	4,567	2,898	4,586	37	.2341	93
Charlesbourg		70.0	.2798	24.5	.2655	151,166	.1314	59,373	13,030	9,739	5,606	3,983	24,116	8,807	3,347	9,627	47	.2932	105
▲Québec		163.7	.6544	68.2	.7392	1,468,300	1.2761	338,303	120,650	218,422	102,235	53,439	332,678	44,855	9,049	46,125	195	.8414	129
Ste-Foy		63.4	.2534	27.2	.2948	409,792	.3562	96,931	40,259	46,753	31,811	16,041	79,003	27,235	5,987	15,058	141	.3934	155
Richelieu		53.2	.2126	19.2	.2081	159,072	.1383	50,711	12,888	11,974	15,791	7,922	22,065	14,306	2,858	4,625	65	.2045	96
Richmond		41.0	.1639	14.1	.1528	111,013	.0964	36,950	6,047	4,283	5,823	7,045	20,868	12,738	1,706	1,721	59	.1501	92
Rimouski		70.8	.2831	24.6	.2667	444,797	.3866	124,395	23,564	40,126	31,991	23,332	110,459	42,750	4,287	7,061	137	.3147	111
Rimouski		29.4	.1175	9.5	.1030	171,549	.1491	29,952	12,200	27,004	18,378	8,930	30,404	7,552	2,753	4,185	127	.1256	107
Rivière-du-Loup		42.3	.1691	14.4	.1560	152,994	.1330	31,476	7,054	11,073	12,642	8,000	45,521	14,946	1,164	3,835	79	.1443	85
Rouville		44.4	.1775	15.1	.1637	99,634	.0866	25,978	10,125	5,978	1,379	5,241	21,056	11,120	1,093	6,616	49	.1251	70
Saguenay		114.2	.4565	35.7	.3869	431,629	.3751	78,750	22,599	82,083	23,522	14,222	96,953	41,596	2,978	11,551	82	.3844	84
Sept-Îles		27.3	.1091	7.4	.0802	107,958	.0938	18,194	4,247	13,127	6,721	3,528	23,726	12,253	1,154	4,400	86	.0821	75
St-Hyacinthe		59.0	.2359	21.9	.2374	169,327	.1472	43,357	9,830	18,164	15,047	9,753	29,149	13,382	5,930	6,066	62	.1511	64
St-Hyacinthe		39.1	.1563	13.4	.1452	152,185	.1323	38,457	9,191	17,255	14,964	8,980	26,231	11,204	4,637	5,853	85	.1235	79
St-Jean		57.7	.2306	21.2	.2298	266,783	.2319	83,077	19,594	27,700	20,087	14,494	36,408	22,792	4,869	10,525	101	.2100	91
St-Jean-sur-Richelieu		36.3	.1451	13.1	.1420	218,645	.1900	72,646	15,938	18,529	19,751	12,617	29,969	15,118	3,943	8,062	131	.1506	104
St-Maurice	533	109.9	.4394	42.5	.4606	544,822	.4735	139,688	42,822	49,363	51,033	26,330	113,474	38,173	9,459	18,620	108	.3962	90
△Shawinigan		22.2	.0887	8.2	.0889	175,280	.1523	48,983	11,767	11,737	14,380	10,417	34,301	10,844	1,680	5,525	172	.0953	107
▲Trois-Rivières		49.8	.1991	18.5	.2005	274,735	.2388	70,289	25,384	31,395	32,516	12,179	47,062	19,618	4,074	10,409	120	.1843	93
Shefford		74.0	.2958	26.9	.2916	288,577	.2508	74,511	21,406	22,877	20,041	13,168	73,801	25,831	1,843	5,127	85	.2742	93
Granby		37.6	.1503	13.6	.1474	163,271	.1419	41,952	11,827	19,329	15,409	8,754	33,708	5,256	1,276	3,598	94	.1616	108
Sherbrooke	528	116.7	.4665	44.9	.4866	682,432	.5931	176,852	44,947	56,917	68,491	32,761	136,025	70,889	3,264	21,159	127	.5468	117
△Sherbrooke		74.6	.2982	29.3	.3176	577,423	.5019	143,203	37,836	40,048	65,535	26,482	118,342	60,586	2,710	20,031	168	.3697	124
Soulanges		15.6	.0624	5.2	.0564	67,047	.0583	11,311	6,267	2,965	439	3,265	12,662	16,347	636	0	93	.0651	104
Stanstead		36.8	.1471	13.6	.1474	186,143	.1618	59,643	8,737	8,384	9,131	10,406	43,578	22,555	1,713	3,872	110	.1470	100
Témiscamingue		53.6	.2142	19.2	.2081	219,894	.1911	59,862	10,215	17,623	21,646	11,476	46,918	25,054	2,112	3,715	89	.1708	80
Témiscouata		19.8	.0792	6.5	.0704	50,897	.0442	10,741	2,958	7,234	3,051	3,287	10,274	7,533	1,838	1,246	56	.0527	67
Terrebonne	514	200.8	.8027	70.8	.7674	875,329	.7608	261,390	79,947	33,737	46,714	42,304	159,636	113,536	10,991	32,001	95	.7034	88
St-Jérôme		25.5	.1019	8.0	.0867	149,187	.1297	45,739	12,775	8,543	15,186	9,705	22,499	10,756	2,707	5,821	127	.0990	97
Vaudreuil	514	52.5	.2099	18.7	.2027	276,173	.2400	91,179	25,128	3,153	6,405	12,025	56,946	31,488	1,550	7,579	114	.2536	121
Verchères		64.0	.2558	20.9	.2265	200,085	.1739	50,947	11,749	3,294	4,829	6,137	62,108	25,338	1,900	6,010	68	.1992	78
Wolfe		16.0	.0640	5.4	.0585	48,916	.0425	14,932	2,974	2,564	2,125	2,061	11,402	5,272	639	0	66	.0477	75
Yamaska		15.1	.0604	5.2	.0564	39,641	.0345	11,809	2,487	4,142	707	575	4,945	6,311	301	441	57	.0484	80
Province Totals		6,529.4	26.1020	2,423.8	26.2705	27,725,271	24.0968	7,665,732	2,382,313	2,754,375	1,801,928	1,156,645	5,159,399	2,539,180	360,866	907,200	92	24.5601	94

Que.

S&MM ESTIMATES

EFFECTIVE BUYING INCOME—1983

% of Households by EBI Group
(A) $0–$4,999
(B) $5,000–$7,999
(C) $8,000–$9,999
(D) $10,000–$14,999
(E) $15,000 & Over

County City	Metro Area Code	Total EBI ($000)	% Of Canada	Per Capita EBI	Average Hsld EBI	A	B	C	D	E
Abitibi		676,377	.2799	6,966	20,373	1.1	2.7	1.6	12.8	81.8
Argenteuil		348,777	.1443	10,569	27,681	6.1	9.6	11.8	46.9	25.6
Arthabaska		337,000	.1395	5,489	15,972	1.4	5.1	6.0	46.4	41.1
Victoriaville		133,197	.0551	6,138	17,526	1.1	12.3	14.8	45.6	26.2
Bagot		137,110	.0567	4,862	14,743	1.6	3.3	4.9	28.3	61.9
Beauce		596,203	.2468	7,804	23,944	3.1	4.6	5.7	39.5	47.1
Beauharnois		384,791	.1592	7,113	18,955	2.6	3.1	1.9	14.3	78.1
Valleyfield		237,442	.0983	7,785	20,647	1.5	1.0	1.6	17.4	78.5
Bellechasse		146,412	.0606	5,976	18,533	3.1	2.3	3.2	37.6	53.8
Berthier		227,335	.0940	7,171	20,118	2.6	3.4	1.4	53.8	38.8
Bonaventure		221,208	.0916	5,600	17,556	4.5	6.0	4.3	26.2	59.0
Brome		138,284	.0572	7,813	21,274	5.3	12.7	10.2	9.1	62.7
Chambly	514	2,796,027	1.1570	8,944	24,570	2.1	2.9	3.1	17.8	74.1
Boucherville		226,322	.0937	8,026	24,600	3.0	3.3	5.8	28.3	59.6
Longueuil		1,217,385	.5038	9,578	25,468	1.3	3.8	3.9	24.8	66.2
St-Bruno-de-Montarville		199,292	.0825	10,715	33,215	1.3	1.3	1.4	10.5	85.5
St-Hubert		479,738	.1985	7,280	23,402	3.7	3.1	2.9	10.4	79.9
St-Lambert		287,763	.1191	15,811	36,426	1.1	.8	.7	5.0	92.4
Champlain	533	1,017,404	.4211	8,211	22,361	3.4	5.6	5.0	20.5	65.5
Cap-de-la-Madeleine		209,593	.0867	6,570	19,407	1.8	9.9	7.8	21.3	59.2
Charlevoix-Est		132,750	.0549	7,294	22,888	1.7	1.3	2.2	18.4	76.4
Charlevoix-Ouest		105,936	.0438	7,306	23,541	2.8	1.5	2.4	16.7	76.6
Châteauguay	514	472,240	.1955	7,691	23,036	2.9	3.3	2.3	15.8	75.7
Châteauguay		287,639	.1190	8,125	26,149	4.8	5.6	2.8	26.3	60.5
Chicoutimi	503	1,340,643	.5547	7,407	22,684	1.4	2.1	2.5	17.9	76.1
▲Chicoutimi		417,805	.1729	6,987	22,106	2.3	1.9	1.4	8.1	86.3
▲Jonquière		502,119	.2078	8,286	25,232	.9	4.2	3.8	2.2	88.9
La Baie		115,755	.0479	5,145	16,536	1.7	.7	.8	3.9	92.[illegible]
Compton		133,942	.0555	6,566	19,135	6.2	2.8	2.3	15.8	72.[illegible]
Deux-Montagnes	514	622,951	.2577	8,362	24,819	1.4	3.1	2.9	13.0	79.[illegible]

EFFECTIVE BUYING INCOME—1983

% of Households by EBI Group
(A) $0–$4,999
(B) $5,000–$7,999
(C) $8,000–$9,999
(D) $10,000–$14,999
(E) $15,000 & Over

County City	Metro Area Code	Total EBI ($000)	% Of Canada	Per Capita EBI	Average Hsld EBI	A	B	C	D	E
St-Eustache		234,925	.0972	7,364	23,260	1.7	3.7	3.5	15.4	75.7
Dorchester		280,376	.1161	8,198	25,489	2.3	3.4	4.2	47.4	42.7
Drummond		483,192	.1999	6,758	18,513	2.3	5.5	6.8	44.6	40.8
Drummondville		231,479	.0958	6,788	17,944	4.4	10.5	12.0	25.9	47.2
Frontenac		198,843	.0823	7,447	22,094	3.1	19.0	14.0	24.5	39.4
Gaspé-Est		338,968	.1403	8,268	27,117	5.2	3.4	3.1	35.7	52.6
Gaspé-Ouest		147,356	.0610	7,838	24,559	4.5	3.6	3.6	33.9	54.4
Gatineau	517	320,916	.1328	5,965	17,730	2.2	2.4	2.4	14.6	78.4
Aylmer		272,511	.1128	9,333	34,495	2.8	2.2	2.1	20.8	72.1
Hull	517	1,394,671	.5771	10,695	29,177	1.4	2.5	2.8	18.4	74.9
Gatineau		803,580	.3325	10,396	29,115	2.3	1.9	1.7	16.3	77.8
▲Hull		591,091	.2446	11,132	29,262	.3	3.2	4.4	21.3	70.8
Huntingdon		126,518	.0523	6,802	18,883	2.4	9.4	8.2	60.0	20.0
Iberville		283,927	.1175	11,495	33,403	.6	2.8	1.4	42.5	52.7
Île-de-Montréal	514	18,519,082	7.6635	10,535	24,613	3.8	5.1	4.9	28.3	57.9
Anjou		394,265	.1632	9,956	24,188	1.4	3.4	3.9	26.7	64.6
Beaconsfield		211,611	.0876	11,955	33,064	.2	.4	.5	7.7	91.2
Côte St-Luc		455,315	.1884	14,363	32,292	.8	1.4	1.5	12.3	84.0
Dollard des Ormeaux		394,823	.1634	9,268	28,202	.5	1.4	1.9	34.1	62.1
Lachine		369,722	.1530	10,157	23,400	2.1	3.8	3.6	24.0	66.5
LaSalle		690,138	.2856	9,572	24,215	2.2	5.4	5.9	41.0	45.5
▲Montréal		10,265,584	4.2480	10,407	23,194	5.1	6.2	5.5	28.3	54.9
Montréal Nord		702,665	.2908	7,958	22,378	4.5	9.3	9.6	55.3	21.3
Mont-Royal		262,110	.1085	13,511	34,040	.4	.6	.6	7.5	90.9
Outremont		320,236	.1325	14,360	32,677	2.0	2.6	2.5	14.3	78.6
Pierrefonds		418,953	.1734	10,095	23,670	.5	1.6	2.0	22.1	73.8
Pointe Claire		308,388	.1276	12,485	30,234	.5	1.1	1.2	15.2	82.0
St-Laurent		873,808	.3616	12,888	31,432	1.6	3.1	3.2	25.9	66.2
St-Leonard		661,109	.2736	8,112	22,410	4.7	6.2	7.0	56.5	25.6
Verdun		598,003	.2475	10,584	22,912	4.7	6.8	6.6	33.7	48.2

Que. (cont.)
S&MM ESTIMATES

County City	Metro Area Code	EFFECTIVE BUYING INCOME—1983 Total EBI ($000)	% Of Canada	Per Capita EBI	Average Hsld EBI	% of Households by EBI Group: (A) $0–$4,999 (B) $5,000–$7,999 (C) $8,000–$9,999 (D) $10,000–$14,999 (E) $15,000 & Over A	B	C	D	E
Westmount		403,092	1668	20,886	43,814	7	1 1	.9	7 3	90 0
Île-Jésus	.514	**2,253,378**	**.9325**	**8,340**	**23,695**	**1.7**	**4.0**	**4.4**	**30.6**	**59.3**
Laval		2,253,376	9325	8,340	23,695	1 7	4 0	4 4	30 6	59 3
Îles-de-la-Madeleine		**68,098**	**.0282**	**4,971**	**16,609**	**7.7**	**4.6**	**3.9**	**43.2**	**40.6**
Joliette		**558,480**	**.2311**	**8,740**	**24,177**	**2.0**	**3.1**	**2.9**	**37.6**	**54.4**
Kamouraska		**238,174**	**.0985**	**7,939**	**24,058**	**4.4**	**9.0**	**11.7**	**34.8**	**40.1**
Labelle		**259,158**	**.1073**	**7,405**	**21,597**	**1.8**	**3.6**	**2.9**	**67.1**	**24.6**
Lac-St-Jean-Est		**479,706**	**.1985**	**9,613**	**29,430**	**4.2**	**4.8**	**6.8**	**19.8**	**64.4**
Alma		205,798	0852	7,538	22,866	4 9	5 6	5 7	30 6	53 2
Lac-St-Jean-Ouest		**538,099**	**.2227**	**8,228**	**26,639**	**6.3**	**5.2**	**6.3**	**20.7**	**61.5**
Laprairie	.514	**1,053,861**	**.4361**	**9,849**	**28,103**	**2.8**	**4.1**	**3.7**	**12.5**	**76.9**
Brossard		485,429	2009	9,612	31,936	4 2	6 0	5 4	18 3	66 1
L'Assomption	.514	**937,558**	**.3879**	**8,203**	**25,408**	**1.3**	**1.5**	**1.2**	**12.4**	**83.6**
Repentigny		302,462	1252	8,197	26,532	1 4	1 7	1 4	14 0	81 5
Lévis	.520	**850,951**	**.3522**	**8,467**	**24,383**	**1.5**	**2.6**	**2.4**	**20.0**	**73.5**
L'Islet		**208,935**	**.0864**	**9,584**	**28,621**	**2.9**	**5.3**	**4.1**	**55.0**	**32.7**
Lotbinière		**248,178**	**.1027**	**8,328**	**26,124**	**2.3**	**16.9**	**7.5**	**19.2**	**54.1**
Maskinonge		**155,283**	**.0643**	**7,687**	**21,567**	**1.0**	**1.2**	**1.3**	**11.2**	**85.3**
Matane		**254,269**	**.1052**	**8,229**	**23,543**	**5.0**	**6.1**	**4.7**	**26.5**	**57.7**
Matapédia		**172,935**	**.0716**	**7,176**	**22,459**	**6.6**	**7.5**	**5.2**	**22.6**	**58.1**
Mégantic		**435,696**	**.1803**	**7,486**	**22,005**	**4.1**	**5.5**	**6.4**	**21.2**	**62.8**
Thetford Mines		97,111	0402	5,193	16,459	11 5	3 3	7 1	26 6	51 5
Missisquoi		**274,820**	**.1137**	**7,448**	**20,979**	**2.6**	**3.5**	**3.1**	**21.5**	**69.3**
Montcalm		**156,601**	**.0648**	**5,534**	**14,914**	**3.3**	**4.1**	**2.4**	**8.1**	**82.1**
Montmagny		**239,669**	**.0992**	**9,218**	**27,235**	**4.0**	**7.0**	**10.9**	**50.5**	**27.6**
Montmorency 1	.520	**165,214**	**.0683**	**6,827**	**20,652**	**1.0**	**.8**	**1.7**	**6.3**	**90.2**
Montmorency 2	.520	**38,178**	**.0158**	**5,698**	**17,354**	**1.0**	**.5**	**.9**	**4.5**	**93.1**
Napierville		**123,323**	**.051'**	**8,809**	**25,692**	**2.9**	**4.8**	**4.6**	**40.2**	**47.5**
Nicolet		**382,572**	**.1583**	**10,838**	**31,881**	**2.8**	**5.0**	**3.9**	**30.3**	**58.0**
Nouveau-Québec Terr.		**403,268**	**.1669**	**9,511**	**35,067**	**1.0**	**1.9**	**1.3**	**9.9**	**85.9**
Papineau		**217,057**	**.0898**	**5,851**	**16,444**	**3.8**	**3.8**	**3.5**	**10.6**	**78.3**
Pontiac		**108,592**	**.0449**	**5,403**	**15,969**	**5.2**	**6.8**	**4.1**	**16.7**	**67.2**
Portneuf		**464,133**	**.1921**	**7,152**	**20,628**	**2.7**	**5.9**	**7.0**	**16.1**	**68.3**
Québec	.520	**4,692,660**	**1.9419**	**10,345**	**27,125**	**2.3**	**3.5**	**4.3**	**22.8**	**67.1**
Beauport		753,245	.3117	12,013	39,437	.0	.9	1.2	15.4	82.5
Charlesbourg		956,133	.3957	13,659	39,026	.0	.6	.8	12.7	85.9
▲Quebec		1,583,655	6553	9,674	23,221	5.9	5.1	5.5	44.6	38.9
Ste-Foy		1,139,773	.4717	17,977	41,903	.0	.2	.3	7.3	92.2
Richelieu		**582,236**	**.2409**	**10,944**	**30,325**	**.5**	**.8**	**.7**	**24.8**	**73.2**
Richmond		**427,441**	**.1769**	**10,425**	**30,315**	**.8**	**1.5**	**1.6**	**6.9**	**89.2**
Rimouski		**686,627**	**.2841**	**9,698**	**27,912**	**5.3**	**4.0**	**3.2**	**30.1**	**57.4**
Rimouski		277,295	1147	9,432	29,189	6.6	2.4	6.9	33.6	50.5
Rivière-du-Loup		**341,072**	**.1412**	**8,063**	**23,686**	**2.9**	**2.6**	**2.8**	**21.7**	**70.0**
Rouville		**307,343**	**.1272**	**6,922**	**20,354**	**2.4**	**4.8**	**6.9**	**30.2**	**55.7**
Saguenay		**872,954**	**.3612**	**7,644**	**24,452**	**1.6**	**2.2**	**1.2**	**7.2**	**87.8**
Sept-Îles		155,288	0643	5,688	20,985	2.6	3.1	.4	8.6	85.3
St-Hyacinthe		**288,703**	**.1195**	**4,893**	**13,183**	**3.7**	**4.5**	**6.8**	**36.0**	**49.0**
St-Hyacinthe		254,016	1051	6,497	18,956	5.3	7.4	11.1	50.8	25.4
St-Jean		**455,958**	**.1886**	**7,902**	**21,507**	**2.1**	**4.1**	**6.2**	**33.5**	**54.1**
St-Jean-sur-Richelieu		311,901	1291	8,592	23,809	.9	5.9	2.4	46.1	44.7
St-Maurice	.533	**803,510**	**.3325**	**7,311**	**18,906**	**5.7**	**4.5**	**3.4**	**16.1**	**70.3**
△Shawinigan		153,716	0636	6,924	18,746	7.1	2.6	2.8	32.0	55.5
▲Trois Rivières		351,873	.1456	7,066	19,020	9.8	5.1	6.2	9.6	69.3
Shefford		**675,697**	**.2797**	**9,131**	**25,119**	**2.3**	**4.7**	**3.7**	**38.5**	**50.8**
Granby		429,766	.1778	11,430	31,600	1.6	3.0	1.7	49.6	44.1
Sherbrooke	.528	**1,331,419**	**.5509**	**11,409**	**29,653**	**4.1**	**4.1**	**4.0**	**29.9**	**57.9**
△Sherbrooke		770,666	.3189	10,331	26,303	2.2	6.0	5.6	37.0	49.2
Soulanges		**170,098**	**.0704**	**10,904**	**32,711**	**3.6**	**6.3**	**6.0**	**21.5**	**62.6**
Stanstead		**333,252**	**.1379**	**9,056**	**24,504**	**4.1**	**8.4**	**8.6**	**29.3**	**49.6**
Témiscamingue		**341,848**	**.1415**	**6,378**	**17,805**	**3.4**	**3.5**	**2.8**	**19.4**	**70.9**
Temiscouata		**113,647**	**.0470**	**5,740**	**17,484**	**4.7**	**3.6**	**3.8**	**24.4**	**63.5**
Terrebonne	.514	**1,520,765**	**.6293**	**7,574**	**21,480**	**3.2**	**4.0**	**4.4**	**23.2**	**65.2**
St Jerôme		191,935	0794	7,527	23,992	2.2	8.4	10.1	40.6	38.7
Vaudreuil	.514	**674,828**	**.2793**	**12,854**	**36,087**	**3.7**	**7.6**	**4.0**	**27.0**	**57.7**
Verchères		**463,653**	**.1918**	**7,245**	**22,184**	**1.3**	**1.2**	**2.0**	**12.7**	**82.8**
Wolfe		**107,209**	**.0444**	**6,701**	**19,854**	**7.7**	**8.3**	**8.4**	**19.6**	**56.0**
Yamaska		**125,225**	**.0518**	**8,293**	**24,082**	**1.5**	**.8**	**.6**	**31.9**	**65.2**
Province Totals		**58,531,570**	**24.2212**	**8,964**	**24,149**	**3.0**	**4.3**	**4.3**	**25.3**	**63.1**

PRINCE EDWARD ISLAND

P.E.I.
S&MM ESTIMATES

County City	Metro Area Code	POPULATION 12/31/83 Total Pop (thousands)	% Of Canada	Households (thousands)	% Of Canada	RETAIL SALES BY STORE GROUP—1983 Total Retail Sales ($000)	% Of Canada	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Apparel & Accessories ($000)	Furniture/Furnish/Appliance ($000)	Automotive ($000)	Gas Stations ($000)	Hardware ($000)	Drug ($000)	SALES/ADVERTISING INDEXES Sales Activity	Buying Power	Quality
Kings		**19.3**	**.0772**	**6.1**	**.0661**	**65,356**	**.0568**	**11,869**	**2,889**	**12,539**	**1,143**	**422**	**7,989**	**8,262**	**40**	**1,857**	**74**	**.0580**	**75**
Prince		**43.2**	**.1727**	**14.1**	**.1528**	**147,044**	**.1278**	**29,600**	**6,682**	**43,197**	**3,542**	**2,699**	**24,389**	**14,244**	**362**	**6,325**	**74**	**.1182**	**68**
Queens		**62.1**	**.2482**	**21.6**	**.2342**	**281,703**	**.2448**	**57,759**	**22,883**	**57,868**	**8,915**	**8,840**	**53,304**	**25,859**	**1,135**	**13,171**	**99**	**.2337**	**94**
Province Totals		**124.6**	**.4981**	**41.8**	**.4531**	**494,103**	**.4294**	**99,228**	**32,454**	**113,604**	**13,600**	**11,961**	**85,682**	**48,365**	**1,537**	**21,353**	**86**	**.4099**	**82**

P.E.I.
S&MM ESTIMATES

County City	Metro Area Code	EFFECTIVE BUYING INCOME—1983 Total EBI ($000)	% Of Canada	Per Capita EBI	Average Hsld EBI	% of Households by EBI Group: (A) $0–$4,999 (B) $5,000–$7,999 (C) $8,000–$9,999 (D) $10,000–$14,999 (E) $15,000 & Over A	B	C	D	E
Kings		**123,818**	**.0512**	**6,415**	**20,298**	**6.4**	**17.4**	**15.8**	**30.2**	**30.2**
Prince		**218,450**	**.0904**	**5,057**	**15,493**	**5.7**	**12.4**	**12.9**	**31.6**	**37.4**
Queens		**534,855**	**.2214**	**8,613**	**24,762**	**5.0**	**8.5**	**8.9**	**33.2**	**44.4**
Province Totals		**877,123**	**.3630**	**7,040**	**20,984**	**5.4**	**11.1**	**11.2**	**32.3**	**40.0**

NOVA SCOTIA

N.S.
S&MM ESTIMATES

County City	Metro Area Code	POPULATION 12/31/83 Total Pop (thousands)	% Of Canada	Households (thousands)	% Of Canada	RETAIL SALES BY STORE GROUP—1983 Total Retail Sales ($000)	% Of Canada	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Apparel & Accessories ($000)	Furniture/Furnish/Appliance ($000)	Automotive ($000)	Gas Stations ($000)	Hardware ($000)	Drug ($000)	SALES/ADVERTISING INDEXES Sales Activity	Buying Power	Quality
Annapolis		**24.3**	**.0971**	**9.2**	**.0997**	**88,447**	**.0769**	**16,699**	**3,959**	**16,495**	**1,838**	**2,812**	**22,290**	**6,507**	**2,074**	**3,866**	**79**	**.0820**	**84**
Antigonish		**18.5**	**.0740**	**5.5**	**.0596**	**152,814**	**.1328**	**28,478**	**12,513**	**17,808**	**4,955**	**2,025**	**44,544**	**16,726**	**1,074**	**5,789**	**179**	**.0832**	**112**
Cape Breton	.530	**127.0**	**.5077**	**40.3**	**.4368**	**359,959**	**.3129**	**114,264**	**21,179**	**67,349**	**20,248**	**8,642**	**48,491**	**29,780**	**1,564**	**12,658**	**62**	**.3505**	**69**
△Glace Bay		22 5	0899	6 7	0726	51,699	0449	20,967	2,710	10,888	2,635	1,019	6,118	2,795	566	1,436	50	0567	63
△Sydney		32 2	1287	10 4	1127	158,889	1381	46,371	9,017	28,580	13,989	4,801	30,956	7,731	555	7,940	107	1142	89
Colchester		**44.5**	**.1779**	**16.2**	**.1756**	**276,546**	**.2403**	**50,730**	**13,548**	**43,995**	**8,254**	**10,185**	**60,352**	**29,192**	**2,339**	**13,653**	**135**	**.1893**	**106**

N.S. (cont.)
S&MM ESTIMATES

County / City	Metro Area Code	POPULATION 12/31/83 Total Pop (thousands)	% Of Canada	Households (thousands)	% Of Canada	RETAIL SALES BY STORE GROUP—1983 Total Retail Sales ($000)	% Of Canada	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Apparel & Accessories ($000)	Furniture/Furnish/Appliance ($000)	Automotive ($000)	Gas Stations ($000)	Hardware ($000)	Drug ($000)	SALES/ADVERTISING INDEXES Sales Activity	Buying Power	Quality
Cumberland		36.0	.1439	13.0	.1409	99,761	.0867	25,071	3,456	18,462	3,446	1,716	15,758	15,361	1,012	5,234	60	.0844	59
Digby		21.7	.0867	7.7	.0834	66,237	.0576	18,738	2,339	8,914	1,240	2,551	13,325	7,353	919	2,628	66	.0695	80
Guysborough		13.0	.0520	4.2	.0455	21,868	.0190	8,041	1,530	4,663	93	138	110	3,272	0	618	37	.0258	50
Halifax	.506	295.2	1.1801	110.1	1.1934	1,359,505	1.1816	336,003	127,843	181,915	80,467	29,455	253,074	115,885	4,737	72,868	100	1.2060	102
△Dartmouth		55.2	2207	19.9	2157	373,311	3245	112,009	28,313	40,228	17,094	10,112	80,028	27,120	766	23,691	147	2623	119
▲Halifax		11[illegible]	.4573	47.0	5094	803,851	6986	176,764	87,977	133,358	59,485	17,886	143,871	55,026	2,797	34,707	153	5681	124
Hants		34.2	.1367	11.5	.1246	101,667	.0884	36,045	5,427	11,424	3,061	2,530	19,352	14,431	2,695	2,170	65	.1124	82
Inverness		22.3	.0892	6.9	.0748	71,224	.0619	12,641	3,327	19,220	1,883	1,001	6,497	9,613	258	2,309	69	.0596	67
Kings		53.5	.2138	19.2	.2081	238,500	.2072	65,489	11,366	31,987	8,416	7,735	50,398	14,033	3,308	16,839	97	.2182	102
Lunenburg		45.6	.1823	16.7	.1810	368,795	.3206	95,253	19,789	57,418	12,709	8,083	54,071	24,165	2,883	17,834	176	.2071	114
Pictou		51.0	.2039	17.1	.1853	232,659	.2022	62,205	11,395	29,581	11,752	5,239	44,302	22,990	3,739	13,552	99	.1738	85
Queens		13.6	.0544	4.9	.0532	69,374	.0603	15,731	1,108	11,566	2,175	2,391	12,185	8,657	1,438	3,794	111	.0548	101
Richmond		12.4	.0496	3.7	.0401	24,499	.0213	6,670	2,640	4,836	142	206	2,059	4,348	0	1,002	43	.0277	56
Shelburne		17.9	.0715	6.0	.0650	84,432	.0734	8,708	5,395	21,927	2,380	2,413	18,153	10,795	711	2,183	103	.0631	88
Victoria		9.1	.0364	3.0	.0325	28,402	.0246	4,491	1,615	6,079	0	86	8,937	4,851	0	636	68	.0271	74
Yarmouth		26.4	.1055	9.2	.0997	127,937	.1112	32,331	9,101	16,764	8,217	4,548	19,952	12,081	2,990	6,644	105	.0925	88
Province Totals		866.2	3.4627	304.4	3.2992	3,772,628	3.2789	937,588	257,530	570,403	171,276	91,756	693,850	350,040	31,741	184,277	95	3.1270	90

N.S.
S&MM ESTIMATES

EFFECTIVE BUYING INCOME—1983

% of Households by EBI Group
(A) $0–$4,999
(B) $5,000–$7,999
(C) $8,000–$9,999
(D) $10,000–$14,999
(E) $15,000 & Over

County / City	Metro Area Code	Total EBI ($000)	% Of Canada	Per Capita EBI	Average Hsld EBI	A	B	C	D	E
Annapolis		191,157	.0791	7,867	20,778	7.3	9.1	15.0	29.7	38.9
Antigonish		137,838	.0570	7,451	25,061	7.1	10.7	8.8	29.3	44.1
Cape Breton	.530	749,453	.3101	5,901	18,597	5.4	6.3	5.9	35.8	46.6
△Glace Bay		122,148	0505	5,429	18,231	6 4	6 3	5 8	38 4	43 1
△Sydney		227,375	0941	7,061	21,863	3.2	4 1	4 4	33 3	55.0
Colchester		394,478	.1633	8,865	24,350	7.7	9.8	12.8	28.5	41.2
Cumberland		143,176	.0592	3,977	11,014	7.4	9.7	7.6	57.7	17.6
Digby		168,377	.0697	7,759	21,867	10.2	11.7	7.5	48.6	22.0
Guysborough		46,677	.0193	3,591	11,114	4.3	5.9	9.4	6.5	73.9
Halifax	.506	2,974,847	1.2311	10,077	27,020	3.3	5.5	7.0	29.5	54.7
△Dartmouth		584,130	2417	10,582	29,353	2 1	4 8	7 8	24.3	61.0
▲Halifax		1,290,460	5340	11,280	27,457	3.4	4 8	7 9	37 7	46.2
Hants		283,487	.1173	8,289	24,651	3.9	6.5	6.0	37.0	46.6
Inverness		112,169	.0464	5,030	16,256	8.0	6.0	4.9	18.3	62.8
Kings		547,368	.2265	10,231	28,509	6.6	11.3	14.2	39.7	28.2
Lunenburg		359,705	.1488	7,888	21,539	6.4	8.7	8.4	34.1	42.4
Pictou		349,921	.1448	6,861	20,463	6.4	5.9	6.7	39.0	42.0
Queens		124,700	.0517	9,169	25,449	5.0	6.7	3.6	44.1	40.6
Richmond		55,169	.0228	4,449	14,911	2.9	3.2	2.8	7.1	84.0
Shelburne		129,384	.0535	7,228	21,564	10.3	16.1	16.8	33.7	23.1
Victoria		59,926	.0248	6,585	19,975	6.5	14.9	15.7	35.0	27.9
Yarmouth		183,753	.0761	6,960	19,973	7.1	15.7	19.8	38.6	18.6
Province Totals		7,011,585	2.9015	8,095	23,034	5.3	7.6	8.5	33.5	45.1

NEW BRUNSWICK

N.B.
S&MM ESTIMATES

County / City	Metro Area Code	POPULATION 12/31/83 Total Pop (thousands)	% Of Canada	Households (thousands)	% Of Canada	RETAIL SALES BY STORE GROUP—1983 Total Retail Sales ($000)	% Of Canada	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Apparel & Accessories ($000)	Furniture/Furnish/Appliance ($000)	Automotive ($000)	Gas Stations ($000)	Hardware ($000)	Drug ($000)	SALES/ADVERTISING INDEXES Sales Activity	Buying Power	Quality
Albert	.513	24.1	.0964	7.8	.0846	31,814	.0277	11,604	2,527	2,754	514	927	648	6,748	0	2,513	29	.0573	59
Carleton		25.6	.1023	8.6	.0932	130,400	.1133	27,091	3,743	22,348	5,290	3,209	32,082	16,506	3,557	6,630	111	.0915	89
Charlotte		26.8	.1071	9.5	.1029	109,663	.0953	30,308	9,557	14,271	3,611	3,346	21,420	6,123	2,383	5,008	89	.0950	89
Gloucester		86.6	.3462	26.4	.2862	294,169	.2557	77,912	19,353	38,036	16,314	12,126	41,847	27,906	7,534	8,587	74	.2448	71
Kent		30.9	.1236	9.6	.1040	110,102	.0957	26,245	6,040	26,236	1,284	3,466	9,484	17,533	0	0	77	.0981	79
Kings	.523	52.6	.2102	16.9	.1832	118,655	.1031	34,091	6,660	10,173	1,943	2,501	25,488	18,623	705	7,435	49	.1563	74
Madawaska		37.0	.1479	12.4	.1344	150,272	.1306	40,877	15,325	14,830	9,515	6,830	25,025	11,752	1,874	4,996	88	.1355	92
Northumberland		54.5	.2179	16.7	.1810	137,793	.1198	34,064	8,045	20,119	6,366	3,826	23,669	15,434	1,468	7,953	55	.1584	73
Queens		12.4	.0496	4.5	.0488	57,046	.0496	14,119	3,343	14,552	429	244	3,546	7,492	1,923	6,705	100	.0417	84
Restigouche		41.7	.1667	13.6	.1474	129,632	.1126	33,068	5,922	17,284	7,909	3,980	25,605	12,496	1,506	5,671	68	.1164	70
St. John	.523	88.1	.3522	32.3	.3501	530,284	.4609	143,093	34,835	101,516	25,584	8,699	93,358	30,031	1,453	22,032	131	.3681	105
▲St. John		87.2	3486	31.9	3458	528,863	4596	142,815	34,804	101,371	25,584	8,667	93,358	29,954	1,453	21,577	132	3645	105
Sunbury		22.3	.0891	6.8	.0737	36,181	.0315	10,238	2,110	4,242	262	540	1,144	6,521	330	2,230	35	.0642	72
Victoria		21.6	.0864	7.3	.0791	81,728	.0710	21,843	3,490	14,465	2,127	5,384	13,901	7,578	1,231	3,336	82	.0650	75
Westmorland	.513	109.8	.4389	38.8	.4205	548,003	.4763	125,188	31,287	101,551	27,807	11,863	100,505	53,290	2,081	32,885	109	.4227	96
△Moncton		55.6	2223	19.3	2092	345,041	2999	74,674	16,621	70,960	23,158	8,367	56,717	20,392	1,272	29,999	135	2364	106
York		76.5	.3058	28.3	.3068	400,904	.3484	86,835	18,652	71,668	22,174	7,557	95,310	43,865	2,998	20,735	114	.2896	95
Fredericton		39.0	1559	14.6	1582	310,508	2699	65,805	16,420	61,786	21,957	5,924	76,906	20,717	2,998	16,883	173	1762	113
Province Totals		710.5	2.8403	239.5	2.5959	2,866,646	2.4915	716,576	170,889	474,045	131,129	74,398	513,032	281,898	29,243	136,716	88	2.4046	85

N.B.
S&MM ESTIMATES

EFFECTIVE BUYING INCOME—1983

% of Households by EBI Group
(A) $0–$4,999
(B) $5,000–$7,999
(C) $8,000–$9,999
(D) $10,000–$14,999
(E) $15,000 & Over

County / City	Metro Area Code	Total EBI ($000)	% Of Canada	Per Capita EBI	Average Hsld EBI	A	B	C	D	E
Albert	513	143,721	.0594	5,964	18,426	4.3	3.6	4.3	23.3	64.5
Carleton		178,925	0741	6,989	20,805	6.7	13.1	13.4	39.5	27.3
Charlotte		217,419	0899	8,113	22,886	8.3	9.7	11.3	33.5	40.3
Gloucester		477,653	1977	5,516	18,093	5.2	7.2	7.2	21.8	58.6
Kent		216,234	0895	6,998	22,523	2.6	8.8	7.0	41.8	39.8
Kings	523	402,974	1667	7,661	23,845	3.3	4.8	6.2	23.6	62.1

N.B. (cont.)
S&MM ESTIMATES

County City	Metro Area Code	EFFECTIVE BUYING INCOME—1983: Total EBI ($000)	% Of Canada	Per Capita EBI	Average Hsld EBI	% of Households by EBI Group: (A) $0–$4,999 (B) $5,000–$7,999 (C) $8,000–$9,999 (D) $10,000–$14,999 (E) $15,000 & Over: A	B	C	D	E
Madawaska		**322,039**	**.1333**	**8,704**	**25,971**	**4.0**	**6.0**	**6.2**	**32.0**	**51.8**
Northumberland		**381,689**	**.1580**	**7,003**	**22,856**	**3.5**	**7.6**	**6.7**	**19.8**	**62.4**
Queens		**81,688**	**.0338**	**6,588**	**18,153**	**10.5**	**7.0**	**8.4**	**37.9**	**36.2**
Restigouche		**238,349**	**.0986**	**5,716**	**17,526**	**2.5**	**4.1**	**4.7**	**11.1**	**77.6**
St. John	**523**	**769,604**	**.3185**	**8,736**	**23,827**	**3.4**	**5.1**	**6.6**	**24.8**	**60.1**
▲St. John		758,058	.3137	8,693	23,764	3.4	5.1	6.6	24.7	60.2
Sunbury		**178,998**	**.0740**	**8,027**	**26,323**	**.8**	**3.0**	**4.6**	**49.4**	**41.6**
Victoria		**127,423**	**.0528**	**5,899**	**17,455**	**7.3**	**8.2**	**8.4**	**35.4**	**40.7**
Westmorland	**513**	**928,177**	**.3841**	**8,453**	**23,922**	**3.6**	**5.3**	**7.7**	**20.2**	**63.2**
△Moncton		492,838	2039	8,864	25,536	2.1	4.0	5.2	16.6	72.1
York		**599,215**	**.2479**	**7,833**	**21,174**	**4.5**	**6.3**	**7.9**	**25.5**	**55.8**
Fredericton		309,752	1282	7,942	21,216	6.7	6.2	12.9	43.5	30.7
Province Totals		**5,264,098**	**2.1783**	**7,409**	**21,980**	**4.2**	**6.3**	**7.3**	**25.6**	**56.6**

NEWFOUNDLAND

Nfld.
S&MM ESTIMATES

County City	Metro Area Code	POPULATION 12/31/83: Total Pop (thousands)	% Of Canada	Households (thousands)	% Of Canada	RETAIL SALES BY STORE GROUP—1983: Total Retail Sales ($000)	% Of Canada	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Apparel & Accessories ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Gas Stations ($000)	Hardware ($000)	Drug ($000)	SALES/ ADVERTISING INDEXES: Sales Activity	Buying Power	Quality
Division 1	**524**	**247.0**	**.9874**	**73.3**	**.7944**	**1,032,800**	**.8976**	**280,005**	**77,734**	**138,853**	**59,902**	**25,630**	**212,981**	**94,493**	**1,603**	**58,524**	**91**	**.7826**	**79**
▲St. John's		84.4	.3374	26.0	.2818	561,276	.4878	134,035	33,138	92,714	48.373	21,102	91,328	59,413	1,286	30,606	145	.3606	107
Division 2		**30.7**	**.1227**	**8.2**	**.0889**	**95,519**	**.0830**	**27,768**	**5,896**	**24,712**	**1,481**	**1,918**	**9,388**	**11,425**	**546**	**7,564**	**68**	**.0996**	**81**
Division 3		**26.5**	**.1059**	**6.9**	**.0748**	**61,763**	**.0537**	**16,559**	**3,137**	**24,085**	**4,052**	**2,376**	**1,297**	**4,009**	**253**	**2,535**	**51**	**.0717**	**68**
Division 4		**27.9**	**.1116**	**8.0**	**.0867**	**74,340**	**.0646**	**20,743**	**6,786**	**11,757**	**7,343**	**2,297**	**5,276**	**11,802**	**476**	**2,467**	**58**	**.0809**	**72**
Division 5		**47.3**	**.1890**	**13.9**	**.1507**	**191,847**	**.1667**	**56,181**	**11,538**	**31,902**	**11,638**	**6,915**	**30,362**	**23,339**	**254**	**5,627**	**88**	**.1568**	**83**
Corner Brook		24.4	0975	6.9	0748	165,216	1436	47,656	10,294	25,491	10,897	6,021	26,826	20,180	0	5,393	147	.1052	108
Division 6		**42.1**	**.1683**	**12.7**	**.1376**	**252,952**	**.2199**	**45,588**	**17,350**	**45,924**	**15,780**	**8,638**	**71,697**	**20,804**	**723**	**8,338**	**131**	**.1873**	**111**
Division 7		**44.5**	**.1779**	**12.6**	**.1366**	**98,740**	**.0858**	**30,396**	**4,848**	**25,690**	**1,401**	**619**	**13,188**	**15,848**	**57**	**2,458**	**48**	**.1220**	**69**
Division 8		**54.5**	**.2179**	**14.7**	**.1593**	**120,635**	**.1048**	**28,140**	**5,655**	**52,964**	**4,078**	**1,794**	**3,006**	**14,636**	**508**	**4,092**	**48**	**.1244**	**57**
Division 9		**25.8**	**.1031**	**6.7**	**.0726**	**64,549**	**.0561**	**23,686**	**4,345**	**18,570**	**1,313**	**1,323**	**1,128**	**8,727**	**761**	**0**	**54**	**.0730**	**71**
Division 10		**33.1**	**.1324**	**9.3**	**.1008**	**110,755**	**.0963**	**15,395**	**28,614**	**22,607**	**1,321**	**994**	**14,513**	**2,919**	**0**	**5,721**	**73**	**.1020**	**77**
Province Totals		**579.4**	**2.3162**	**166.3**	**1.8024**	**2,103,900**	**1.8285**	**544,461**	**165,903**	**397,064**	**108,309**	**52,504**	**362,836**	**208,002**	**5,181**	**97,326**	**79**	**1.8003**	**78**

Nfld.
S&MM ESTIMATES

County City	Metro Area Code	EFFECTIVE BUYING INCOME—1983: Total EBI ($000)	% Of Canada	Per Capita EBI	Average Hsld EBI	% of Households by EBI Group: (A) $0–$4,999 (B) $5,000–$7,999 (C) $8,000–$9,999 (D) $10,000–$14,999 (E) $15,000 & Over: A	B	C	D	E
Division 1	**524**	**1,526,216**	**.6315**	**6,179**	**20,822**	**4.6**	**7.1**	**7.2**	**26.6**	**54.5**
▲St. John's		709,520	2936	8,407	27,289	3.6	5.2	6.1	21.0	64.1
Division 2		**242,772**	**.1005**	**7,908**	**29,606**	**3.5**	**9.8**	**5.2**	**30.6**	**50.9**
Division 3		**165,819**	**.0686**	**6,257**	**24,032**	**3.8**	**6.0**	**6.5**	**29.5**	**54.2**
Division 4		**189,999**	**.0786**	**6,810**	**23,750**	**8.6**	**6.1**	**2.6**	**26.0**	**56.7**
Division 5		**333,336**	**.1380**	**7,047**	**23,981**	**4.7**	**4.9**	**4.2**	**12.3**	**73.9**
Corner Brook		205,979	0852	8,442	29,852	3.0	7.1	6.0	16.8	67.1
Division 6		**423,461**	**.1752**	**10,058**	**33,343**	**2.4**	**3.6**	**3.0**	**18.3**	**72.7**
Division 7		**292,960**	**.1212**	**6,583**	**23,251**	**5.8**	**5.9**	**4.1**	**25.7**	**58.5**
Division 8		**238,921**	**.0989**	**4,384**	**16,253**	**5.4**	**6.7**	**3.8**	**14.3**	**69.8**
Division 9		**171,544**	**.0710**	**6,649**	**25,604**	**5.1**	**9.5**	**7.9**	**7.5**	**70.0**
Division 10		**225,555**	**.0933**	**6,814**	**24,253**	**2.0**	**2.8**	**1.3**	**5.8**	**88.1**
Province Totals		**3,810,563**	**1.5768**	**6,577**	**22,914**	**4.6**	**6.4**	**5.5**	**22.0**	**61.5**

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11% pay raise for top marketers in exclusive survey

S&MM

AUGUST 13, 1984
A BILL PUBLICATION
FIVE DOLLARS

SALES & MARKETING MANAGEMENT

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BETHESDA

NAUGHTY IS NICE FOR UNDERCOVERWEAR

Founders Walter and Tiffany James make in-home selling a sexy proposition. Page 41.

S&MM
AUGUST 13, 1984

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Cover photos by David Powell

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ABP BPA ABC

S&MM SALESGRAPH

Coming up: Another good year

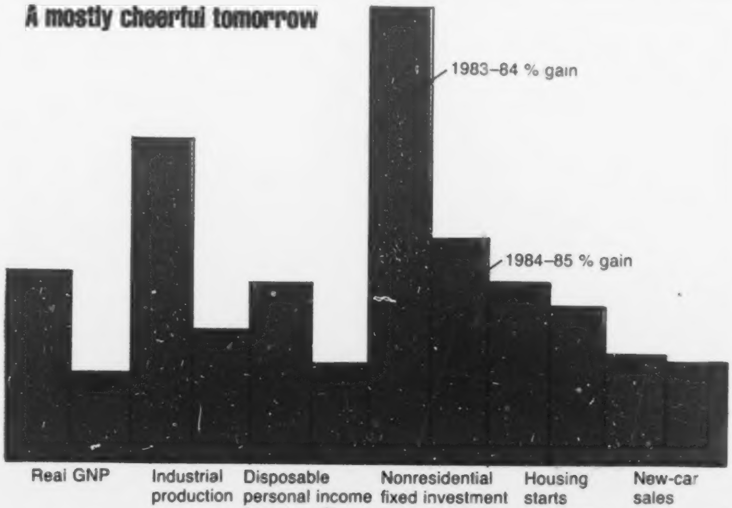
When marketers start their sales planning for 1985 they can look forward to the third straight year of good business. Sales gains won't be as flashy as they've been this year, which, says Robert J. Eggert, head of Eggert Economic Enterprises, Sedona, AZ, "promises to be the best year in real output [gains] since 1955." But business in 1985 will be decidedly upbeat, as indicated by Eggert's latest monthly poll of 46 leading economists, whose consensus forecast foresees consumer buying power, as measured by disposable personal income in constant dollars, rising by 3.2%. Helping out will be a significant reduction in the unemployment rate to 7.2% next year compared to an expected 7.5% this year, meaning more people will be getting a weekly paycheck.

Industrial marketers have reason to cheer, too. Spending on new plants and equipment will rise 7.5% in 1985, Eggert's poll shows. This is a pretty healthy pace considering it will come on the heels of an expected 15.5% surge this year.

Eggert cites three "plus" factors in the 1985 outlook: still moderate inflation; continued large business investment, and recovery abroad, which he says should help improve lagging exports. On the downside, high-interest rates will continue and add more volatility to consumer spending. Warns Roger E. Brinner, head of Data Resources, Inc., "New research suggests that the swing in sentiment from a 'good time to buy' to a 'bad time' could be sudden and extreme. Expectations of future events now play a larger role than current conditions in the timing of purchases, and this emotional element makes buying decisions much more volatile."

The latest expectations of purchasing managers, who make the dollars and cents decisions on business plans, point to a buoyant 1985. A strong improvement in the rate of new orders was reported in the latest monthly survey by the National Assn. of Purchasing Management. "The strength of this leading indicator," says Robert J. Bretz, director of corporate purchasing at Pitney Bowes, and chairman of the association's business survey committee, "suggests a continued high level of production in the months ahead."

A mostly cheerful tomorrow



Source: Eggert Economic Enterprises, *Blue Chip Economic Indicators.*
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BUILDING A MARKET

Static in radioland

Although Leonard Kahn, president of Kahn Communications, Inc., Garden City, NY, vehemently disagrees with him, Oscar P. Kusisto, special AM-stereo consultant for Motorola, says that the emergence of Motorola's C-Quam system as the industry standard for radios used in autos is practically an accomplished fact. Says Kusisto, "If someone doesn't realize by the first quarter of 1985 there is one system, they are either very blind or not too observant."

At the beginning of the bloody battle there were four companies competing for the AM-stereo market: Harris Corp., Magnavox, Motorola, and Kahn. The race has come down to two major contenders, Motorola and Kahn, and Leonard Kahn considers himself still very much in the race.

The two systems are incompatible, as was the case with color TV when it was first introduced. The Federal Communications Commission resolved the TV problem by establishing an industry standard, something it has declined to do in this race. With the issue tossed back to the marketplace, Kusisto orchestrated a dual marketing effort, going after both broadcasters and receiver manufacturers, giving them technical assistance and support, such as providing trained C-Quam installers for the broadcasters and, for the manufacturers, low-cost decoders necessary to pick up stations broadcasting with the system.

Manufacturers sign up

Some 151 stations and 10 receiver manufacturers (Delco, Samsung, Concord, Chrysler, McIntosh, Sherwood, Jensen, Marantz, Potomac, and Pioneer) have adopted the Motorola system. Six more manufacturers, including Ford Motor, are expected to announce that they too will eventually have C-Quam.

For Kusisto and his supporters,

doesn't come on at all signals, says Payne, is because "they don't have any expectations for AM-stereo."

That may change this fall, which is when Payne expects the serious consumer marketing to begin. He says, "It will really start in earnest when C-Quam will be installed automatically in the medium- to higher-priced 1985 cars and as an option in the lower-priced cars. This will really mark the significant consumer introduction of AM-stereo."

Meanwhile, Motorola is concentrating on marketing the system worldwide and pushing the number of stations using its system up to 400 by the end of the year. The plan is to sign up new stations and to persuade those using other systems to convert, which may not be easy.

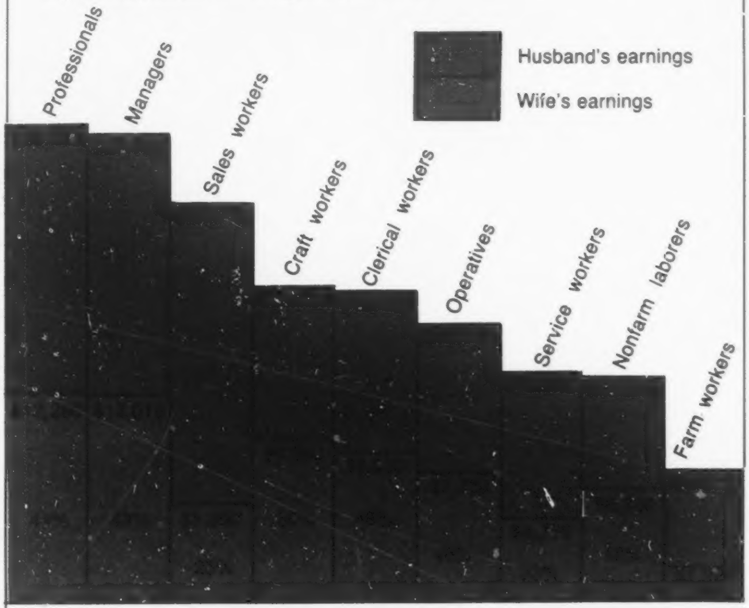
However it turns out, it has been an enormous marketing job for everyone. Says Kusisto, "I've had challenges in my lifetime but this is a lulu. I don't think I would want to go through it again."

S&MM MARKET HIGHLIGHT

Working wives don't prosper in sales

With apologies to Rep. Geraldine Ferraro, the doors of opportunity haven't opened much for working wives with sales jobs. Working wives classified as sales workers earn only one-fourth of what husbands in the same occupation do, a Census Bureau report on the earnings of married-couple families shows. The major reason for the disparity, of course, is that most female sales workers are employed in retail outlets, where little more than the minimum wage is paid, while most male sales workers are on the sales forces of manufacturing and similar type companies.

Mean earnings of husbands and wives, by occupation of longest job: 1981



Source: Census Bureau, *Earnings in 1981 of Married-Couple Families, by Selected Characteristics of Husbands and Wives*, Series P-23, No. 133.
© Sales & Marketing Management.

MARKET STRATEGIES

L'eggs joins the color crowd

This fall L'eggs plans to introduce some new colors, which have proved to be hot-selling items throughout the hosiery industry, and make colors a permanent offering on L'eggs displays. Previously, colors were brought into the stores on a seasonal basis and sold from promotional shippers.

"Our colored hosiery is expected to contribute 7% of total unit volume this year. That's up a little over last year. Colors are growing; they are becoming more popular," says Mary Gilbert, public relations manager for L'eggs, a subsidiary of Consolidated Foods Corp.

L'eggs are distributed directly to mass merchandisers and represents more than 40% of hosiery sold in food stores and drugstores.

Management believes the brand L'eggs, packaged in the famous jumbo plastic egg, has been successful primarily because a direct store delivery system is used. The brand is now distributed to 94,000 outlets. The fact that the line is sold only in food stores and drugstores has kept L'eggs from moving more readily into colors, however.

L'eggs began using colors in 1981 with opaque pantyhose for cold weather, and later with opaque knee-high stockings in 1982. But the company didn't introduce sheer colored hose until August 1983, much later than its sister company, Hanes Hosiery.

"First of all, you have to understand that L'eggs and Hanes are completely separate companies. They have different products, different distribution, and they are sold in different outlets," says Gilbert. Hanes, also owned by Consolidated Foods, sells higher-priced stockings in department stores.

"With those different outlets,

ternational (HSMAI) would be an unusual one. Members of the HSMAI chapter in the host city, Winnipeg, Manitoba, were intent on showing that their city is a prime example of the convention theme, "Hospitality Brings the World Together."

Winnipeg is proud of its ethnic diversity, which it calls "multiculturalism." Thus the opening session included not only bagpipers but a procession of the "queens" and "mayors" of the ethnic pavilions in the city's annual "Folklorama" cultural festival. And highlights of the opening reception were country fiddlers, a pas de deux by dancers from the Royal Winnipeg Ballet, and a Ukrainian folk dance group.

Still, the educational sessions were the main reason that sales and marketing executives of both chain and independent hotels attended the convention. Among the speakers was Joseph Fore, whose company, Prestige Consultants, Atlanta, works mainly with industrial sales forces. Adapting his material to the hospitality industry, Fore used role-playing to show that "people relationships" are the key to building a winning sales team. Among Fore's points:

- It's not essential that you be the best of friends with your people, but you must get the job done.
- Listen. You're not going to learn anything with your mouth open.
- You can make or break a person, depending on the way you deal with him.
- Always give a person the opportunity to save face, to feel good about himself.

At the meeting, Mike Dimond, marketing vice president of the Opryland Hotel in Nashville, was named HSMAI's marketing executive of the year. Also, the timing of the annual convention was changed, from July to November. Educational sessions will be held this November in Nashville, and the next full annual meeting will be held in November 1985 in Philadelphia. S&MM

Corporate Travel®

High cost of eating

Corporate travellers are spending 35% more per meal—an average of $7.44—when dining alone in 1984 than they did in 1980, yet corporations' total business meal costs are down 16% in that period. The reason: Fewer meals are being consumed. Those statistics resulted from a study of expense accounts of some 20,000 employees conducted by the Travel Expense Management Div. of PHH Group, a Hunt Valley, MD, business services organization that provides some of the data for *S&MM's* annual *Survey of Selling Costs*. PHH Group's five-year summary of dine-alone business meal costs appears above. Even the record-setting $7.44 may strike some readers as a low figure. Remember, however, that that is an average and includes the cost of breakfast as well as lunch and dinner.

Dine-alone business meals

Year	Avg. Cost Per Meal	Total No. Of Meals	Annual Meal Cost
1980	$5.53	221	$1,222
1981	5.97	229	1,367
1982	6.64	184	1,222
1983	7.36	155	1,141
1984*	7.44	138	1,027

*Estimate

Stouffer-Amex bonuses

One of the more unusual award programs for frequent hotel guests is Stouffer Hotels' Club Express, available only to American Express cardholders. Club Express members receive a Certificate of Appreciation for each night they stay at a Stouffer property, provided they use the Amex card at check-in and check-out. The certificates are redeemable for U.S. Savings Bonds, free nights at Stouffer properties, or the new American Express Gift Certificates. The latter can be used at most establishments that accept Amex. Five Stouffer Certificates of Appreciation earn a $25 Amex Gift Certificate. At the top end of the scale, 50 Stouffer certificates are worth a free weekend at a Stouffer property plus a $100 Amex certificate plus a $500 bond. Enroll at any Stouffer property or call 800-HOTELS-1.

By Rayna Skolnik, Senior Editor

DEALER RELATIONS

Hyster gets closer to its dealer people

Management at Hyster, the $422 million manufacturer of lift trucks and materials handling equipment, S&MM'S ANNUAL SURVEY OF EXECUTIVE COMPENSATION

The unexpected 11% raise A trend?

Top marketers' compensation rebounded beyond expectation last year. In contrast to 1982's 6% pay rise, the lowest in five years, 1983's highest-paid sales and marketing executives received an 11% increase in total cash compensation (salaries, fees, directors' fees, bonuses, and commissions). Some 50 executives recorded increases, 14 suffered cuts, and 35 did not appear in last year's survey.

The 11% raise, to an average total cash compensation of $179,137, reflects improvements in the economy and in the performance of many of the companies surveyed, says Matt S. Walton III, a principal and sales compensation region manager for Sibson & Co., the Princeton, NJ, consulting company which helped prepare S&MM's survey of 1983 compensation for top sales and marketing executives. Based on corporate proxy statements, the survey reports on 105 marketers at 104 companies.

Bigger increases in 1984

Walton sees a trend. "We expect marketers' pay raises to be even more robust this year due largely to pay-outs of 1983 bonuses," he says, noting that although sales and profits were up, executives are only now harvesting 1983 incentive plans. Sales of the companies surveyed were up an average of 22%. Profits increased 103%, excluding AMR Corp.'s 2,981% profit rise, which would have biased the average.

To facilitate meaningful comparisons between marketers' compensation within broad industry segments, survey results are grouped, for the first time, not within each specific industry but solely in three general categories: durable, nondurable, and service industries. In 1982, nondurable goods companies gave their marketers the biggest boost with an average total cash compensation raise of 10%. But in 1983, with only an 8% average increase, these sales and marketing executives lagged behind their counterparts. It was the durable goods companies which, with a

The 10 best-paid sales and marketing executives

	Total Cash (Salaries, Fees, Directors' Fees, Bonuses, Commissions)	% Change 1982–83	Long-Term Gain Realized 1982–83	Total Compensation (Total Cash, Long-Term Gain Realized)
1. Larry W. Kifer *v.p., marketing* **TIE/Communications**	$547,358	– 3%	$805,669	$1,353,027
2. Nick M. DiBari *sr. v.p., marketing* **Comdisco**	1,258,956	+ 8	0	1,258,956
3. Bruce C. McGilaway *v.p., marketing* **ISC Systems**	92,154	–38	756,000	848,154
4. Irving L. Rousso *exec. v.p., sales* **Russ Togs**	796,000	+19	0	796,000
5. Frank E. Mosier *sr. v.p., marketing* **Sohio**	387,500	+28	259,388	646,888
6. R.S. Bowen *exec. v.p. & president, sales & marketing* **Firestone Tire & Rubber**	360,000	+90	127,535	487,535
7. Harry J. Fekkes *sr. v.p., marketing* **Verbatim**	124,474	+ 7	352,526	477,000
8. Bernard S. Appel *exec. v.p., marketing* **Tandy**	416,535	+19	0	416,535
9. John S. Pedace *exec. v.p., marketing* **G. Heileman Brewing**	243,225	+ 9	163,600	406,825
10. James A. Rankin *exec. v.p.* **Scovill**	265,482	+54	134,369	399,851

15% average raise, rewarded marketers most richly, even though they gave a mediocre 7% average increase in 1982. "Traditionally, nondurable goods companies respond first to an economic recovery," says Walton. "Now we're seeing the slower reacting industrial sector of the U.S. economy giving the biggest raises."

Service company executives also did well. Because they endured a 6% pay cut in 1982, this year's modest-looking 9% average increase actually represents the biggest year-to-year increase in total cash compensation. Such improvements in durable goods and service company compensation logically reflect average increased profits of 78% and 85%, respectively, for these two industry segments, compared to an average profit gain of only 14% for nondurable goods companies. With a $230,371 average total cash compensation, the service category, mainly within the computer segment, paid the most for top sales and marketing talent. Nondurable goods companies paid $203,009 on average, while $151,210 was the average among durable goods companies. Compensation was poorest within the smokestack segment of the durable goods industry.

Computer marketers score

As with last year's survey, one-third of the executives listed work for computer product or service companies. Two years ago, only a quarter of S&MM's sampling were computer marketers. What's more, 5 of the 10 best-paid marketers in the country work for computer-related companies vs. only 3 last year. For the first time in six years, however, Comdisco's Nick DiBari relinquishes his title as the nation's highest-paid marketer. (DiBari left Comdisco early this year, but still appears on this list of 1983 compensation. See S&MM, Apr. 2.)

DiBari would have triumphed again if total compensation had been reported as in previous years. At $1,258,956, his total *cash* compensation remains the highest of any marketer—and that's with a base salary of only $72,000. DiBari made his million through bonuses and commissions. Larry Kifer of TIE Communications tops DiBari in total compensation (cash and long-term gain realized) because long-term compensation, of which DiBari had none, was included in the survey. This year S&MM has identified and standardized the actual cash amounts of long-term compensation realized during the year to eliminate footnotes and make accurate comparisons easier. Only cash realized during 1983 from exercised stock options or from other long-term income plans is included as long-term compensation in the survey.

One-third realize gains

A third of the surveyed executives realized gains from some form of long-term compensation plan and on average, these gains accounted for about 60% of their total cash compensation. The average long-term gain realized by the entire sampling in 1983 was $111,686, boosting average total compensation (salary, bonus, fees *and* long-term gains) to $214,435. Larry Kifer tops the list because he supplemented his total cash compensation of $547,358 with a long-term gain of $805,669.

Last year ISC Systems Corp.'s Bruce McGilaway's song was "Don't cry for me S&MM readers." Although his 46% cut in cash compensation was the most severe in that survey, an unobtrusive footnote revealed he'd realized a net gain of $1,725,000 from exercising stock options. In this year's survey McGilaway suffered yet another drastic cash cut, of 38%, but again, save the tissues. The $756,000 he realized in long-term compensation this year landed McGilaway third on the top-10 list with total compensation of $848,154.

Perhaps one of the most interesting facts uncovered by the survey is that marketing salaries varied less than expected between those working for small companies and those at large companies. "Traditionally, one finds a strong correlation between corporate sales volume and executives' total cash compensation level," Walton says, "but for marketers, the compensation paid did not differ as greatly as expected."

John Judkins of Inland Steel, for example, received just $133,000 in total cash compensation despite managing sales of more than $3 billion. Yet Larry Kifer, the survey's highest-paid executive at 10 times Judkin's compensation, is responsible for only $324 million in sales.

Looking ahead to what total cash compensation level 1984 will bring, Walton says he expects S&MM's next survey to reveal at least a 12% average increase in marketers' compensation. While noting that one percentage point has great impact in cash terms, Walton still feels his 12% estimate is conservative given this year's sales and profits and the number of executives playing catch-up with incentive plans. "In 1984, compensation will enjoy a double whammy," he says, referring to the effect of combining rising salaries with 1983 bonuses being paid out in 1984.

Industry Codes— 1984 S&MM Survey

DURABLE GOODS MANUFACTURING

1 Appliances
2 Auto
3 Building Materials
4 Computer Peripherals
5 Computer Systems
6 Consumer Durables
7 Electronics
8 Machinery & Equipment
9 Metals & Mining
10 Office Equipment & Supplies
11 Steel
12 Other Durable Goods

NONDURABLE GOODS

13 Beverages
14 Chemicals
15 Food Processing
16 Paper, Forest, Packaging
17 Personal Care
18 Petroleum & Oil
19 Textiles & Apparel

SERVICES

20 Computer Services & Software
21 Publishing, Communication
22 Retail & Wholesale
23 Transportation
24 Other Services

Survey uses new criteria

Sales and marketing executives' compensation is reported differently in this year's survey than it has been in previous years. In place of the "Securities, Personal Benefits" column in last year's survey of 1982 compensation, you'll find "Long-Term Gain Realized 1982–83" which includes only *cash* realized from exercised stock options or other long-term income plans during 1983. This was done to make meaningful comparisons of total compensation easier. Last year, for example, exercised stock options were identified only in footnotes, did not necessarily represent cash realized, and, if only five-year information was available, were not reported. This year, with extra research, five-year data has been analyzed to yield 1983 gains only and then included.

Company Industry	Sales [$ Mil.]	Net Profit (Loss) [$ Mil.]	% Change 1982–83	Individual and Title	Total Cash (Salaries, Fees, Directors' Fees, Bonuses, Commissions)	% Change 1982–83	Long-Term Gain Realized 1982–83	Total Compensation (Total Cash, Long-Term Gain Realized)
DURABLE GOODS MFG.								
1. Firestone Tire & Rubber 12	$3,866	$111	+1,750%	R.S. Bowen *exec. v.p. & pres., sales/ marketing*	$360,000	+90%	$127,535	$487,535
2. Verbatim 4	120	14	+51	Harry J. Fekkes *sr. v.p., marketing*	124,474	+7	352,526	477,000
3. Tandy Corp. 7	2,475	279	+24	Bernard S. Appel *exec. v.p., marketing*	416,535	+19	0	416,535
4. Scovill 7	743	27	+38	James A. Rankin *exec. v.p.*	265,482	+54	134,369	399,851
5. Guardian Industries 3	470	38	+13	Murray J. Yudin *v.p., national sales*	395,920	+159	0	395,920
6. Amdahl 5	778	46	+587	Kenneth W. Simonds *exec. v.p., product sales*	330,583	+42	N.A.	330,583
7. Digital Equipment 4	4 272	284	−32	John J. Shields *v.p., sales & service*	309,000	+38	0	309,000
8. Raytheon 7	5,937	300	−6	Philip A. Phalon *sr. v.p., corporate marketing*	267,502	N.A.	N.A.	267,502
9. Standard Register 10	363	20	+17	Peter Redding *v.p., marketing*	261,931	+62	0	261,931
10. Snap-On-Tools 6	455	43	+15	Lynn A. Ameche *sr. v.p., marketing*	242,398	+27	5,700	248,098
11. Subaru of America 2	1,057	50	+25	Thomas R. Gibson *sr. v.p., sales & marketing*	183,944	+17	51,094	235,038
12. Winnebago Industries 2	239	16	+55	Frederick G. Emmert *v.p., marketing*	90,328	+13	138,314	228,642
13. Triangle Pacific 3	147	11	+110	Joseph Nussbaum *sr. exec. v.p., sales & marketing*	225,000	N.A.	0	225,000
14. Convergent Technologies 5	164	15	+25	Richard G. Meise *v.p., sales*	221,858	−6	0	221,858
15. Prime Computer 5	517	33	−28	W. L. Brubaker *v.p., sales*	210,000	N.A.	0	210,000
16. Floating Point Systems 5	100	13	+13	John M. Harte *director, European marketing*	195,900	N.A.	N.A.	195,900
17. Ask Computer Systems 5	39	4	+45	Thomas C. Lavey *exec. v.p., marketing*	193,463	79	0	193,463
18. Data I/O 4	36	5	+469	Charles J. D'Ambrosia *v.p., sales & marketing*	108,330	N.A.	75,000	183,330
19. Compugraphic 4	306	14	+79	Bryan E. Newman *sr. v.p., marketing*	137,230	+40	45,680	182,910
20. Zentec 5	21	(13)	N.M.	Neal Dempsey *sr. v.p., marketing*	173,906	N.A.	0	173,906
21. Milton Bradley 6	337	12	−44	George R. Ditomassi Jr. *exec. v.p., marketing*	172,900	+12	0	172,900
22. Adac Laboratories 8	73	5	−1	John M. Burgess *v.p., marketing & sales*	166,448	N.C.	0	166,448
23. Champion Spark Plug 7	764	27	+1	Charles A. Schwalbe Jr. *v.p., sales*	157,314	+8	0	157,314
24. Oneida 6	249	(5)	N.M.	Robert E. Sanderson *exec. v.p., marketing*	137,646	+18	18,938	156,584
25. Paradyne 4	209	4	−86	Jerry T. Kendall *sr. v.p., U.S. marketing*	149,100	+4	N.A.	149,100
26. UNC Resources 9	267	(13)	N.M.	William R. Bush *exec. v.p., corporate affairs & marketing*	149,001	−36	0	149,001
27. Vermont American 6	191	14	+114	Harold L. Knight *v.p., marketing*	137,700	N.C.	7,855	145,555
28. Timeplex 7	38	3	+159	William J. Smith *asst. v.p., director commercial sales*	96,027	−19	45,835	141,862

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29. Terminal Data **4**	$30	$2	−12%	Samuel L. Greene *v.p., marketing*	$127,990	N.A.	$13,027	$141,017
30. Cubic **7**	273	17	+ 7	C.C.Wellborn *v.p., marketing & administration*	139,769	+28%	0	139.769
31. Baldor Electric **8**	149	8	− 9	Robert E. Bender *v.p., sales*	98,662	N.C.	40,102	138,764
32. Kysor Industrial **2**	119	3	N.M.	Timothy D. Peterson *v.p., marketing & int'l*	95,170	N.A.	42,836	138,006
33. Thomas Industries **7**	222	9	+24	Gerard W. P'Pool *sr. v.p., marketing services*	126,440	+46	10,190	136,630
34. Inland Steel **11**	3,046	(117)	N.M.	John B. Judkins Jr. *v.p., sales*	133,000	N.A.	0	133,000
35. Triad Systems **4**	91	2	−35	Stuart W. Clifton *v.p., marketing*	129,623	N.A.	0	129,623
36. Tandem Computers **4**	418	31	+ 3	David R. Mackie *v.p., U.S. marketing*	123,333	− 9	0	123,333
37. Hanna Mining **9**	154	(29)	N.M.	G.M. Humphrey II *sr. v.p., sales*	121,750	+ 4	0	121,750
38. Kevex **7**	16	0	−99	John M. Scott *v.p., sales & marketing*	48,552	N.A.	71,100	119,652
39. Leggett & Platt **12**	354	16	+59	Ralph V. Johnson *marketing & sales*	113,847	+16	0	113,847
40. Network Systems **4**	47	10	+80	Mahlon L. Moore *v.p., marketing*	112,500	+20	0	112,500
41. Intergraph **8**	252	29	+126	William D. Zarecor *sr. v.p., marketing*	110,000	N.A.	0	110,000
42. Monolithic Memories **4**	105	10	+263	Thomas J. Branch *v.p., sales*	108,970	+32	0	108,970
43. Conwood **12**	194	23	+13	E. C. Powell *v.p., marketing*	108,280	−65	0	108,280
44. Zenith Laboratories **7**	32	3	−30	Philip Blick *v.p., marketing*	91,052	N.A.	17,160	108,212
45. Healthdyne **8**	133	5	+98	Jeffrey D. Koepsell *v.p., sales & marketing*	91,115	+41	16,500	107,615
46. Printronix **4**	78	6	+19	Melvin Posin *sr. v.p., marketing*	102,400	− 8	0	102,400
47. Cray Research **5**	170	26	+37	Marcell A. Gumucio *exec. v.p., marketing*	98,270	N.A.	0	98,270
48. Sullair **12**	117	(17)	N.M.	David E. Daum *exec. v.p., sales & marketing*	97,125	+48	0	97,125
49. NCA **4**	18	1	+87	Dennis Elkins *v.p., sales*	93,436	N.A.	0	93,436
50. GF Business **10**	136	(2)	N.M.	Richard S. Strong *sr. v.p., sales & marketing*	92,401	+65	0	92,401
51. Sykes Datatronics **5**	34	(4)	N.M.	Charles S. Pedler *v.p., marketing & sales*	90,000	N.A.	0	90,000
52. Cycare Systems **5**	29	2	+63	James D. Dyer *sr. v.p., marketing*	90,000	−85	0	90,000
53. Vector Graphic **5**	34	(3)	N.M.	James Vopicka *v.p., domestic sales*	89,786	N.A.	0	89,786
54. Superscope **7**	34	10	N.M.	Robert M. Fried *v.p., marketing*	85,750	N.A.	0	85,750
55. Ramtek **4**	41	1	−68	Peter W. Cassady *v.p., marketing*	85,394	N.A.	0	95,394
56. Steiger Tractor **8**	109	(4)	N.M.	E.W. Muehlausen *v.p., marketing*	85,033	+ 6	0	85,033
57. Cessna Aircraft **2**	524	19	N.M.	Brian E. Barents *sr. v.p., marketing*	84,000	N.A.	0	84,000
58. General Binding **10**	146	0	−94	George M. Durkin *v.p., domestic sales*	79,000	+ 9	0	79,000
59. Inter-Tel **7**	38	(2)	N.M.	M.M. Mihaylo *sr. v.p., sales*	67,817	−58	0	67,817
60. Hathaway **8**	18	2	+27	Thomas H. Crowe *v.p., marketing*	64,939	−37	0	64,939
NONDURABLE GOODS MFG.								
1. Russ Togs **19**	226	10	−9	Irving L. Rousso *exec. v.p., sales*	796,000	+19	0	796,000
2. Sohio **18**	12,067	1,512	−20	Frank E. Mosier *sr. v.p., marketing*	387,500	+28	259,388	646,888
3. G. Heileman Brewing **13**	1,326	45	+28	John S. Pedace *exec. v.p., marketing*	243,225	+ 9	163,600	406,825
4. Unocal **18**	10,691	626	−22	W.S. McConnor *sr. v.p. refinery marketing*	396,333	−27	0	396,333

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5. J.P. Stevens **19**	$1,926	$19	−15%	David M. Tracy *v. chmn./sr. marketing exec.*	$277,200	−38%	$89,100	$366,300
6. Fieldcrest Mills **19**	551	15	+45	Herbert M. Bergen Jr. *sr. v.p., sales*	185,793	N.A.	105,415	291,208
7. Wm. Wrigley Jr. **15**	582	39	+ 9	Ronald D. Cox *v.p., marketing*	248,108	+47	0	248,108
8. Dean's Food **15**	834	22	+20	John Guckien *exec. v.p., marketing*	223,939	+ 7	0	223,939
9. Hercules **14**	2,629	174	+58	D.S. Hollingsworth *divisional v.p., marketing*	220,188	N.A.	0	220,188
10. Blue Bell **19**	1,229	48	+28	B.T. Toben Jr. *v.p., corporate marketing*	174,274	+34	N.A.	190,208
11. Galaxy Carpet Mills **19**	200	8	+113	Irwin Pomerantz *sr. v.p., marketing*	171,156	+ 1	0	171,156
12. Manhattan Industries **19**	433	12	+53	Zachary L. Solomon *sr. v.p., marketing*	149,231	N.A.	0	149,231
13. A.H. Robins **17**	564	58	+20	Charles E. Hart *sr. v.p., sales—pharmaceutical division*	140,403	N.A.	0	140,403
14. Minnetonka **17**	51	(1)	N.M.	Grant L. Wood *v.p., marketing*	90,000	N.A.	41,627	131,627
15. Edward Hines Lumber **16**	250	2	N.M.	John P. Vetter *sr. v.p., marketing*	119,160	N.A.	0	119,160
16. Quaker State Oil Refining **18**	903	37	− 5	Joseph N. Kelley *v.p., marketing*	86,524	+10	32,531	119,055
17. Russ Togs 19	226	10	− 9	J.S. Grey *v.p., marketing*	115,000	N.C.	0	115,000
18. Consolidated Papers **16**	573	49	+22	G.T. Beckley *v.p., marketing*	107,622	+ 8	0	107,622
19. Interstate Bakery **15**	666	(10)	N.M.	John F. Matthes *sr. v.p., sales & marketing*	96,380	+ 6	0	96,380

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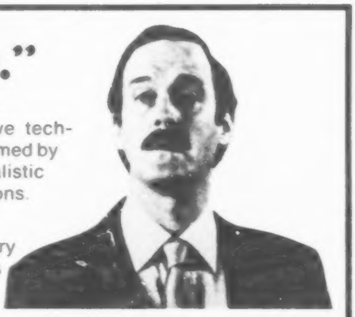
"Learning Can Be Jolly Good Fun, You Know."



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Company	Industry	Sales [$ Mil.]	Net Profit (Loss) [$ Mil.]	% Change 1982–83	Individual and Title	Total Cash (Salaries, Fees, Directors' Fees, Bonuses, Commissions)	% Change 1982–83	Long-Term Gain Realized 1982–83	Total Compensation (Total Cash, Long-Term Gain Realized)
20. Dinner Bell Foods	**15**	$302	$1	−29%	Ian F. Keith *exec. v.p., marketing*	$89,500	N.A.	0	$89,500
21. Pabst Brewing	**13**	800	14	+15	Richard J. Ratcheson *v.p., advertising*	88,000	N.A.	0	88,000
22. Rath Packing	**15**	342	(13)	N.M.	Wallace E. Rath *sr. v.p., sales & marketing*	60,665	+10%	0	60,665
SERVICES									
1. Tie/Communications	**21**	324	35	+136	Larry W. Kifer *v.p., marketing*	547,358	−3	$805,669	1,353,027
2. Comdisco	**20**	543	52	+76	Nick M. DiBari *sr. v.p., marketing*	1,258,956	+8	0	1,258,956
3. ISC Systems	**20**	80	4	−51	Bruce C. McGilaway *v.p., marketing*	92,154	−38	756,000	848,154
4. Super Valu Stores	**22**	5,923	77	+13	Gene D. Hoffman *sr. v.p., marketing*	243,500	+11	49,600	293,100
5. Rose's Stores	**22**	829	22	+89	Jack Edwards *exec. v.p., sales, merchandising & ops.*	245,477	N.A.	0	245,477
6. Harte-Hanks Communications	**21**	444	33	+22	Charles H. Everill *sr. v.p. & president*	244,953	+49	0	244,953
7. Walgreen	**22**	2,361	70	+24	Vernon A. Brunner *sr. v.p., marketing*	194,061	+10	48,560	242,621
8. Browning-Ferris Industries	**24**	844	80	+19	Norman A. Myers *v. chmn. & chief marketing officer*	232,600	−20	N.A.	232,600
9. AMR	**23**	4,763	281	+2,981	Thomas G. Plaskett *sr. v.p., marketing*	185,000	N.C.	43,938	228,938
10. USAIR Group	**25**	1,432	81	+36	Randall Malin *exec. v.p., marketing*	211,700	N.A.	N.A.	211,700

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Apples make
hello

Company Industry	Sales [$ Mil.]	Net Profit (Loss) [$ Mil.]	% Change 1982–83	Individual and Title	Total Cash (Salaries, Fees, Directors' Fees, Bonuses, Commissions)	% Change 1982–83	Long-Term Gain Realized 1982–83	Total Compensation (Total Cash, Long-Term Gain Realized)
11. Eastern Air Lines 23	$3,942	$(184)	N.M.	Russell L. Ray Jr. *sr. v.p., marketing*	$208,002	+29%	0	$208,002
12. Computer Task Group 20	54	1	+27%	John P. Courtney *exec. v.p., marketing*	187,590	+27	0	187,590
13. Pansophic Systems 20	43	6	+25	Edward F. Horst Jr. *sr. v.p., sales & marketing*	180,000	− 8	0	180,000
14. CBI Industries 24	828	44	−50	J.R. Mansell *sr. v.p., marketing & sales*	161,125	+18	$2,050	163,175
15. Grolier 21	286	47	+976	Howard B. Graham *sr. v.p., marketing product development*	157,790	+ 1	0	157,790
16. Pan American World Airways 23	3,789	(51)	N.M.	Martin R. Shugrue Jr. *sr. v.p., marketing*	154,688	N.A.	0	154,688
17. Yellow Freight System 23	86	49	+361	George E. Powell III *sr. v.p., ops. & sales*	144,250	N.A.	0	144,250
18. Infotron Systems 20	51	6	+162	Jeffrey D. Kraengel *sr. v.p., marketing*	143,100	+33	N.A.	143,100
19. Trans World Airlines 25	3,354	12	−60	N.M. Effman *sr. v.p., marketing & planning*	133,133	N.A.	N.A.	133,133
20. United Aircraft Products 25	29	3	+ 7	Henry Cozzolino *v.p., marketing*	69,750	N.A.	40,806	110,556
21. Advanced Computer Techiques 20	11	0.30	−39	Leslie B. Hersh *exec. v.p., sales*	107,825	+25	0	107,825
22. Piedmont Aviation 25	943	26	−16	W. G. McGee *sr. v.p., marketing*	107,027	N.A.	0	107,027
23. Emery Air Freight 25	683	58	+74	James G. Godsman *v.p., marketing services*	88,500	N.C.	17,644	106,144

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When was the last time you came across a business machine that gets your employees more excited than a trip to Acapulco or a color TV?

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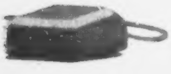
It allows your top achievers to point, click, cut and paste their way to new heights.

Both Apples speed routine business tasks and help make better decisions, faster.

Which means using Apples as carrots could easily mean more leafy green stuff for you.



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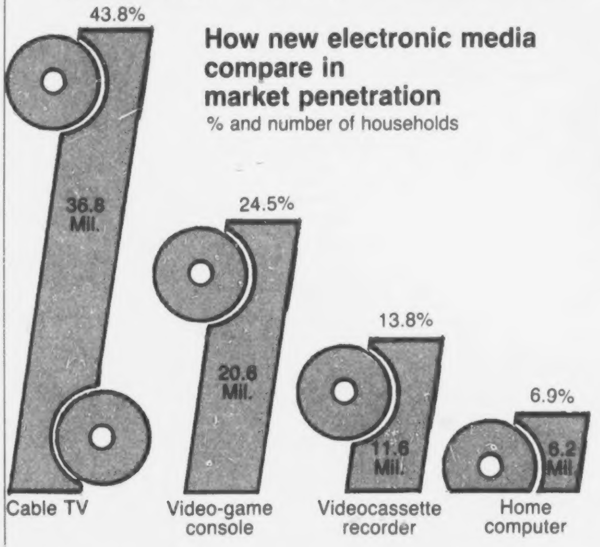
** The IIc alone weighs just 7.5 pounds. Power packs, monitors, printers, modems and mice can make it as heavy as you'd like.*

The wired home: New insights into the electronic mix

Technological advances and falling prices have transformed the home into an electronic Babel. Marketers who want to target the wired home will gain new insights from a just-completed survey of 4,237 households by Link Resources that, for the first time, measures cross-ownership of cable TV, videogame consoles, videocassette recorders, and home computers.

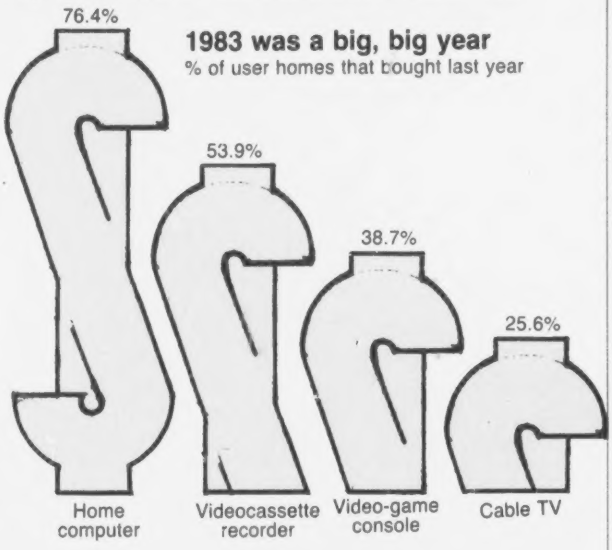
The results pack some surprises. For example, Link reports a higher degree of cable TV penetration than most trade estimates have, because, president Hains B. Gaffner explains, "being a household survey, ours caught the 'piracy' that exists and which is missing from trade estimates that depend on cable operator responses." The survey also packs a warning for the marketers of business personal computers who want to extend their sales to the home. More than a third (37.9%) of home computers are bought in mass merchandise outlets, a store type shunned by most computer makers because of the lack of service and training facilities.

Unfortunately, Link didn't ask the question uppermost in marketers' minds: Will all the electronic gadgetry keep consumers in their homes? If it does, that's bad news for such industries as restaurants, spectator sports, amusements, and travel.—TCT



How new electronic media compare in market penetration

% and number of households

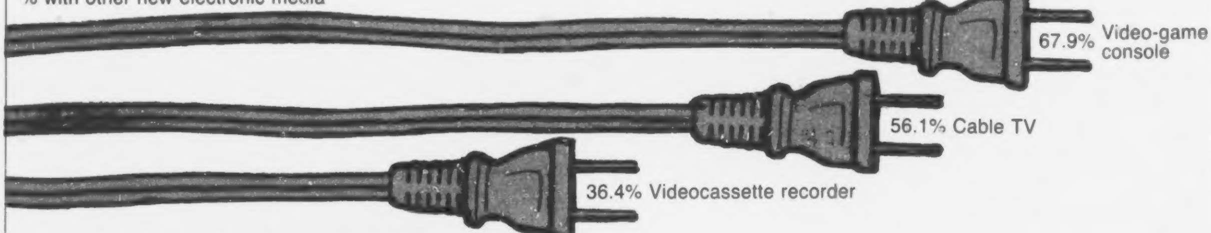


1983 was a big, big year

% of user homes that bought last year

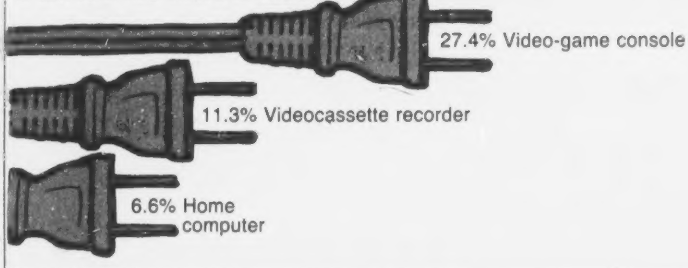
Home computer owners most 'wired' of all . . .

% with other new electronic media



. . . and cable TV subscribers least wired

% with other new electronic media



Source: Link Resources, subsidiary of International Data Corp.

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APPLE-POLISHING THE DEALER

Sales chief Bill Campbell fires his reps and hires 400 direct salespeople to woo PC retailers.

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Incentives Special Section: Building for success

Marketers tell all about reps in exclusive survey

Supersalesman Nick DiBari looks at marketing vs. sales

S&MM

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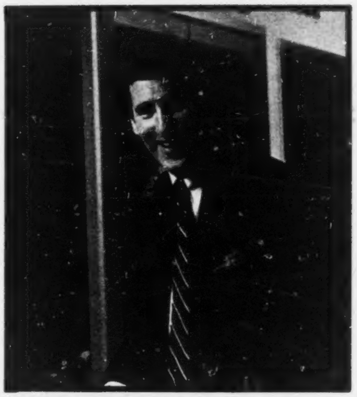

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will focus on benefits gained in day-to-day operations.

Each company has its own criteria for narrowing the prospect search. IOS marketing vice president Joseph Adler looks for companies with at least five of seven characteristics. Chief among them, he says, are "a sales force of a certain size, mostly direct sales, broadly dispersed sales reps, and participation in a growing and competitive market." Envoy sales and marketing vice president Robert Warn concentrates "on 12 industries we have determined, through preliminary research on sales problems, that should be interested in our product. These include food, chemicals, and pharmaceuticals."

IOS's Adler stages direct attack.

Quick payback

At IOS, the sales cycle involves three phases. "First, we sell the concept," Adler says. "Second, if the prospect accepts it, our applications specialists spend two or three days with the salespeople to see how they operate and locate their communications and management problems. Finally, based on that, we submit a needs analysis, possible configuration, and a proposal."

To encourage acceptance, Envoy tries to interest prospects in a pilot program. "An organization with 200 to 400 salespeople," Stofer notes, "can set aside a branch office with 20 reps, say. Using a workstation and three or four applications packages under a six-month rental program, they can get an idea of the quick payback they will receive."

The companies also differ in their purchase options. IOS sells a turnkey system, consisting of lap-top and central computers of its own manufacture, which must be bought as a complete package. In contrast, Envoy lets the prospect pick and choose among various pieces of hardware and software, which consists of a Gavilan lap-top (it may eventually offer a model from Hewlett-Packard and other vendors), a Digital Equipment Corp. VAX mini, and 11 software modules, including Sales File, Sales Plan, and Sales Report.

The rival systems come with rich price tags. Adler says his system averages out to $5,000-$7,000 per salesperson-user. Stofer quotes $400 per user per month for a 100-person sales force.

S&MM SALESGRAPH

Harbinger of a merry Christmas

While consumer-spending increases in this year's second half will be hard put to match the first half's zesty pace, they'll be robust enough for most marketers to meet their annual sales goals. Sales of high-ticket items, a sensitive barometer of consumer sentiment, especially were strongly upbeat in the year's first six months. It's a trend likely to continue through Christmas.

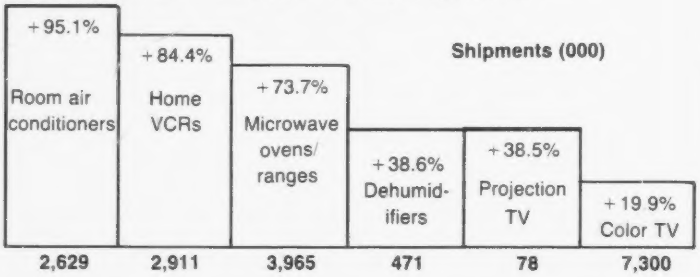
During the January through June period, marketers of major home appliances shipped 20.35 million units, 32% more than in the year-ago period. As impressive as that achievement is, it pales when one considers the explosive 84% surge in sales reported by marketers of home videocassette recorders (VCRs), who shipped 2.9 million units.

What makes these performances all the more remarkable is that they took place in the face of constantly rising interest rates, defying the conventional wisdom that says consumers react to higher rates by postponing purchases of high-ticket items. While higher interest rates certainly "dampen" buying by consumers, they were not sufficient enough to overcome other factors at work in the January through June period, such as hundreds of thousands of new jobs generated each month, steady increases in real purchasing power, and a low-level inflation rate which made prices more attractive.

Chemical Bank assistant vice president Karen Wasserman notes that higher interest rates have their sunny side: They boost the income

This year's hot high-ticket items

1984 first half vs. 1983 first half, shipments



Note: Factory shipments for room air conditioners, microwave ovens ranges, dehumidifiers; sales to retailers for home VCRs, projection TV, color TV.

Sources: Assn. of Home Appliance Manufacturers, Electronic Industries Assn.
© Sales & Marketing Management.

consumers derive from their bank deposits and money market funds. Consumer economist Susan M. Sterne thinks the buoyant sales reflect deeper changes taking place. "The lessons of the 1970s have created a new breed of consumers for the 1980s," she says. "The consumer is now able to force lower inflation through rapid flexibility in spending habits when confronted with price increases."

ADVERTISING

Their first hurrah

Nearly every celebrity worth his or her publicist's claims, and many who aren't, has been signed to endorse somebody's product. A major exception has been politicians, perhaps because the next scandal could be just around the corner.

But in the nation's capital, some lawmakers are lending their names to companies' print media campaigns. Hamburger Hamlet, a Washington, DC, restaurant chain, is using a testimonial about it from congressman Stan Parris (R-VA), in which he declares, "The Hamlet is a delicate mixture of ambiance and fun. I enjoy eating in an atmosphere that isn't dull . . . my favorite dish? Their hamburger of course!" The chain plans another ad using another politician next month. The Source, a McLean, VA, telecomputing company, proudly announces in its ads that one of its customers is Sen. Howard Baker (R-TN).

In both cases, the lawmakers were known to be users of the products. Both companies are more than satisfied with the results of having a

Congressman Parris Loves Hamburger Hamlet

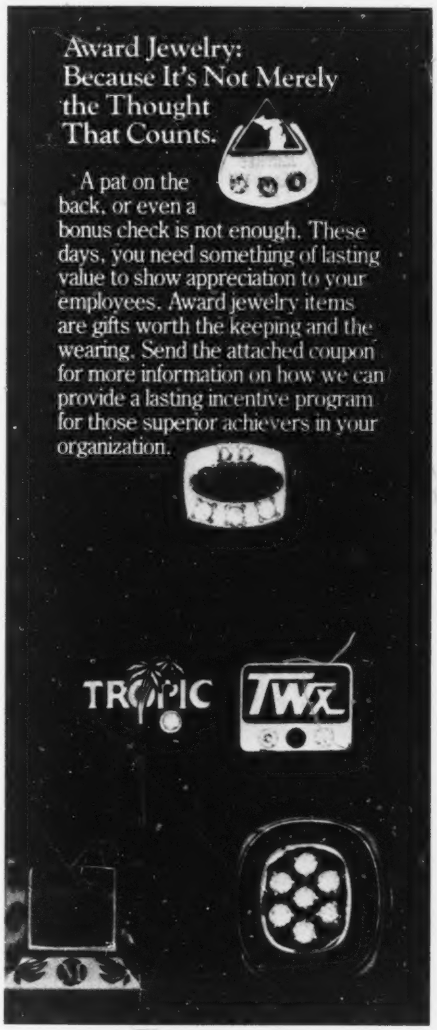
The Honorable Stan Parris
Congress of the United States (8th District, Virginia)

"The Hamlet is a delicate mixture of ambiance and fun. I enjoy eating in an atmosphere that isn't dull . . . my favorite dish? Their hamburger of course!"

Hamburger Hamlet

Bethesda
Chevy Chase
Georgetown

Congressman Stan Parris takes a stand for his favorite hamburger maker.



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What marketers love and hate about their manufacturers' reps

An S&MM survey shows marketers are not getting the most they can from reps. Reps say one reason is they're burdened with excessive demands.

By EARL HITCHCOCK
President
Earl B. Hitchcock
& Associates

It's a sad fact: Far too many companies are dissatisfied with their independent sales reps and their distributors.

In a recent survey conducted by the editors of S&MM, 200 respondents gave their frank opinions of reps and distributors. One of the most disturbing results was that almost 40% of the respondents say they are dissatisfied with their reps—for reasons that range from their sales results to lack of territory coverage—and two-thirds are either totally or partially unhappy with their distributors.

The other side of the coin is that more than 60% of those who replied are satisfied with their rep sales organizations. It's obvious that a majority of these companies are either making more effective use of their reps or they're less demanding than the other 40%.

The trend toward using independents picked up substantially during the recession of 1982–83, in part because of the necessity for reducing field sales costs. By now it's estimated that 45,000 to 50,000 U.S. manufacturers, plus an unknown number of foreign suppliers, are using reps. A substantial number of these also use independent distributors; add to that a third group that uses distributors supported by their own field personnel.

At the same time, reps have increased the quality and professionalism of their work enormously. Supported by such strong professional organizations as the Manufacturers' Agents National Assn. (MANA) and the Electronic Representatives Assn. (ERA), many of them have built stable, well-managed businesses that serve their principals as well as do company-owned sales organizations (in some cases, even better).

'The relationship between company and rep is a partnership.'

Then why are so many companies unhappy? Many of the respondents feel that their reps spend too little time on their products. Others are convinced that reps do not satisfactorily generate new business. But the strongest complaint is with their overall sales results.

These comments support the opinion held by one supplier (with a highly successful group of reps) who said: "Too many of us expect the rep to do all the work in return for his commission."

Manufacturers with the greatest success records in dealing with reps also tend to support this point of view. Fisher Controls, a wholly owned subsidiary of Monsanto, has developed one of the most successful rep organizations in the instruments industry. Fisher is a $600 million company and depends completely on its reps for field sales.

Its confidence is born from the care and attention devoted to them. For instance, when a territorial opening occurs, a fairly rare event in itself, Fisher prefers to offer the position to a candidate from within the company's independent rep group. He (or she) is assisted in getting started, provided with training help, and given heavy support from the factory.

When a rep principal approaches retirement time, he is encouraged to plan for an orderly succession with the company's help. In addition, all reps attend an annual three-day sales conference and, periodically during the year, sales schools on specific subjects held at North American headquarters in Marshalltown, IA.

In return for all this help, Fisher insists that reps handle no other

How S&MM's survey respondents voted

(Base: 200 replies. Following figures reflect actual number of respondents.)

Which kinds of independent sales forces do you use?	
Non-stocking reps	85
Stocking reps	30
Distributors	57
Electronic distributors	8
Fluid-power distributors	4

Note: Some respondents use more than one kind of outside sales force.

If you are dissatisfied with your reps, why?	
Overall sales results	29
Amount of time spent on your products	24
Knowledge of your market	9
Technical ability	15
Followup on leads	11
Rep has too many lines	15
Territory coverage	9
Generating new business	25
Sales promotion	6
Communication	14

Some respondents cited more than one "dissatisfaction."

If you use distributors, are you satisfied with their performances?	
Yes	19
No	13
Partially	33

If not, why?	
Inventory management	18
Competitive lines	17
Inside sales force	12
Outside sales force	13
Product knowledge	33
Service capability	9
Market coverage	16

Generally speaking, are you satisfied with the performance of your reps?	
Yes	66
No	39

Note: Not all respondents replied.

Which of the following do you consider the most important to provide to your reps?

Rank	Sales training	Product training	Sales literature	Field visits	Regular communication	Performance evaluation	Periodic sales meetings	Sales promotions	Other
1	24	68	10	17	34	6	1	5	3
2	20	39	21	23	21	5	9	9	3
3	16	13	24	32	30	15	10	14	3
4	13	15	25	34	22	13	15	13	2
5	12	6	27	22	15	28	31	31	2
6	10	3	25	15	17	15	36	21	0
7	14	6	16	11	11	29	25	28	1
8	18	2	10	10	5	24	18	21	3
9	16	22	9	5	12	10	5	9	3

engineered products which require application engineering and quotation. They are free to take on accessory products, such as solenoid valves and tube fittings, which fit the market they serve.

Dan Moody, Fisher's southeastern regional manager, who supervises 10 reps, explains: "The relationship between the company and the rep is a partnership between equals, and we handle the business accordingly."

Unstinting support

Giving reps the support they require is the philosophy and the practice of Stan Harris, manager of marketing administration for Joy Manufacturing's Air Moving Products Div., New Philadelphia, OH. Joy turned to reps in 1965; today it has 80 independent sales groups selling products to the heating, ventilating, and air conditioning market.

Harris believes that Joy's success with reps is because of the company's unstinting support for its salespeople, which begins when a rep is appointed. The rep's entire sales team is brought to the factory for a two-day training session. This backup is carried on in the field by a five-man group of regional managers who provide the reps in their areas with commercial and technical consultation. They are also responsible for such additional activities as field training, hiring, etc.

"We believe that we're faced with a two-edged competitive situation in the field. On the one hand, we compete with other fan manufacturers, but we also compete with his other principals for the rep's time," Harris explains. "If we don't make it easy for him to make money on our products, Joy becomes a sideline to him and we lose his time and effort."

The fact that larger companies are turning to reps and distributors to cover specific market segments or outlying territories is additional testimony to the soundness of the manufacturers' rep approach to selling. Such blue chip-companies as ACF Industries, Aeroquip, Beckman Instruments, Dow Corning, W.R. Grace, and Dresser Industries all use reps in suitable market areas.

If reps are such a bonanza, why do we hear so many complaints?

Based on the S&MM survey and the evidence of such successful companies as Fisher and Joy, it seems that those who are dissatisfied have failed to grasp the essential nature of the independent sales rep.

The rep is an individual so confident of his own sales ability that he's built an independent business with that as his only product. His survival as a small business depends on turning that talent into a living for himself and his associates. With years of experience, he's learned to trust the suppliers who make it easy to sell their products, thus maximizing the return on his investment of time.

'If we don't make it easy for him to make money . . . we become a sideline.'

How can a manufacturer make the best use of such a pure selling machine?

Based on the experience of successful companies, the first step is to choose very carefully. There are an estimated 65,000 to 70,000 reps in the U.S. Given the admitted difficulties of operating such a business, it is not surprising that some are more successful than others.

When a manufacturer entrusts its products and a territory to a new rep, it surely wants to avoid the one who is struggling to stay in business, or who shuffles product lines like cards, or who has just lost his two best salespeople. Yet marketing managers often treat the recruiting job in a casual way. Reps are appointed by telephone, at trade shows, or during a factory visit apparently with the hope that something will work out.

Reps often accept lines in the same spirit. The result guarantees rapid turnover, unhappy customers, and another disillusioned supplier.

Bob Turetsky of Castelli Furniture, a Bohemia, NY, office furniture manufacturer, looks for promising rep candidates at trade shows. He also keeps a log of qualified reps in each territory. And if necessary, he places blind ads in trade papers to ensure a broad selection. But he visits each candidate to inspect his office and facilities and, finally, he checks with customers in the territory to get their evaluations.

Turetsky looks for the visible capability of a rep to manage his own business well. He explains, "We expect each rep to act as our territory manager. To do that we offer substantial incentives based on market share and our own product-mix objectives. Each rep knows that if he has a good year, next year's incentive won't be an inflated, unreachable number."

Stan Harris at Joy Manufacturing spoke for knowledgeable marketers when he referred to the competition between principals. In fact, those marketing managers who complain that reps "don't spend enough time on our products" or "aren't generating new business" are really losing the competitive battle between principals.

The 'temptation'

Look at it from the rep's standpoint. Typically, he sells at least five different product lines. If he divides his time scrupulously between those, each principal can expect no more than 20% of each salesperson's time. But if some principals make their product lines easier to sell via national advertising, a generous supply of hot sales leads, and strong factory support, the temptation to concentrate on

Dialing for reps

Manufacturers are turning increasingly to telemarketing (S&MM, June 4) as a way of saving their reps from the expensive task of screening and following up sales leads.

Trained communicators, supported by a computer data base, can quickly and effectively screen sales leads generated by trade advertising, product publicity, or trade shows. The resulting high-quality leads are forwarded immediately to the appropriate rep.

Reps are so pleased by this kind of attention—and the results obtained from the hot leads—they devote much of the time they save to those principals who supply the telemarketing service. At any rate, that's the hope.

those products is hard to resist. Such companies simply offer a greater return on the rep's investment in time.

This also makes it clear why reps try to avoid such tasks as missionary selling, market research, finding new markets, and credit and collection work.

The marketing manager who is successful at getting the rep's attention and keeping it soon finds he has another advantage. Once he becomes responsible for a sizable share of the rep's business, 25% or more, he can make even stronger demands for time and attention. Most reps can ill afford to lose such a sizable chunk of their commissions and consequently become gradually more dependent on their most productive principals.

Following such a policy has given Kohinoor, Inc., Bloomsbury, NJ, a manufacturer of drawing pencils, a highly effective combination of direct salespeople and reps. Currently, Dick La Barre, manager of sales administration, has eight "master" reps, some of whom have sub-reps under them. La Barre has no recruiting problems: all eight master reps have been selling for Kohinoor for 20 to 30 years. That longevity La Barre credits to a policy of treating his reps precisely as the company's direct salespeople are treated, part of which is including them in national incentive program built around cash awards.

In most instances, a manufacturers' rep sells a group of related products in a designated territory. He usually has exclusive rights to the territory and works on commission.

A distributor, however, buys and resells a group of related products. His territory cannot be legally restricted, but he generally concentrates on a specific territory. Historically, the rep seldom carried stock but the distributor carried a wide variety of commodity-type products in stock. His primary objective was to keep his inventory moving, and he seldom pushed individual products or brand names.

As marketing strategies have grown more complex, these distinctions have become blurred. To improve their market coverage (and fatten their margins) some reps have begun to carry stock. And some distributors have trimmed their inventories and begun to concentrate on a limited group of products and a smaller market segment. A good example: computer stores.

Stocking reps and specialty distributors have begun to fill the gap and the marketing manager is suddenly being offered interesting new ways to navigate the distribution channel. If his primary need is for field sales coverage, the commissioned rep will fill the bill. If his customers require quick delivery of standard parts, he can turn to stocking reps or specialty distributors. And if he sells commodity-type products, he can use an industrial distributor, or an automotive parts distributor, or an electrical appliance distributor, etc. Here he must bear in mind that the distributor's task is to carry a broad range of stock for the convenience of his customers. The manufacturer is responsible for field sales and distributor supervision.

Whichever type of organization a marketer picks, the keys to success are clearly indicated, based on responses to the survey (see tables) and interviews with marketing executives.

Foremost is careful, painstaking recruiting. Tim O'Herron, manager of sprinkler contractor sales, Automatic Sprinkler Corp., Broadview Heights, OH, has taken two years to build a new organization of six stocking and three non-stocking reps. He explains that that pace was as fast as the factory could absorb the additional workload and as quickly as he could recruit and train people.

Also vital: Win the battle for a share of the rep's time by offering him an attractive, competitively priced product line, supported by quality inquiries and extensive product training.

Another suggestion for marketing managers struggling to harness their rep or distributor organizations: The independents can be highly efficient selling machines; your job is to give them all the tools they need, free them of distractions, and then get ready to write orders. ■

Earl Hitchcock *is a marketing consultant who specializes in creating sales organizations for manufacturers that use independent reps and distributors. His company can be contacted by writing to P.O. Box 296, Midland Park, NJ 07432.*

Sales compensation: It's unfair

The existence of salespeople with college training, especially important in today's more complex selling environment, is noted in a new Census Bureau report on occupations, based upon the 1980 Population Census. (Yes, dear reader, four years after the event, the bureau is still churning out the results.) More than three-fifths, or 61.7%, of all salesmen and almost half, 48.6%, of saleswomen have one or more years of college, the government report shows. Compared to all workers, the proportion of salesmen (retail sales clerks, male or female, were not a part of the study) with a four-year college degree is two and a half times as great, 25.7% vs. 10.4%. Among saleswomen, the ratio is 17.6% vs. 9.4%.

The government's findings can be viewed as encouraging—and also downright dispiriting. In the former category, they show that education is narrowing the much-criticized income gap affecting women. Among all-year-round, full-time workers, women's earnings (based on the government's figures for 1979) are only 55.4% of men's earnings. In selling, the ratio edges up to 56.7%. The more formal education a saleswoman has, the narrower the gap. Still, saleswomen who have graduated from college only earn 61.9% of what all salesmen earn, and, if they go on to graduate school, 62.7%. (The saleswoman with five or more years of college earns almost one-third more than all saleswomen, 32.1%, while a salesman with such a background makes only one-fifth more than all salesmen, 19.4%).

The advantages are even greater for minorities. Black salesmen with five or more years of college earn 25.4% more than all black salesmen, and similarly educated Hispanic salesmen 28.7% more than all Hispanic salesmen. Also, minority saleswomen suffer less income disparity than their white counterparts. Among all salespeople with a four-year college degree, black saleswomen earn 78.4% of what black salesmen earn, Hispanic saleswomen 69.5% of what Hispanic salesmen earn. The comparative ratio for white saleswomen is 61.8%.

All of the above is in relative terms. In absolute terms—that is, the actual dollars earned—income differentials are disheartening. Mean earnings of a saleswoman who has been in college for five years or more come to $17,845, which, the Census Bureau notes, is less than what is earned by a salesman who has only an elementary school education, $17,988. The dramatic disparity in earnings existing in selling shows itself in another finding by the government: Among *all* women workers, only those with this higher level of education earn more than men who have completed only one to three years of high school. Is there a trend ahead of class action suits initiated by salespeople citing the issue, proven in other fields, of "comparable worth"?

Salespeople and what they earn: The importance of gender and color

(Earnings reported are for 1979)

Number			Earnings	
Male	Female		Male	Female
897,707	97,982	Total	$23,842	$13,507
869,021	91,402	White	24,038	13,580
16,439	4,062	Black	17,288	12,531
20,608	3,340	Hispanic	18,259	11,529

Note: Based on Census Bureau definition "Sales representatives, commodities, except retail."
Source: Census Bureau, *Earnings by Occupation and Education*, PC80-2-8B.

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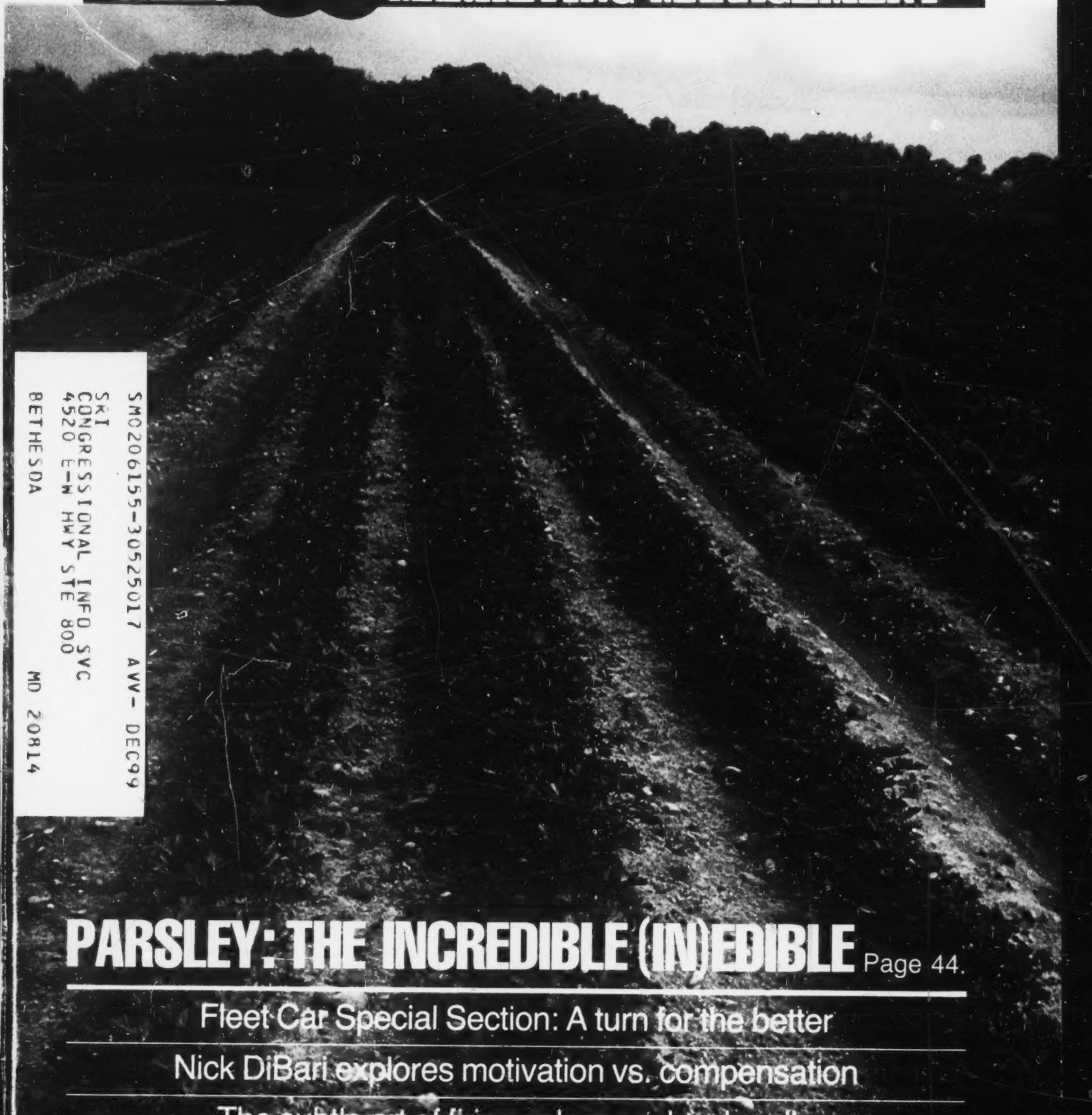

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PARSLEY: THE INCREDIBLE (IN)EDIBLE

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Nick DiBari explores motivation vs. compensation

The subtle art of firing salespeople—legally

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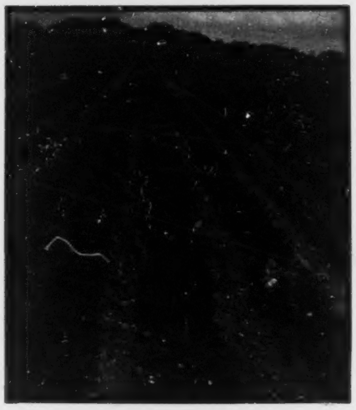

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S&MM's cover photo by Joe Bevilaqua

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ABP BPA ABC

quipped, "Looks like a premium show."

That summed up the feelings of 1,180 exhibitors who faced empty aisles on all four days of this year's National Premium Incentive Show, temporarily moved to San Francisco on Sept. 10–13 when the show lost its traditional October dates in Chicago. Show managers Hall-Erickson gambled that a new crop of West Coast buyers would be attracted to Moscone Center, and indeed boasted that buyer preregistrations numbered 10,000. But the buyers stayed home and exhibitors lost the bet.

Donald LeBlanc, vice president of special markets for Lenox China, praised the beauty of Moscone Center and San Francisco but bemoaned the $25,000 he spent producing one order that will gross him less than the cost of his booth. "It's like building a retail store on top of a mountain," he said. "It's beautiful and cheap but there's no business."

David Parr of Premco Associates, caught on the third day of the show, said, "I would have closed up yesterday if I could have."

Others were more upbeat. "I have had half a dozen good conversations that made the trip worthwhile," said Don Rainwater, premium sales manager for Texas Instruments, "but I certainly have not been stampeded."

Noting that many western buyers attend the Chicago show, president of Van Heusen Corporate Markets Irving Chernow said he still views the West as an important market for incentives. "I'm mystified why attendance is so low," he said.

But Hall-Erickson's Pete Erickson wasn't. "We knew this would happen," he said, though he couldn't explain what happened to the promised 10,000 buyers. "In Chicago, 60% to 65% of the buyers are from the local area, and in San Francisco you have a 300- to 400-mile radius with one-tenth the population of Chicago."

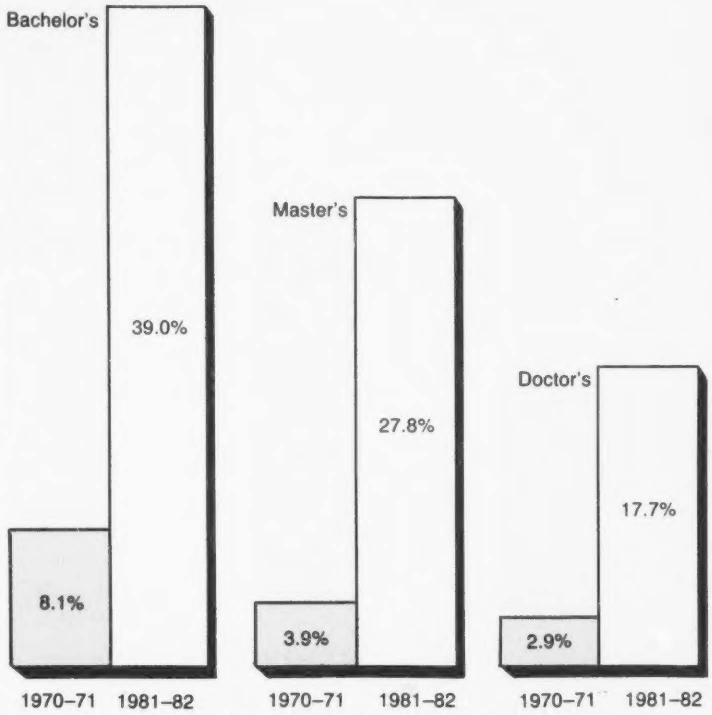
Erickson said that the show could only act as a catalyst for incentive sales in the West. But incentive marketers will prefer crowded aisles when the show moves back to Chicago on the first week of December in 1985.

SALES FORCE HIGHLIGHT

The lady means business

Marketers who scout college and university campuses for the best sales training prospects will have to make a bigger play for female graduates. In the decade between the 1970–71 and 1981–82 school years (the latest for which data are available), the proportion of business and management degrees awarded to women at the bachelor's, master's, and doctor's levels skyrocketed. During that time, for example, the women's share of bachelor's degrees awarded to business and management majors soared from 8.1% to 39.0%.

% of business and management degrees awarded to women



Source: National Center for Education Statistics, *The Condition of Education: 1984 Edition.*
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SURVIVAL SELLING

Missing the window can be fatal

Seizing a "window of opportunity" is the dream of every company in the personal computer (PC) sweepstakes. Missing it can raise the specter of Chapter XI. Such is the case of Gavilan Computer, which a year

PRODUCT STRATEGIES

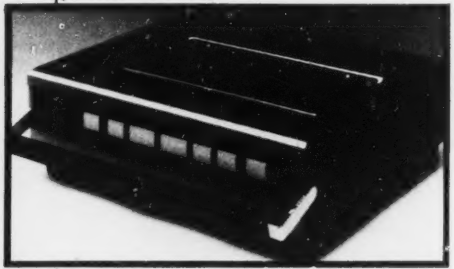
Cashing in on the video craze

With the popularity of the videocassette recorder (VCR) a foregone conclusion, marketers are turning their attention to products aimed at the periphery of this burgeoning industry. One of these, the videocassette player (VCP), is scheduled for introduction in U.S. markets early in 1985. The VCP is a playback-only unit with no recording capability. Retail prices will reflect this greater simplicity, making them $100 to $200 cheaper than standard VCRs.

At this point, only three companies plan full-scale distribution, and just one, General Electric, is based in the U.S. The others, Funai of Japan and Samsung of Korea, have been marketing these units overseas for some time.

So far, the likes of RCA, Sony, and JVC are holding back for what they regard as sound marketing reasons. Here's why: Remember a few years ago when something called the videodisc player was introduced amid great flag-waving? Well, RCA does. It invested almost $600 million in this playback-only marvel—then watched it sink like a stone.

Some industry sources say the same fate awaits the VCP, but GE's VCR product manager, Robert Riddell, sees things differently. "We're going after the second- and third-time purchaser," he says, "people who already have a recording unit." With more than 10 mil-



Will GE's playback-only VCP shake the videodisc jinx and find success?

S&MM SALESGRAPH

Working couples back in style

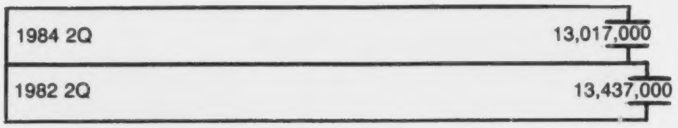
The comeback of the working married couple is a harbinger of continued strength in consumer spending through 1984's second half.

The favorite sales target of most marketers because of their penchant for high-ticket items, working couples slipped slightly in the wake of the recent recession, their numbers declining 2.8% to 12,657,000 in the second quarter of 1983 vs. 1982's same period. However, they bounced back with a healthy 6.2% gain to 13,437,000 between the second quarters of 1983 and 1984, a new Bureau of Labor Statistics (BLS) report shows.

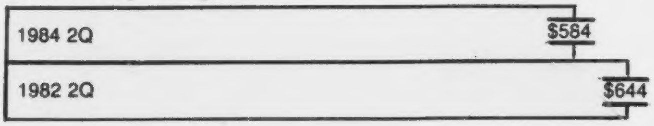
At the same time, the once-traditional family that relied upon the husband as the sole breadwinner continued its disappearing act. Since 1982's second quarter, such families have shrunk 7.3% to 10,589,000. As a result, only one-fourth, 26.1%, of all families with wage and salary income depend exclusively upon the husband, compared to one-third, 33.1%, that benefit from two-paycheck earnings.

Median weekly earnings of families with two or more workers rose 4.7% in the more recent one-year period vs. a slightly smaller 4.0% gain in the preceding 12 months. However, the actual improvement in buying power was somewhat zestier because, as BLS economist Earl Miller notes, "real income increased for the first time in a long time. After you account for inflation, income actually fell 1.6% between the 1982 and 1983 periods but rose 1.0% between the 1983 and 1984 second quarters."

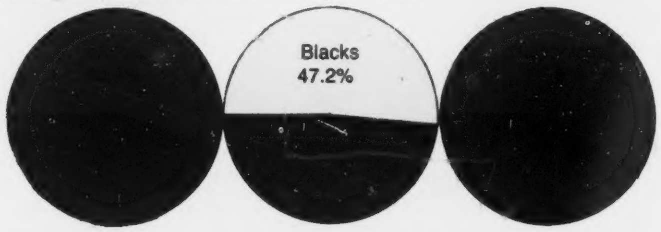
Working couples'
. . . greater numbers . . .



. . . and fatter paychecks
Median weekly earnings



Blacks lead, Hispanics trail
Working couples as % of married-couple families



Source: Bureau of Labor Statistics, *Earnings of Workers and their Families: Second Quarter 1984*, USDL 84-326.

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CARS THAT ARE HERE TO STAY

You no longer need a scorecard to tell the fleet cars. Detroit has settled on models that offer comfort and power at the right price.

For sales and marketing executives who oversee the selection of fleet cars that their salespeople drive, life truly is taking a turn for the better. The frantic pace of new-car introductions and nameplate changes—resulting in an alphabet soup of body styles—appears to have slowed at last. "This is the year of refining models introduced in the past few years," says Lou Proctor, field operations manager for the fleet department at Chevrolet.

Not surprisingly, Proctor's assessment is true of other General Motors (GM) divisions as the auto industry's leader begins the 1985 model year. But similar tidings are audible elsewhere in Detroit as manufacturers settle on lineups that look as if they will withstand the test of time. "This is pretty much a carry-over year, there is not much new apart from small vans," observes Don Allen, who oversees nearly 1,000 cars driven by Gerber Products salespeople.

At Lincoln-Mercury, for instance, its front-wheel-drive Topaz (introduced in mid-1983) and the rear-wheel-drive Mercury Marquis have established themselves as the company's leading fleet cars, although fleet demand is strong too for cars as diverse as the subcompact Mercury Lynx and the Lincoln Continental. American Motors Corp. (AMC) is also offering to fleets essentially the same subcompact lineup as last year, led by the Renault models, Alliance and Encore, that propelled the fleet department to a new sales record.

Anyone who thinks the auto business has reached a hiatus, however, is sorely mistaken. A renewed emphasis on quality and technology is finding its way into new cars. "We will continue to bring completely new cars to the marketplace," Lynn Wilson, Buick's fleet sales administration manager, says. "It is so costly, though, that they will be a lot better researched and tested than ever before. We are committed to not bringing a car out that isn't right."

The same determination has placed Ford in good stead. "It's apparent that Ford's emphasis on quality has been recognized in the total fleet market," says Bill Willis, general fleet, leasing, and rental manager. "This factor has been instrumental in the success we have achieved so far in the 1985 model year." Ford's front-wheel-drive Tempo, introduced in mid-1983, and its venerable rear-wheel-drive LTD, are Ford's top fleet cars.

Fewer and better-built cars are just what harried sales and marketing executives have wanted. This respite comes, too, just as these executives find that company cars have become an extremely expensive fact of life. "More than ever before, a car is tantamount to additional income," says Ronald Basso, sales vice president at Continental Extrusion, Garden City, NY.

Similarly, Len Goldstein, marketing vice president at Allied Automation, Dallas, would prefer it if his company *didn't* offer cars to salespeople. But he finds that these days a company car "is a condition of employment as opposed to a perqui-

Cadillac goes after sales managers

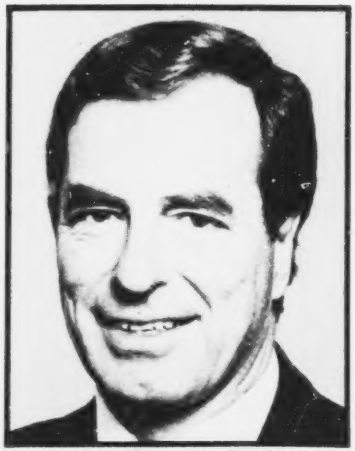
In only its third year of actively wooing fleet buyers, Cadillac is emerging as a serious player in the market. "We instituted a fleet department ahead of the 1982 model year," says David John, Cadillac's fleet supervisor. "Since that time, we've pursued commercial users on a more concentrated basis." Results thus far have encouraged further efforts. Fleet sales increased 32% between 1982 and 1984, to the point where fleets comprise 11% of Cadillac's sales. Notable successes include direct sellers Mary Kay Cosmetics, Amway, and Shaklee. "We like that kind of business," John says.

"We like to promote Cadillac as an incentive," John explains. "Being very realistic, we find that most users are not going to give Cadillacs as a company car in the classic sense." Thus he acknowledges that "a sales rep for Revlon is unlikely to drive a Cadillac." The case is different, however, for sales managers who have always driven near-luxury cars. "We are concentrating on having them consider Cadillac," John says.

In the right circumstances, he is quick to point out, "the perceived value of a Cadillac is far beyond the actual cost. Upgrading an individual from a near-luxury car to a Cadillac costs, John figures, about $100 per month, but gets a lot more mileage than the cash equivalent.

site.” It is especially vexing when a typical fleet car costs close to $10,000 before the cost of operation is figured in.

On the bright side for many fleet customers, prosperity has brought better sales performances and that tends to reduce the dent fleet cars make in the budget. The improved economy has produced record earnings for the car manufacturers now that their customers are faring better and in many cases adding sales personnel or reducing the length of time that fleet cars remain in operation.


Lincoln-Mercury's Rowley

Thanks to this improved economic environment, Lincoln-Mercury's John Rowley, major leasing and fleet accounts manager, notes that some of his customers have returned to “more timely” replacement schedules. This marks a reversal of the tendency to hold fleet cars longer. Between 1980 and 1984, the average cycle grew from two years to three, with a significant number of companies holding cars even longer. Now, the change in this pattern, Rowley says, “has helped our business somewhat, but I would hate to have to quantify it.”

Oldsmobile's director of national fleet sales, John Wellman, has enjoyed the general recovery in the course of another record-setting year for his division. “A lot of companies have added salespeople and sales-related people,” he says. “I think that is part of the reason for our strong showing this year.”

At AMC, Mike Burke, manager of fleet operations and administration, agrees with his counterparts. “I think that we've seen that trend for almost a year,” Burke says, following successive years of “downfleeting” caused by employee cutbacks and stretched-out service for fleet cars. In fact, he acknowledges, “A number of fleet accounts are going to larger cars than we offer.” Still, the increase in the number of salespeople on the road, together with growing demand for AMC cars in other segments of the fleet business—notably daily rental and government—are helping to propel the company's fleet department toward strong sales again in 1985.

In a couple of respects, the overall boom in demand for cars, accompanied by the moderation in fuel costs, has had an unfavorable impact. One fleet executive points out that soaring retail car sales have put pressure on availability to fleets that was unheard of a couple of years ago. Also, companies that introduced diesels have seen those

With cars like these, Cadillac's John is ready for the fleet market.

sales go through the floor. “Diesel is a nasty word,” says Mel Ott, president of Vandenberg Leasing, Holland, MI.

Currently, the biggest question facing sales and marketing executives concerned with fleet operations remains unanswered. It is whether or not good times will reverse the downsizing trend just when that issue looked settled. “The big push for economy is not as prevalent as it was,” Ott says. “A significant number of those people who were in four-cylinder cars are going to six,” he adds.

Oldsmobile's Wellman

Some are going to even larger cars, such as the eight-cylinder, rear-wheel-drive Pontiac Parisienne, which was reintroduced into some fleets early this year.

“It's not a massive trend toward big cars,” says Buick's Wilson, “but there is some return by people who went to cars that are too small.” In fact, Buick Regal is proving as popular as ever, demonstrating that loyalty is still strong for the rear-wheel-drive configuration, Wilson says. At the same time, he notes that Buick Century is a “strong comer” in the mid-sized, front-wheel-drive category.

At the very least, company managers are considering—if not yet making—a move to larger cars. “It's a natural tendency for sales managers who have been getting negative feedback,” explains Nick Yackley, a sales administrator for

Barton of Chrysler

S.C. Johnson, Racine, WI. “Now they can step back, look at the whole picture, and think about upgrading,” he adds, noting that a “reluctance to backsliding” will keep upsizing short of a stampede to the good old eight-cylinder, rear-wheel-drive days.

“The country right now is trending away from smaller, fuel-efficient power plants,” says Gerber's Allen. Like Yackley, however, Allen cautions anyone who entertains hopes of radical change. For one thing, he notes, the trend to bigger cars has an impact on the failure by auto companies to meet Corporate Average Fuel Economy (CAFE) standards, which dictate that an auto company's entire output achieve a set fuel economy. Failure to meet those standards “is going to create a penalty that will load big cars and big engines,” Allen says. In real terms, he notes, it now costs him as much as $250 per car to upgrade from a four- to a six-cylinder engine, a change that a few years ago costs less than $100.

With these limitations in mind, auto executives are pushing for big-car comfort and performance from mid-sized cars. “We're really not putting in bigger engines,” says Chevy's Proctor, “we're trying to give V-8 performance with better fuel economy.”

Here come the ‘vanagons’

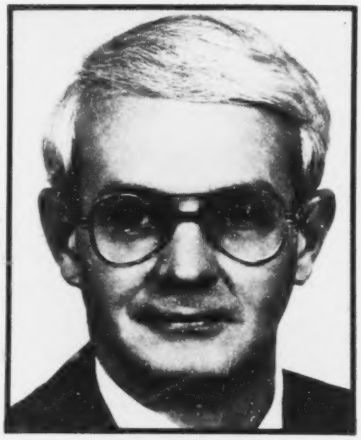
Rather than switch to cars with bigger power plants, some sales and marketing executives have opted for station wagons and so-called “vanagons” that offer more interior space without sacrificing engine size. Vanagons proved to be extremely popular with retail buyers and also sold well among fleets in 1984, the first year in which they were aggressively marketed. In fact, “we didn't have enough Plymouth Caravans or Dodge Voyagers,” says Hal Barton, Chrysler's fleet division manager, adding that a second plant will be on line in the near future.

Other manufacturers plan to jump on the vanagon band wagon. Ford, for instance, is readying production facilities for the introduction of its AeroStar next spring.

This year, Chrysler is the exception to the rule that the auto business has, to a great extent, settled down. The company has completely redesigned its K-cars for 1985, Barton says, stressing that the change “isn't just a facelift.” Meanwhile, Chrysler will introduce a whole new group of mid-sized H-body cars in an effort to fill out its lineup, giving it a basic product configuration that management expects will be around for a few years.

Even at Chrysler, though, the rapid innovation of recent years has begun to take on an equally significant, though more subtle, character. Fleet buyers, too, are beginning to notice a distinct shift within the industry. “We're still getting model changes but in a little different pattern,” Gerber's Allen observes. “Instead of annual change we are going to see three to five years of body styling plus frequent technical innovation.”

It's about time that manufacturers adopted this approach, he notes, if only from a cost standpoint; it's



American Motors' Burke

expensive to change styling every year. Luckily for them, Allen says, "we are getting into a situation where technological advances are more of a selling point than styling." Lincoln-Mercury is a good case in point. "We're going to talk more in ads about electronic engine controls, an on-board computer that monitors and adjusts engine performance," says Rowley. The system keeps track of more than a dozen engine functions and responds to changes in climate and effects of wear.

A reprieve for sales and marketing executives from relentless new-car introductions throughout the year doesn't mean that Detroit's fleet executives have had time to spare. Quite to the contrary. Most have bolstered their marketing efforts for 1985 with an increase in sales staff or by trying new strategies for getting a larger share of the highly competitive market.

Costs depend on where you are

Base City	Operating Costs ¢/Mile[1]	Ownership Costs $/Month[2]	Total Costs $/Year[3]
Philadelphia	10.10¢	$328.67	$5,964
Cleveland	9.90	270.83	5,230
Portland, ME	8.70	260.50	4,866
Portland, OR	8.40	261.25	4,815
Tulsa, OK	8.40	259.83	4,798
Billings, MT	8.80	248.08	4,737
Nashville, TN	8.70	238.75	4,605
Wilmington, NC	8.50	232.25	4,487
Sioux Falls, SD	8.90	225.58	4,487
U.S. national average	8.75¢	$261.00	$4,882

[1] Costs include fuel, oil, normal maintenance, and tires.

[2] Costs include business-use insurance, license and registration, taxes, depreciation, and finance expense. A three-year/60,000-mile trade cycle is assumed for a six-cylinder, 173 CID model equipped with automatic transmission, power steering, power disc brakes, AM radio, and air conditioning.

[3] Total $/Year = (¢/Mile × 20,000) + ($/Month × 12).

Source: Runzheimer International.

Nissan Motor's Barnett

In the past year, Oldsmobile's fleet department has strengthened its dealer organization, added personnel to its area sales force in New England, and brought into headquarters for the first time a full-time fleet service manager. The efforts appear to have paid off, especially for its rear-wheel-drive Cutlass Supreme and its front-wheel-drive Cutlass Ciera. Helped by a strong economy, Oldsmobile's fleet department posted its second consecutive record year and Wellman is betting on a third. "I don't see anything on the horizon that would make it any other way," he says confidently.

Also on the heels of a record-setting year, AMC's fleet department has stepped up sharply its advertising budget this year following last year's 40% increase. Last year's efforts resulted in a 29.6% increase in fleet sales, and hopes are that this year efforts will lead to a further increase of 17%. A chief objective is the success of a new direct mail campaign aimed at 18,000 key decision makers, including many sales and marketing executives. A lot of the budget went into upgrading the material "to really first-class caliber," Burke says. The "luxurious look" has already helped, he notes, to erase a mistaken second-class notion of AMC that persisted in the minds of some prospects.

Lincoln-Mercury has repackaged options into related groups and restructured pricing on some of its models. The aim, Rowley says, is "more flexibility in ordering by fleet customers. Most of the things we've made standard, fleets order anyway." At the same time, the company has sought to simplify its pricing in a manner that will facilitate understanding by fleet buyers and reduce costs entailed in complicated pricing structures.

An aggressive demonstrator program helped propel Pontiac's 6000 model to a 135% increase in sales during 1984, says Nelson Karney, director of fleets and leasing. In each of the company's 26 zones, pools of three to four cars were converted exclusively to the 6000, and fleet buyers were invited to take test drives. These cars were also put at the disposal of accounts that were not doing too well, Karney adds. The resounding success was a big factor in pushing Pontiac's share of the fleet market up to 5.8% from 4.3% in 1983.

Karney and other GM fleet executives stress that the extensive marketing changes announced last fall by GM will not affect the fleet operations at all. "Unfortunately the media picked up on the GM marketing change as 'big car, small car,' " Karney says. In point of fact, the same people will be involved and there will no realignment as far as fleets are concerned. "All divisions will continue to market those cars that they can handle in the marketplace," Karney insists. "Customers will see no change." Notes Oldsmobile's Wellman, "I don't see the new setup affecting us one iota."

To secure and build on its indus-

Chevrolet's Proctor

try-leading 20% share of the fleet market, Chevrolet has begun to enlarge its fleet organization at the zone level along with pressing its recently re-established favorable pricing position within GM, Proctor says. For fear of alerting his competitors, though, he won't say just how many field salespeople Chevy has added to provide better coverage, especially of its 7,000 "preferred accounts."

After several years of rapid proliferation, incentive programs appear to play a smaller role in marketing strategies for 1985. Incentives, generally equipment options or cash allowances, have the following distinct functions and, depending on market conditions, one or another is more important:

- Satisfy the salesperson—especially important in the course of downsizing vehicles.
- Provide the appearance of reduced purchase price—useful to mollify sales and marketing executives feeling the pinch of skyrocketing new-car costs.
- Strengthen the resale value of the car—increasingly important as companies regard automobiles as a more significant investment.

The principal reason for the deemphasis this year appears straightforward enough. "You've already noticed a drop in incentives," notes Chrysler's Barton. "When the market is good and the product is good, there is a lessening need for them." At the same time, however, recent legislation aimed at curbing alleged subsidies to fleets has also put a damper on incentive programs. (See story, page 84.)

No matter how good things get in the marketplace, or how oppressive they wax in Washington, incentives are unlikely to disappear altogether. It's just that a healthy economy and strong product have resulted in a more sober approach. "It's not a year for wild, let's-try-anything programs," notes Buick's Wilson. This is in sharp contrast to a few years ago when, Wilson adds, "there were so many programs we couldn't keep track ourselves let alone the poor customer."

These days, resale value is on the minds of fleet customers whose companies are now turning in the cars they bought two and three years ago. In the course of this exercise, many are learning a simple but unpleasant lesson. "Resale can make or break a fleet program," says Johnson Wax's Yackley.

Karney of Pontiac

Despite a fairly strong resale market last spring, buying weakened for some early fuel-efficient models that fleets purchased three years ago. Lately, demand for fuel efficiency at the expense of comfort is lackluster at best. Thus many companies are having trouble reselling cars at the prices they had anticipated.

"One of the most difficult things is the disposal of purchased cars," observes Richard Martel, marketing vice president for Hecon Corp., which sells electronic components for specialty printers, blood analysers, automatic teller machines, and packaging machinery. "When we purchased a car for $5,500 in 1975, we'd run it a few years and then sell it for $1,000 to an employee." Management was happy and so were employees, Martel says. "Today the same basic car costs $11,000. After three years, the salvage price is [proportionately] higher, but it is difficult getting rid of the car at that price."

For a solution, Hecon looked into leasing its cars. After a careful analysis, it replaced six company-owned cars with leased cars in July, and will continue to introduce leased cars into the fleet as the replacement schedule warrants. In addition, the six salespeople in leased vehicles chose Chevrolet's Celebrity station wagons over four-door sedans this time around. Martel went along with their preference without hesitation. "To us inside who don't put on much mileage," he explains, a small car isn't that annoying. "But for somebody driving 25,000 miles a year, you bend to make them happy."

While many sales and marketing executives have opted for leasing, others are wrestling with the issue. Still, a discernible trend toward leasing appears to be emerging, notes Mitchell Kamon, fleet accounts manager, west, for Volkswagen of America. He attributes a growth in the fleet leasing segment to the rise in cost of fleet operation generally. Leasing, he says, "allows an individual to obtain a nicer vehicle with little or nothing down and reasonable monthly payments." Volkswagen, whose fleet department is less than three years old, has focussed up to now on the daily rental market. It has high hopes that the new Golf, which is built in the US, will appeal to drivers of sales fleets where so far Volkswagen's penetration is limited.

Some managers still find, however, that fleet car concerns are best left to their drivers. For instance, Lamar Corp., Baton Rouge, LA, has no fleet plan, says its marketing vice president Herb Freeman. His 110 salespeople, who sell outdoor advertising space throughout the Southeast from Brownsville, TX, to Wheeling, WV, drive their own cars. Last July, though, the company added an employee who oversees a fleet of 300 pickup and panel trucks, and who will also provide input useful in tracking expenses related to use of cars by salespeople.

Another unseen, but pervasive development affecting the fleet industry parallels the information revolution elsewhere in society. "The biggest thing this year," says Bob Ward, president of Gelco Fleet & Management Services, Eden Prairie, MN, "is the increasing trend toward providing users with more information. Sales and marketing executives don't want it in the form of traditional hard copy reports, they want immediate access." Through GelcoLink, a computerized data service, Gelco's customers can get figures on servicing and performance immediately.

One issue that always concerns fleet managers is the impact imported cars have made on the market. So far, the inroads have been modest, but that is likely to change. Says one sales fleet overseer who requested anonymity, "[We] would have no objection to imported cars. It's principally a service problem. As time goes by, the distinction between domestic and imported is going to grow very muddled" because of such things as the joint venture by GM and Toyota and Ford's decision to import cars built in Mexico.

Meanwhile, most foreign car manufacturers are laboring under import restrictions that tend to deprive the fleet market even when demand grows. Nissan, for instance, has had to keep a low profile with lessors eager to acquire the company's redesigned 1985 Maxima sedans. "We just have token allocations to let them know we haven't forgotten them," says Ray Barnett, fleet sales and leasing administration manager. But next April Nissan will begin production

A renewed emphasis on quality and technology is in the new cars.

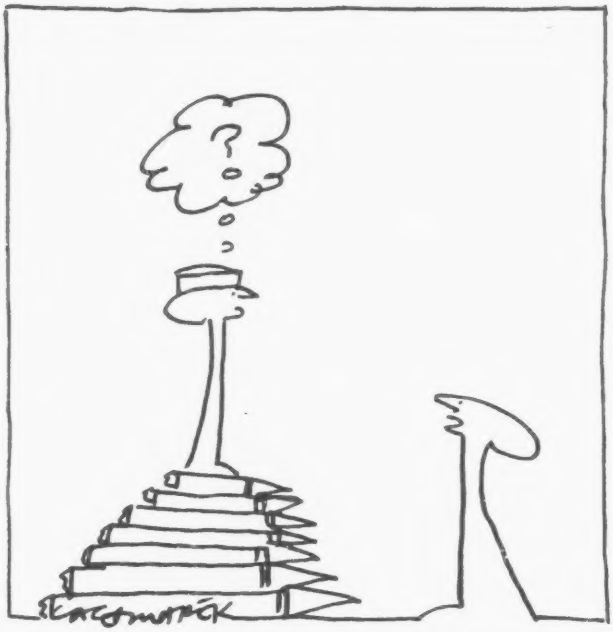
WHEELS

Compact cars or full-size? Two doors or four? Four, six or eight cylinders? Gasoline or Diesel?

of its Sentra compacts in the U.S., and that will open the door to increased sales to fleets, Barnett expects.

Generally, the mood among fleet marketers is sanguine. "I would say we really anticipate growth for the next two years before levelling off," says Pontiac's Karney. Chrysler's Barton, who was right last year when he predicted an across-the-board increase for fleet marketers, expects to see a further 10% rise in the number of fleet cars sold in 1985. Barton naturally plans for Chrysler to take a bigger share than ever before.

This competitive optimism augurs well for the sales and marketing managers who plan to lease or buy the cars, of course. But the changes in Detroit mean something else, too, when the subject turns to fleet cars. For the first time in years, the names are beginning to sound familiar.



"WHO'S IN CHARGE HERE?"

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UPDATE ON H.R. 5305

DEALERS REV UP THE WAR ON FLEET INCENTIVES

By AL URBANSKI
Managing Editor

The movement by automobile dealers to end fleet-car buying incentives rolls along—although under a different name.

Under pressure from groups such as the National Automobile Dealers Assn. (NADA), Rep. Gene Taylor (R-MO) last year introduced H.R. 1415, a bill that would prevent automobile manufacturers from offering fleet-car buyers discounts or free options on new cars unless the same offers are made to dealers. Because the bill was drafted as an amendment to the Automobile Dealers Day in Court Act, however, it was referred to the House Judiciary Committee where it languished for months.

In an effort to speed things along, Taylor scrapped H.R. 1415 in March and, in its place, introduced a slightly reworded H.R. 5305. As a freestanding bill, H.R. 5305 was able to leapfrog Judiciary and be referred directly to the Committee on Energy and Commerce.

"H.R. 5305 does have some new provisions, such as exempting fleet buyers for local, state, and federal governments and the American Red Cross," says Taylor's chief legislative assistant Del Smith. "But the outstanding difference is that, since it doesn't amend any existing statute, it makes it easier to pass."

The outlook for fleet buyers and auto manufacturers is not good. Smith says that 224 representatives, a majority in the House, have come out in favor of the bill. What's more, Sen. John Melcher (D-MT) recently introduced a companion bill, S. 2770, in the Senate and, says Melcher's special assistant Dave Voight, "We're hopeful that manufacturers will see the interest Congress is taking in this issue and come up with a new program" before the Senate even takes action on the bill. Other bill proponents, however, won't settle for any compromise. Says NADA spokesman Bob Daly: "Dealers intend to pursue the legislation."

While the name of the bill has changed, gripes on both sides of the fence remain the same. Dealers argue that they, and eventually consumers, foot the bill for fleet incentives by paying higher prices for new cars. Manufacturers maintain that outlawing incentives will seriously hurt their fleet sales and force them to charge dealers even higher prices. They also fear that passage of the legislation will open up the fleet market to foreign carmakers.

"Such a bill is anticompetitive, costly to consumers, and ultimately detrimental to auto dealers in that it would inhibit a manufacturer's abil-

What is a car worth to a salesperson?

Everyone talks about how car costs have skyrocketed, but it is often difficult to quantify. By making several assumptions, however, Runzheimer and Co., Rochester, WI, has computed an average annual benefit to a sales employee from 1973 to 1984 in three categories of personal use.

	Total Annual Cost		Annual Benefit Value		
Year	Running	Fixed	20% Personal Use	80% Personal Use	100% Personal Use
1973	$ 728	$1,214	$ 561	$ 998	$1,942
1974	1,043	1,362	674	1,301	2,405
1975	990	1,399	676	1,271	2,389
1976	960	1,448	677	1,264	2,408
1977	923	1,461	684	1,239	2,384
1978	855	1,503	685	1,199	2,358
1979	1,073	1,758	816	1,460	2,831
1980	1,268	1,989	934	1,696	3,257
1981	1,388	2,489	1,129	1,963	3,877
1982	1,365	2,727	1,206	2,026	4,092
1983	1,365	2,860	1,251	2,071	4,225
1984	1,365	3,064	1,321	2,141	4,429

The analysis assumes the following:

1. The car is a two-door, mid-sized vehicle equipped with automatic transmission, power steering, power disc brakes, air conditioning, AM/FM stereo, cruise control, tinted glass, power windows, and door locks; 1973–77 models have 350 cubic-inch displacement (CID) engine; 1978 has 305 CID engine; 1979 has 301 CID engine; 1980–84 have 231 CID engine.
2. Vehicle is retailed four years and driven 15,000 miles per year.
3. Gas prices based on July 1 prices of respective years
4. Fixed expenses include license, depreciation, financing, insurance

Source: Runzheimer International.

ity to provide merchandising programs to its dealers," Chrysler executive vice president Bennett E. Bidwell told a House subcommittee in April.

Manufacturers also like to point out that dealers are free to get involved in fleet sales. At the same hearing, General Motors vice president Robert D. Lund noted that "In 1983, 50% of the approximately 10,000 franchised GM dealers reported sales to fleet buyers."

Other bill opponents argue that H.R. 5305 flies in the face of free enterprise. "Auto companies aren't in the business of giving away money," says A. Samuel Penn, executive vice president of Peterson, Howell & Heather, a large Baltimore fleet administrator. "Incentives are usually given for sound economic reasons, such as promoting cars that aren't 'hot.' "

What all this means to fleet users is either more expensive cars with fewer options, or just older cars. A recent survey of members of the National Assn. of Fleet Administrators shows that 98% take advantage of incentives worth an average of $460.18 per vehicle for leased cars and $425.69 for owned vehicles. When asked what they would do if fleet incentives were banned, 42% said they would keep cars in service longer and 52% said they would reduce the number of options they order.

A company car is an office to many a salesperson and is as important to his image as a well-pressed suit or a tidy briefcase. If sales managers are willing to ignore the anti-free market overtones of H.R. 5305 and pay more to uphold the image of their sales forces, so be it. If not, now is the time for them to write their congressmen.

OTHER DEVELOPMENTS

- Recent regulations define the limitations on vehicles for business use. They restrict tax benefits on cars that cost more than $16,000 and that are used for business less than 50% of the time. While few fleet cars fall into that high a price category, and most salespeople travel on business more than 50% of the time, the "personal use" bill contains provisions about reporting that threaten all salespeople with more paperwork.
- Corporate Average Fuel Economy (CAFE) requirements, have resulted in fines to most manufacturers whose total output fails to meet fuel economy guidelines. The penalty falls most heavily on mid-sized and larger cars, which are popular in sales fleets. Fines on the auto companies—which they inevitably pass on to customers—are likely to increase if demand for larger cars continues in the retail sector.

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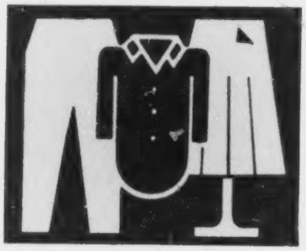
1984

SURVEY OF BUYING POWER

PART II

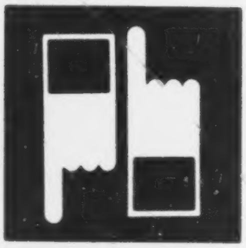
Featuring
1988 Metro Market Projections, Merchandise Line Sales, Annual Surveys of Newspaper and TV Markets, and Zip Code Characteristics

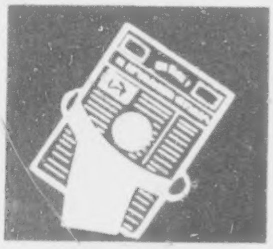
Section A: Editorial features and highlight tables that tell you how markets are changing—and why



Section B: Merchandise Line Sales for 1983 ranked by Metro Market

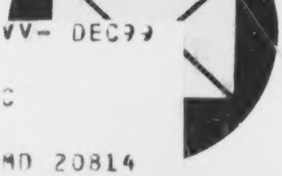
Section C: 1988 Metro Market Projections for Population, Effective Buying Income, Retail Sales, and S&MM's Buying Power Index





Section D: Annual Survey of Newspaper Markets

Section E: Annual Survey of TV Markets (ADIs)



Section F: Zip Code Characteristics

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S&MM

OCTOBER 29, 1984

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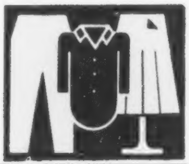

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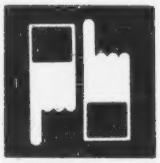

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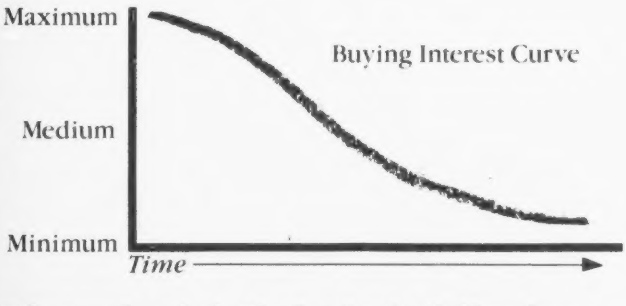

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SBP—II: Pieces of the marketing puzzle

Why a *Survey of Buying Power—Part II*? Well, the simplest answer is that the *Survey* illustrates some of the many ways that data are available aside from the metropolitan area format that is the mainstay of the July *Survey of Buying Power*. Newspaper markets, TV markets, and Zip Code areas are just a few of the alternatives marketers have when it comes to the geographical makeup of their markets. Also, for those who deal with specific product areas, the *Survey's* merchandise line figures for Groceries, Health & Beauty Aids, Footwear, and four other categories show metro market rankings in terms of total dollar sales.

Of course, the most popular section of the *SBP—II* is the five-year projections of data for metro areas and metro counties; data that can be used by marketers to chart the course of future sales while keeping an eye on changes that may be occurring in their markets. Five pieces of seemingly unrelated information—merchandise lines, projections, newspaper markets, TV markets, and Zip Codes—that actually help to complete the marketing puzzle. Think of it as a kind of "guide for the marketing specialist" for those who need their data in a different format—something more in-depth, more specific; the missing pieces that fill the needs of media marketers, forecasters, direct mail merchants, and specialized retailers. July's *Survey of Buying Power* gives you everything you need to select your markets and target your prospective customers; *SBP—II* gives you everything else. Together, they form a powerhouse combination that can give you the edge you want, and the sales you need.

In the following pages, an explanation of each of the *SBP—II's* sections tells you a little more about the specialized applications of the data. It will also give you a few ideas on how you could be using this information to complete your own marketing jigsaw puzzle.

Section B: Merchandise Line Sales

The *Survey's* merchandise line sales data, which are current estimates of metro market expenditures in seven specific product categories, help marketers to refine their strategies

SURVEY HIGHLIGHT

Metro market outlook through 1988

Category	1988 Projected Figure	Projected % Change 1983–88
POPULATION (Thous.)		
U.S. total	**248,588.5**	**+ 5.5%**
Metro	188,955.6	+ 5.6
Nonmetro	59,632.9	+ 5.5
HOUSEHOLDS (Thous.)		
U.S. total	**92,661.5**	**+ 8.1%**
Metro	70,952.0	+ 8.2
Nonmetro	21,709.5	+ 7.7
EFFECTIVE BUYING INCOME ($000)		
U.S. total	**$3,716,534,851**	**+59.6%**
Metro	3,030,973,590	+60.8
Nonmetro	685,561,261	+54.4
AVERAGE HOUSEHOLD EBI		
U.S. average	**$40,109**	**+47.6%**
Metro	42,719	+48.5
Nonmetro	31,579	+43.4
TOTAL RETAIL SALES ($000)		
U.S. total	**$1,884,874,214**	**+58.8%**
Metro	1,523,936,828	+59.7
Nonmetro	360,937,386	+55.3
AVERAGE HOUSEHOLD RETAIL SALES		
U.S. average	**$20,341**	**+46.9%**
Metro	21,478	+47.5
Nonmetro	16,625	+44.2
BUYING POWER INDEX (BPI)		
U.S. total	**100.0000**	**N.A.**
Metro	80.2346	+ 0.5%
Nonmetro	19.7654	– 2.1

N.A.—Not Applicable. The **Buying Power Index** is a weighted index that combines population, retail sales, and effective buying income and expresses it as a percentage indicating a market's ability to buy. All BPI figures are expressed as a percentage of the U.S. total, or 100.000. Notes: Effective Buying Income and retail sales projections are in current dollars. The 1988 projections apply to the 315 S&MM metropolitan markets as currently defined.

Source: *Sales & Marketing Management's 1984 Survey of Buying Power—Part II.*

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with information on their particular product market. The metro area rankings, when used in conjunction with the retail sales statistics from *Survey of Buying Power* (July 23), will show a product's market share, and give marketers a more accurate fix for estimating potential sales on the local level.

When one considers the extent to which retailers practice cross-market merchandising these days, sales data for large store groups can sometimes prove to be misleading. In other words, the store type is not necessarily confined to the product category associated with it. For example, Food Store sales include sales of much more than just groceries. The difference between statistics for retail store groups (Food Stores) and merchandise line categories (Groceries) should be understood by marketers when establishing quotas and allocating sales support. Otherwise, any incorrect assumptions could lead to unfair quotas and misdirected advertising expenditures.

Section C: Metro Market Projections

Changes in a market's demographic and socioeconomic makeup are of primary importance to marketers who want to be one step ahead of the competition. Short-term gains, however profitable, cannot be considered productive if they are made at the expense of a solid long-term marketing plan. To assist planners in formulating a sound strategy, *SBP—II* provides five-year metro market projections that can be used to pinpoint those markets with the most growth potential, as well as uncover those areas that will have little or no growth.

As far as the numbers go, the recent pattern of above-average growth in the South and West is expected to continue through the *Survey's* forecasted 1983–88 time frame. Also continuing will be the losses, however slight, in the traditional population centers such as Buffalo, Detroit, Cleveland, and Pittsburgh. In terms of individual markets, last year's reorganization of the system for designating metro markets may still cause a few logistical headaches for those who have used past *Survey* projections. Changes in the physical makeup of some of the larger metro areas and the creation of some new metros will again alter the rankings of projected growth markets.

As the most important single indicator of a market's buying power, Effective Buying Income (EBI) levels are always watched closely by marketers when comparing different markets. Household EBI data are often used by market planners when strengthening the sales force in areas with increased potential. The number of metros with a high Average Household EBI figure has increased because of the many newly designated areas that were once part of neighboring metros. Here again, a current ranking of the top gainers, this time in terms of projected income, would look noticeably different, primarily because of the changes mentioned above.

Of course, regardless of a market's so-called level of affluence, the great equalizing factor in the marketer's analysis of a potential growth area is the market's size, with the number of potential customers being a major concern. Territories have consistently been organized around such considerations, and an attempt should always be made to keep such uniformity intact when examining projections for shifts in market concentration.

Definitional changes will also affect retail sales statistics, the third variable in the *Survey's* projections. By examining retail sales totals for metro areas and converting them to a percentage of total EBI, planners can analyze the degree to which consumers in different areas are spending their available income. An area's expenditure ratio can be a determinant for the amount of market support it will receive.

SURVEY HIGHLIGHT

The top 50 metro markets in 1988: Northeast turnaround—Northwest slowdown

Rank 1988	Metro Market	Projected 1988 Pop. (Thous.)	Projected % Change 1983–88	Rank 1983
1.	New York	8,315.8	+ 0.89%	1
2.	Los Angeles-Long Beach	8,068.0	+ 4.52	2
3.	Chicago	5,976.6	− 0.87	3
4.	Philadelphia	4,758.0	+ 0.69	4
5.	Detroit	4,298.4	− 1.13	5
6.	Houston	3,734.7	+18.53	8
7.	Boston	3,670.7	+ 0.50	6
8.	Washington, DC	3,526.5	+ 4.86	7
9.	Nassau-Suffolk, NY	2,763.0	+ 3.64	9
10.	Atlanta	2,564.0	+10.52	10
11.	Dallas	2,482.0	+13.75	13
12.	Anaheim-Santa Ana, CA	2,405.2	+12.95	15
13.	Baltimore	2,323.6	+ 3.33	11
14.	Minneapolis-St. Paul	2,316.9	+ 5.30	12
15.	San Diego	2,283.2	+12.13	16
16.	Pittsburgh	2,142.6	− 1.57	14
17.	Riverside-San Bernardino, CA	2,021.9	+15.43	23
18.	Tampa-St. Petersburg-Clearwater	2,019.3	+12.95	21
19.	Miami-Hialeah	1,958.5	+11.00	22
20.	Oakland	1,956.6	+ 5.90	18
21.	Phoenix	1,924.6	+14.43	24
22.	St. Louis	1,862.4	+ 2.78	20
23.	Newark, NJ	1,860.4	− 0.45	17
24.	Cleveland	1,793.4	− 2.78	19
25.	Denver	1,792.4	+13.43	26
26.	Seattle	1,777.0	+ 6.06	25
27.	San Francisco	1,535.9	+ 1.90	27
28.	San Jose	1,526.1	+ 9.72	30
29.	Kansas City	1,496.4	+ 3.06	28
30.	New Orleans	1,435.1	+ 7.86	32
31.	Cincinnati	1,403.2	+ 0.58	29
32.	Milwaukee	1,400.9	+ 0.84	31
33.	Sacramento, CA	1,381.9	+13.50	35
34.	San Antonio, TX	1,309.0	+11.54	38
35.	Columbus, OH	1,289.8	+ 2.09	34
36.	Norfolk-Virginia Beach-Newport News	1,281.3	+ 5.83	36
37.	Bergen-Passaic, NJ	1,260.0	− 1.38	33
38.	Fort Lauderdale-Hollywood-Pompano Beach, FL	1,259.4	+12.35	40
39.	Fort Worth-Arlington, TX	1,244.6	+14.62	41
40.	Indianapolis	1,198.0	+ 1.49	37
41.	Portland, OR	1,174.3	+ 4.32	39
42.	Salt Lake City-Ogden, UT	1,146.8	+13.76	44
43.	Charlotte-Gastonia-Rock Hill, NC-SC	1,073.2	+ 5.91	43
44.	Oklahoma City	1,063.6	+11.42	48
45.	Hartford-New Britain-Middletown-Bristol, CT	1,060.9	+ 0.57	42
46.	Rochester, NY	1,031.6	+ 3.58	45
47.	Monmouth-Ocean, NJ	993.7	+ 9.13	51
48.	Louisville, KY	977.9	+ 1.36	47
49.	Buffalo	964.7	− 2.98	46
50.	Nashville	953.1	+ 7.16	54

Source: *Sales & Marketing Management's 1984 Survey of Buying Power—Part II.*
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Section D: Newspaper Markets

Cost and coverage questions are of primary importance when it comes to allocating newspaper advertising

SURVEY HIGHLIGHTS

Tomorrow's fastest-growing markets: Florida and Texas win big, Washington drops out

Rank	Metro Market	Projected % Growth 1983–88	Projected 1988 Pop. (Thous.)
1.	Naples, FL	25.82%	133.5
2.	Fort Pierce, FL	22.94	223.5
3.	Midland, TX	22.30	119.0
4.	Bryan-College Station, TX	21.76	134.3
5.	Fort Myers-Cape Coral, FL	21.63	296.9
6.	Brazoria, TX	21.46	243.9
7.	Ocala, FL	21.06	175.9
8.	McAllen-Edinburg-Mission, TX	20.77	401.7
9.	Provo-Orem, UT	19.26	301.5
10.	Austin, TX	19.03	742.4
11.	Houston	18.53	3,734.7
12.	Odessa, TX	18.42	154.9
13.	Laredo, TX	18.22	134.3
14.	Fort Collins-Loveland, CO	18.16	203.0
15.	Anchorage	17.70	256.0
16.	West Palm Beach-Boca Raton-Delray Beach, FL	17.69	782.1
17.	Sarasota, FL	17.39	274.1
18.	Santa Cruz, CA	17.34	252.4
19.	Brownsville-Harlingen, TX	17.29	280.1
20.	Las Vegas	17.25	620.6
21.	Redding, CA	16.51	153.1
22.	Bradenton, FL	16.45	197.5
22.	Tyler, TX	16.45	169.9
24.	Victoria, TX	16.39	90.2
25.	Lafayette, LA	16.09	248.2

Tomorrow's negative-growth markets: The industrial heartland takes a beating

Rank	Metro Market	Projected % Loss 1983–88	Projected 1988 Pop. (Thous.)
1.	Buffalo	−2.98%	964.7
2.	Cleveland	−2.78	1,793.4
3.	Battle Creek, MI	−2.64	132.4
4.	Anderson, IN	−2.54	133.9
5.	Pittsfield, MA	−2.15	139.5
6.	East St. Louis-Belleville, IL	−2.13	290.3
7.	Benton Harbor, MI	−2.09	162.3
8.	Mansfield, OH	−2.05	127.0
9.	St. Joseph, MO	−2.00	85.0
10.	Jersey City, NJ	−1.97	537.8
11.	Pittsburgh	−1.57	2,142.6
12.	Youngstown-Warren, OH	−1.50	513.3
13.	Kokomo, IN	−1.48	101.3
14.	Bergen-Passaic, NJ	−1.38	1,260.0
15.	South Bend-Mishawaka, IN	−1.15	234.0
15.	Jackson, MI	−1.15	148.3
17.	Great Falls, MT	−1.13	79.6
17.	Detroit	−1.13	4,298.4
19.	Beaver County, PA	−0.94	201.1
20.	Chicago	−0.87	5,976.6
21.	Kenosha, WI	−0.82	121.3
22.	Akron, OH	−0.80	645.3
23.	Alton-Granite City, IL	−0.64	265.6
24.	Newark, NJ	−0.45	1,860.4
25.	Steubenville-Weirton, OH	−0.38	157.3

Source: *Sales & Marketing Management's 1984 Survey of Buying Power—Part II.*

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for market support in a targeted area.

Too often, marketers ignore data on channels of distribution and concentrate instead on the number of households, the traditional technique for ranking markets for media exposure. For most products, the distribution channel is the retail outlet that handles that particular merchandise line. By analyzing the strength of a market's retail sales for a given store group, the effectiveness of newspaper ads, direct mailings, couponing, etc., can be calculated before a marketer ever commits his advertising dollars.

For example, if a marketer wants to promote a product or service related to the automobile market, he might choose the top 10 U.S. markets solely on the basis of population or household rank. In doing so, he neglects *Survey* information that shows more specifically the strengths and weaknesses of his target market. By looking at the same 10 markets' rankings for automotive dealer sales, he learns that, while Boston ranks sixth in total households, it ranks ninth in automotive sales, which suggests a potentially weak market for the product or service in question. In a case like this, adjustments should be made in either budget allocations or the list of prospective markets. Similarly, two other markets in the automotive category's top 10—Dallas, seventh, and Atlanta, tenth, would be overlooked because the Texas metro ranks seventeenth in households, the Georgia metro nineteenth.

In this year's Survey of Newspaper Markets, two markets, Dover, DE, and Fort Dodge, IA, have been deleted because of their failure to meet basic criteria on either circulation or household penetration. At the same time, five new markets have been added to this year's roster, Fort Walton Beach, FL, Naples, FL, Sandusky, OH, Bryan-College Station, TX, and McAllen-Edinburg-Mission, TX.

Section E: TV Markets

In last year's *SBP—II*, the Survey of TV Markets section was reorganized to make it more useful to media marketers in allocating their advertising dollars. Information on audience demographics, such as total population, households, and black population, was retained, along with Effective Buying Income (EBI) and total retail sales.

LOOKING FOR THE PERFECT PREMIUM AND INCENTIVE? CUT ALONG THE DOTTED LINE TO FIND

THE ONE THAT FITS ALL

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a 19-year-old typist, a 180-pound salesman, a 5′6″ coffee drinker,
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New categories include Hispanic population and breakouts of total population by six age groups.

Since TV is the favored medium of national advertisers, the accuracy with which markets and market segments are pinpointed has become a critical element of marketing planning. Also, TV's higher costs compared with other forms of media make it even more important that the targeted markets offer the highest possible return on investment.

In the case of the 18- to 34-year-old-viewer audience, for instance, locating markets with a high percentage of people in this age bracket can assist marketers who are looking to sell to the baby-boom segment of the population. By isolating those markets that exceed a pre-set ratio of 18 to 34 year olds, the effectiveness of a TV ad campaign can be increased, and the advertising budget more efficiently allocated to those markets.

Section F: Zip Code Markets

If a marketer has a need to go beyond the metro or county level in terms of information gathering, Zip Code areas provide a geographic measurement that allows him to more specifically target those markets that fit his customer profile. In essence, the smaller the area, the more uniformity among customers and prospects.

The Zip Coding of the 1980 Census of Population and Housing, financed by a group of private data-gathering organizations that included Bill Communications' Market Statistics Div., gives marketers a set of statistics that is more localized than the traditionally used metro areas that are the basis for *S&MM's Survey of Buying Power*. The vast array of data available for Zips is highly detailed, with such items as occupation type, mortgage status, education level, and even the number of autos and bathrooms per household unit. This information is available for any five-digit Zip Code area, and the implications for marketers are many.

First, in advertising or direct mail campaigns, Zip Code units can be a more efficient way of getting the right message to the right place. For example, by targeting areas that fit a given customer profile, the wasted coverage and expense of blanket-type campaigns are sharply re-

SURVEY HIGHLIGHT

Reaching for households: The biggest ADIs and how they rate

ADI (Area of Dominant Influence)	Population (Thous.)	Rank	Households (Thous.)	Rank	EBI ($000)	Rank	Total Retail Sales ($000)	Rank
New York	18,025.8	1	6,623.6	1	$211,354,216	1	$87,799,733	1
Los Angeles	12,118.7	2	4,406.6	2	135,807,941	2	66,667,428	2
Chicago	8,450.1	3	3,038.8	3	93,156,155	3	42,295,167	3
Philadelphia	7,031.3	4	2,538.6	4	73,887,770	4	34,801,156	4
Boston	5,348.8	5	1,952.2	6	58,512,796	6	32,762,126	6
San Francisco	5,342.1	6	2,086.5	5	69,075,811	5	33,348,946	5
Detroit	4,656.5	7	1,661.6	7	49,228,678	8	24,387,191	7
Washington, DC	4,053.8	8	1,480.8	8	51,373,584	7	23,734,550	10
Dallas-Fort Worth	3,976.0	9	1,474.7	9	42,620,551	10	24,258,092	8
Houston	3,891.1	10	1,398.1	11	43,972,800	9	23,745,796	9
Cleveland	3,785.1	11	1,407.8	10	37,416,241	11	18,571,789	11
Pittsburgh	3,322.3	12	1,240.8	12	32,621,347	14	15,101,114	16
Minneapolis-St.Paul	3,192.3	13	1,152.9	13	33,418,776	12	17,441,520	13
Atlanta	3,120.8	14	1,119.5	16	30,502,505	16	15,591,105	15
Seattle-Tacoma	2,984.4	15	1,149.9	14	32,759,401	13	16,525,096	14
Miami	2,951.9	16	1,138.2	15	31,294,343	15	17,477,374	12
St. Louis	2,865.1	17	1,045.8	17	28,454,151	17	14,561,534	17
Denver	2,510.7	18	965.9	19	28,068,519	18	13,893,885	18
Tampa-St. Petersburg	2,473.1	19	994.6	18	23,702,389	22	12,754,859	20
Baltimore	2,409.5	20	856.8	21	24,226,329	21	11,652,437	22
Sacramento-Stockton	2,384.0	21	906.1	20	24,306,525	20	12,429,706	21
Hartford-New Haven, CT	2,226.6	22	806.8	22	26,450,990	19	12,870,574	19
Indianapolis	2,204.3	23	791.8	24	20,468,035	24	10,947,032	24
Phoenix	2,112.2	24	790.7	25	19,802,049	27	9,549,276	27
Portland, OR	2,085.8	25	804.8	23	20,180,988	25	11,041,107	23

Source: *Sales & Marketing Management's 1984 Survey of Buying Power—Part II.*

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duced, and more efficient audience pinpointing is achieved. Advertisers and direct mail marketers can also gain from the large amount of lifestyle-oriented data that exists for each Zip area—things such as home ownership, dwelling size, and property value—that give them more insight into an area's sales potential, and help to balance spending between broadcast and print media.

Profiles and targets

When marketers go about defining a market for a specific purpose, their data-gathering process begins with a generalized target area, either geographic or statistical. Then, depending on the characteristics involved, a step-by-step process of refinement narrows the targeted market to a few select areas that serve the marketer's purpose most specifically and show the greatest potential for success. When used in conjunction with the *S&MM Surveys*, these highly specific characteristics from individual Zips can be placed in a county context that will enable marketers to compile a list of metros or Areas of Dominant Influence (ADIs) showing the most potential for their product or service.

This year's *Survey* contains a sampling of six different characteristics available for any Zip. Rankings for the top 50 Zip Codes in each class give marketers an idea of the multitude of information that can be had for a given geography, allowing them to fine-tune an area's profile while eliminating unprofitable markets.

SURVEY HIGHLIGHT

The most affluent markets of 1988: Suburban metros hold the big bucks

1988 Rank	Metro Market	1988 Projected EBI Per Household	% Increase 1983–88	Growth Index[1]
1.	Nassau-Suffolk, NY	$65,476	57.92%	122
2.	Lake County, IL	62,087	55.50	117
3.	Bridgeport-Stamford-Norwalk-Danbury, CT	60,974	48.39	102
4.	Washington, DC	56,609	53.52	113
5.	Midland, TX	55,770	53.24	112
6.	Grand Forks, ND	55,495	59.91	126
7.	San Jose, CA	55,254	51.29	108
8.	Middlesex-Somerset-Hunterdon, NJ	55,244	48.90	103
9.	Bergen-Passaic, NJ	54,976	51.78	109
10.	Anaheim-Santa Ana, CA	54,300	50.27	106
11.	Anchorage	53,757	40.88	86
12.	Poughkeepsie, NY	52,758	53.68	113
13.	New London-Norwich, CT	52,692	57.78	121
14.	Newark, NJ	52,680	52.86	111
15.	Oxnard-Ventura, CA	51,350	51.85	109
16.	San Francisco	50,844	51.17	108
17.	Kenosha, WI	50,698	61.27	129
18.	Richland-Kennewick-Pasco, WA	50,443	57.48	121
19.	Honolulu	50,086	48.17	101
20.	Minneapolis-St. Paul	49,767	56.86	120
21.	Kalamazoo, MI	49,666	62.43	131
22.	Seattle	49,522	57.55	121
23.	Wilmington, DE	49,230	56.06	118
24.	Hartford-New Britain-Middletown-Bristol, CT	49,183	46.99	99
25.	Rochester, MN	48,819	58.78	124
26.	Wichita, KS	48,788	56.57	119
27.	Santa Barbara-Santa Maria-Lompoc, CA	48,501	53.29	112
28.	Aurora-Elgin, IL	48,357	49.46	104
29.	Iowa City, IA	48,328	62.79	132
30.	Joliet, IL	48,274	49.88	105
31.	Lincoln, NE	48,254	59.33	125
32.	New Haven-Waterbury-Meriden, CT	48,133	52.24	110
33.	Madison, WI	47,944	59.79	126
34.	Topeka, KS	47,896	58.37	123
35.	Peoria, IL	47,818	55.84	117
36.	Omaha, NE	47,743	58.42	123
37.	Ann Arbor, MI	47,680	52.80	111
38.	Sioux Falls, SD	47,487	58.01	122
39.	Lansing-East Lansing, MI	47,436	56.91	120
40.	Oakland, CA	47,310	47.46	100
41.	Brazoria, TX	47,078	41.99	88
42.	Trenton, NJ	47,049	45.23	95
43.	Cedar Rapids, IA	47,040	58.05	122
44.	Odessa, TX	47,030	54.18	114
45.	Monmouth-Ocean, NJ	46,880	48.82	103
46.	Portsmouth-Dover-Rochester, NH	46,869	58.26	122
47.	Boston-Lawrence-Salem-Lowell-Brockton	46,753	50.44	106
48.	Denver	46,221	50.50	106
49.	West Palm Beach-Boca Raton-Delray Beach, FL	46,104	53.45	112
50.	Columbia, MO	45,982	60.68	128
	U.S. Total	$40,109	47.56%	100

[1] Growth Index is computed by dividing the market's % Increase by the total U.S. % Increase, which is 46.6%. A figure above 100 shows that the market's EBI Per Household will grow that much faster than the U.S. average.

Note: EBI stands for Effective Buying Income. Figures shown are average EBI per household.

Source: *Sales & Marketing Management's 1984 Survey of Buying Power—Part II.*

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Foresight and flexibility: Looking back. . .

By RICHARD KERN
Editorial Director
Survey of Buying Power

Changing markets have always had a direct effect on the way that various goods and services are sold. Shifts in population, age, ethnicity, or other factors can determine a market's desirability relative to a specific customer profile.

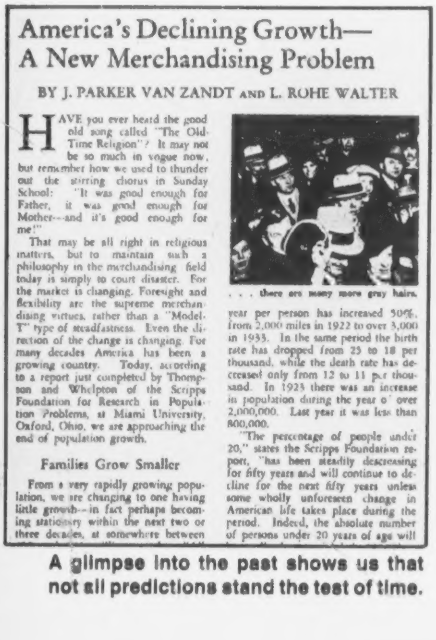
The article shown here, "America's Declining Growth—A New Merchandising Problem," is taken from the July 1, 1934, issue of *Sales & Marketing Management*, then called *Sales Management*. It describes a newly released report from the Scripps Foundation for Research in Population Problems that outlined the changes in America's demographic makeup that were expected to occur in the coming years. The authors of the report, Warren Thompson and P.K. Whelpton, forecast an end to U.S. population growth by the 1960s (peaking at approximately 145 million), as well as a higher median age and smaller families.

SURVEY HIGHLIGHT

100 years and 83 million: What the Census Bureau says

Year	Total Population (Thous.)	Population By Age Group (Thous.) 18–24	25–34	35–44	45–64	65 & Over
1980	227,704	30,347	37,593	25,881	44,493	25,714
1985	238,631	28,739	41,788	32,004	44,652	28,608
1990	249,657	25,794	43,529	37,847	46,453	31,697
2000	267,955	24,601	36,415	43,743	60,886	34,921
2030	304,807	26,226	37,158	40,168	70,810	64,580
2080	310,762	25,296	37,237	38,222	73,748	73,090

Source: Census Bureau: *Projections of Population of the United States by Age, Sex, and Race: 1983 to 2080*. Series P-25, No. 952.



America's Declining Growth— A New Merchandising Problem

BY J. PARKER VAN ZANDT AND L. ROHE WALTER

HAVE you ever heard the good old song called "The Old-Time Religion"? It may not be so much in vogue now, but remember how we used to thunder out the stirring chorus in Sunday School: "It was good enough for Father, it was good enough for Mother—and it's good enough for me!"

That may be all right in religious matters, but to maintain such a philosophy in the merchandising field today is simply to court disaster. For the market is changing. Foresight and flexibility are the supreme merchandising virtues, rather than a "Model-T" type of steadfastness. Even the direction of the change is changing. For many decades America has been a growing country. Today, according to a report just completed by Thompson and Whelpton of the Scripps Foundation for Research in Population Problems, at Miami University, Oxford, Ohio, we are approaching the end of population growth.

Families Grow Smaller

From a very rapidly growing population, we are changing to one having little growth—in fact perhaps becoming stationary within the next two or three decades, at somewhere between

. . . there are many more gray hairs.

year per person has increased 50%, from 2,000 miles in 1922 to over 3,000 in 1933. In the same period the birth rate has dropped from 25 to 18 per thousand, while the death rate has decreased only from 12 to 11 per thousand. In 1923 there was an increase in population during the year of over 2,000,000. Last year it was less than 800,000.

"The percentage of people under 20," states the Scripps Foundation report, "has been steadily descreasing for fifty years and will continue to decline for the next fifty years unless some wholly unforeseen change in American life takes place during the period. Indeed, the absolute number of persons under 20 years of age will

A glimpse into the past shows us that not all predictions stand the test of time.

Well, two out of three isn't bad.

The fact remains that, based on what was then the most current information, along with data collected from the census, Thompson and Whelpton saw the beginnings of a trend that, if carried to its statistical conclusion, would result in the aforementioned predictions becoming fact. So much for the infallibility of forecasters.

And what lesson can a marketer learn from all of this? Primarily, that forecasting is a risky business. Unfortunately, projections can't be any better than the data they're based on, and as we can see, it's the unknown factors that can play havoc with such predictions. Keeping this in mind, the figures in *Sales & Marketing Management's Survey of Buying Power—Part II* stay within a safer five-year framework, instead of the type of long-range forecast model attempted by Thompson and Whelpton some 50 years back. How were they to know that something called the "baby boom" would destroy all of their carefully laid plans for zero growth? As the article points out, "foresight and flexibility are the supreme merchandising virtues." Truer words have never been spoken.

Not all of their predictions were nearly as far off base as those that concerned population growth, however. The merchandising problems discussed in the title relate primarily to the changes in advertising and promotion that would be necessary to adjust to the aging population. The types of businesses that would benefit most from this process, "insurance companies and savings banks," were presented as having a "golden opportunity."

If all this sounds familiar, it's be-

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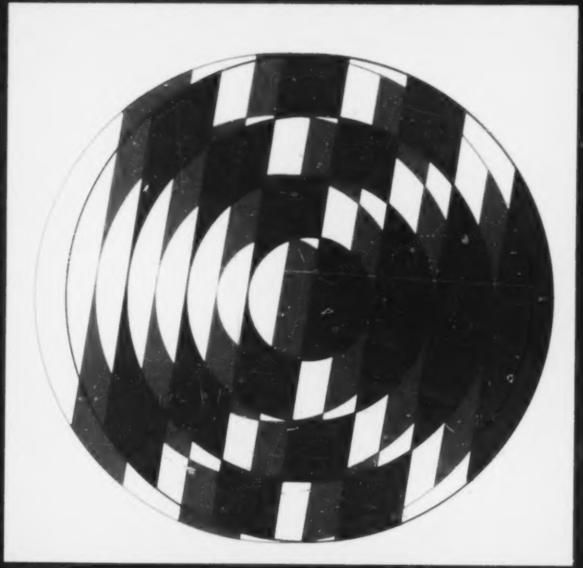

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cause this prediction is only now coming true. An older America first had to wait for the baby boomers, just now entering middle age, to come on the scene; something that Thompson and Whelpton did not foresee. Now, of course, marketers are well aware of this emerging trend, and the "graying of America" is big news. By 1949, however, just 15 years after the publication of this article, such a prediction had been written off as an unfortunate miscalculation, in light of the tremendous post-war growth the U.S. was experiencing.

So what are we to say about projections? Can we afford to base our marketing future on estimates of estimates? Certainly, the temptation is to play it safe, to work only as far ahead as we have to. But a good marketer knows that many an opportunity has been lost by similar steadfastness. The ability to read the future and take advantage of change is the secret to success in selling. The use of data that reveal both where a market has been and where it is going is of the utmost importance as marketing grows more sophisticated. But statistics—however impressive—should not be allowed to cloud the basic issue: Markets are people. It is just as true today as it was 50 years ago, and it's a fact that no marketer can afford to lose sight of.

. . . and looking ahead

So what about the future? What kind of a marketplace will we be operating in by the turn of this century? Recent Census Bureau reports indicate that there will be a general decline in the population growth rate through the middle of the next century, although the overall increase in the number of people will continue, primarily because rates of net immigration will compensate for a narrowing difference between birth and death figures.

Projections concerning the general aging of the population are graphically illustrated by the rise in median age from 1982's 30.6 years to 36.3 years by the year 2000, with an estimated 2080 figure of 42.8 years. This is due to the movement of the baby-boom generation out of the base of what is now known as the population "pyramid" and into what will most likely become known as the population "football," as these boomers swell the ranks of the middle-aged. The Bureau also estimates that the population aged 18 to 24, which at this point comprises an all-time high of 30.4 million, will drop by a staggering 7 million people during the next 15 years. The implications for colleges, the military, and employers are painfully clear. At the same time, the "elderly" population (those over age 65) will grow to more than 58 million, or more than twice its present size, by the year 2030. To cope with this larger over-65 population, new and different forms of health care and govern-

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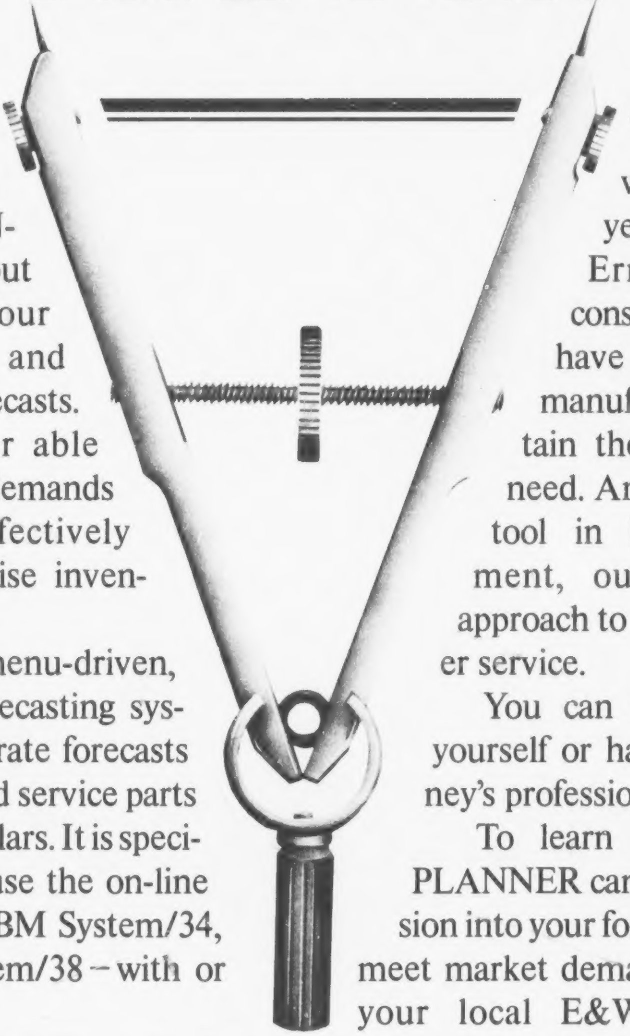

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ment-subsidized assistance will have to be developed. We are just beginning to see evidence of this in today's "life care" and health maintenance programs, destined to become a very big business indeed as the baby-boom generation moves into old age.

In terms of black and ethnic population growth, it is estimated that the black-and-other-races category (as defined by the Bureau) will grow in both proportion and real numbers. From its present level of just over 33.6 million, this segment will increase to 45.3 million by 2000, 63.2 million by the year 2030, and all the way up to 79.1 million by 2080. Proportionately, this means that from a figure of just over 10% back in 1950, this group will grow to between 20% and 25% of the total population in the 50-year period, 2030 to 2080. Today's proportion is 14.5%, so what we're seeing here is not only an older population but a population with more minorities than at present.

As far as the near future is concerned, this year's *Survey* projections for 1988 show a continuation of growth in both population and households for metro and nonmetro areas. Effective Buying Income levels will increase at slightly slower rates than were predicted in last year's *Survey—II*, reflecting a slowdown in inflation that is expected to continue over the five-year 1983–88 period. Retail sales have also been adjusted accordingly with the projected percentage of increase now below 60% for the five-year period, as opposed to last year's figures of 70% or more. In all major categories, however, growth percentages are greater for metro areas than they are for nonmetro areas.

In the estimates of the 25 biggest metros for 1988, two surprises are immediately evident; New York's regaining of the No. 1 spot with growth of 0.9% predicted, as opposed to last year's forecast that showed a negative growth of 2.6%. A

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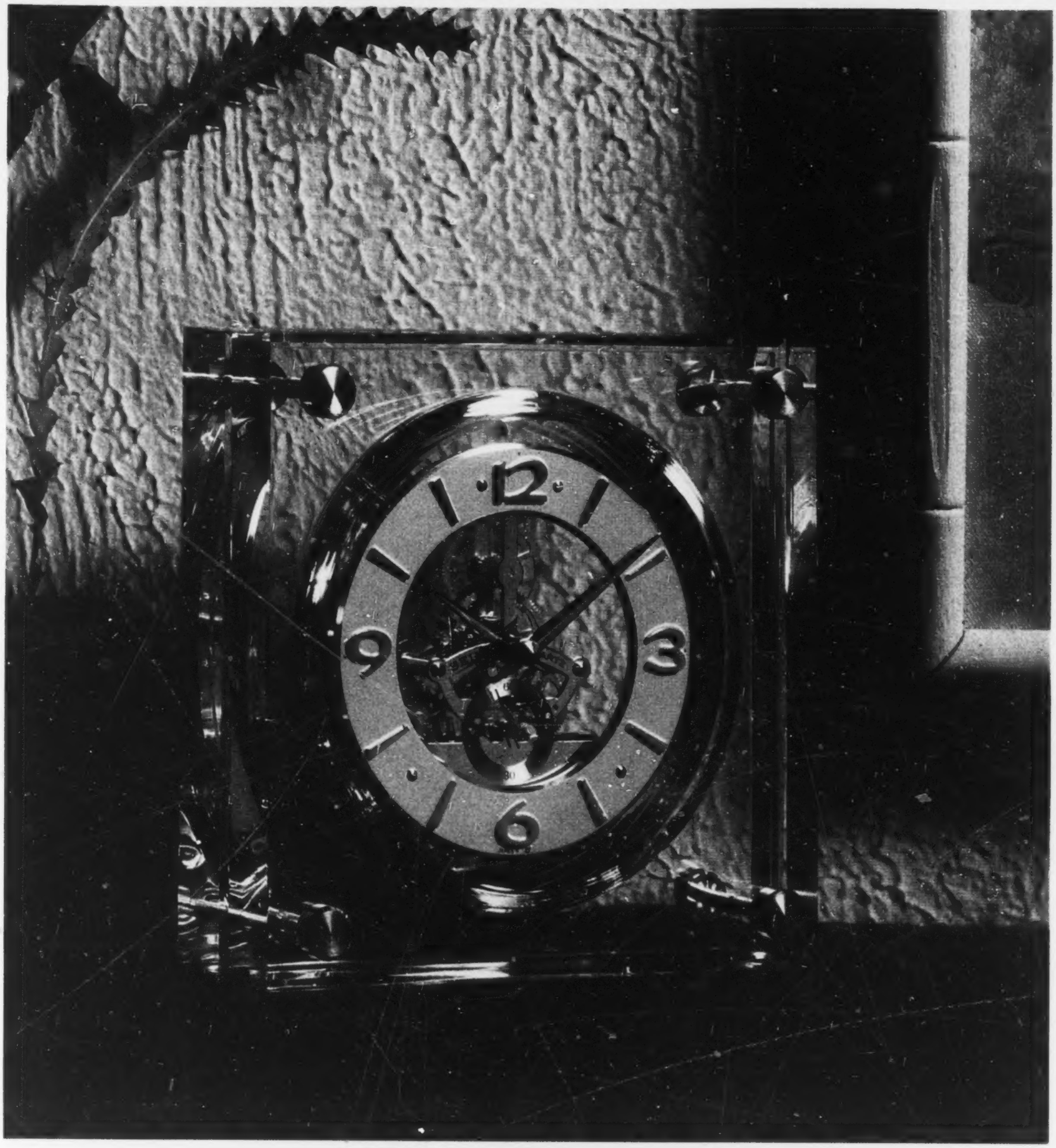

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turnaround for Boston is also shown, from last year's projection of −0.24% for the 1982–87 period to this year's figure of +0.5%. Rates of population increase for some metros have been upped, with greater growth predicted for the Nassau-Suffolk, NY, metro, as well as for Baltimore and Miami-Hialeah, FL. Seattle, on the other hand, has been cut from an anticipated growth of 12.45% last year to a more conservative 6.1% figure in this year's *Survey*.

Finally, the nation's fastest-growing metros are again dominated by locations in Florida and Texas, with 9 of the top 10 spots garnered by these two states. S&MM projections indicate that the newly designated Naples, FL, metro area will grow the fastest during the next five years, posting a better than 20% rate of population growth. The Las Vegas metro area, which last year ranked third in terms of projected growth, has dropped to twentieth place in the current rankings. Even more surprising is the disappearance of four metros from this year's list that placed high just a year ago. Three of these, Richland-Kennewick-Pasco, Olympia, and Bremerton, are located in Washington State, which has experienced a sudden drop in its expected growth rate after recent estimates by the Census Bureau and S&MM predicted unprecedented expansion. Another metro of which great things were predicted, Casper, WY, has also fallen from the ranks of this year's fastest growers, after placing eighth last year.

As you can see, the seemingly logical extension of trends is a risky business. Sometimes projections must be altered, other times, discarded. But it is the ability to react to these types of changes that is most important to the marketer's success, and as was stated earlier, it is a combination of both *foresight* and *flexibility* that make it happen for any marketer, any salesperson, or anyone who must rely on statistics. In today's rapidly changing and evolving marketplace, the importance of these qualities can't be overstated.

SURVEY HIGHLIGHT

How good are the Survey's projections? A brief analysis of recent trends

By region . . . .

	Population (Thous.)			
Geography	1983 Projected	1983 Actual	% Difference	Analysis
New England	12,849.7	12,499.8	+2.8%	Overly optimistic concerning the size and duration of population losses in the Industrial North.
Middle Atlantic	37,673.0	37,141.9	+1.4	
East North Central	42,086.5	41,700.3	+0.9	
West North Central	17,688.4	17,519.1	+1.0	
South Atlantic	37,992.4	39,131.4	−2.9	
East South Central	14,912.4	15,068.5	−1.0	
West South Central	23,969.0	26,064.2	−8.0	Underestimated the Sunbelt boom and its continuing strength.
Mountain	11,660.1	12,511.3	−6.8	
Pacific	32,159.7	33,887.7	−5.1	
. . . . biggest states				
California	24,052.1	25,332.3	−5.1%	
New York	18,104.5	17,740.7	+2.0	
Texas	14,356.0	15,896.8	−9.7	◀ Didn't anticipate the tremendous population boom in Houston, Dallas, etc.
Pennsylvania	11,984.2	11,916.8	+0.6	
Illinois	11,525.5	11,511.2	+0.1	
Florida	10,117.1	10,815.5	−6.5	◀ Reflects the continued growth of ethnic and retired populations in Florida.
Ohio	10,828.8	10,767.4	+0.6	
Michigan	9,387.8	9,129.3	+2.8	◀ Generally speaking, northern states were overestimated. California, Texas, Florida and North Carolina were underestimated.
New Jersey	7,584.3	7,484.6	+1.3	
North Carolina	5,992.8	6,120.3	−2.1	
. . . . and leading metros				
New York	8,432.8	8,241.8	+2.3%	
Los Angeles-Long Beach	7,274.4	7,719.1	−5.8	◀ The story is much the same for metros, with Sunbelt cities growing faster than expected, and northern cities showing figures smaller than expected for the five-year (1978–83) period.
Chicago	5,990.2	6,028.5	−0.6	
Philadelphia	4,871.1	4,725.1	+3.1	
Detroit	N.A.	4,346.9	N.A.	
Boston	3,824.2	3,652.8	+4.7	
Washington, DC	N.A.	3,363.0	N.A.	
Houston	2,894.9	3,150.8	−8.1	
Nassau-Suffolk	2,833.3	2,665.9	+6.3	
Atlanta	N.A.	2,320.0	N.A.	

Notes: N.A.—Not Available. *Metros*—All metro definitions have been reconfigured to conform to current Office of Management and Budget criteria. Projections for some counties were unavailable. *% Difference*—Figures show what percentage projection is above (+) or below (−) the actual 1983 figure.

Sources: *Sales & Marketing Management's 1979 Survey of Buying Power—Part II* for 1983 projections, *1984 Survey of Buying Power* for 1983 actual.

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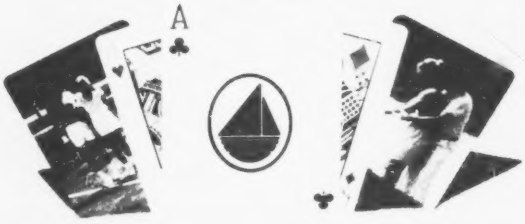
SURVEY HIGHLIGHT

Retail sales outlook 1984–86

Store Category	$ Bil. 1984	1985	1986	% Change 1983–84	1984–85	1985–86
DURABLES	$447.0	$464.4	$490.5	16.3%	3.9%	5.6%
Building supplies	67.8	68.8	74.1	13.9	1.5	7.8
Bldg. materials & paint	49.4	48.8	52.6	14.9	−1.3	7.8
Hardware	10.4	11.2	12.2	7.4	8.5	8.7
Nurseries & garden supplies	8.1	8.8	9.4	16.3	9.2	6.4
Automotive	263.4	272.6	284.5	18.6	3.5	4.4
Automotive dealers	240.1	248.2	259.1	19.7	3.4	4.4
Auto & home supplies	23.3	24.3	25.4	8.7	4.6	4.1
Furniture & appliances	58.1	61.6	65.5	13.0	5.9	6.3
Furniture, rugs, & curtains	34.2	36.3	38.6	12.4	6.0	6.5
Appliances, TV, & radio	19.6	20.7	22.0	14.4	5.7	6.3
Misc. furniture	4.3	4.6	4.8	11.4	5.9	5.1
Misc. durables	57.5	61.5	66.4	12.1	6.5	8.1
NONDURABLES	$840.4	$877.6	$923.6	6.8%	4.4%	5.2%
General merchandise	156.7	166.0	175.6	10.7	5.9	5.8
Department stores	129.1	137.2	145.1	11.7	6.3	5.8
Variety stores	9.9	10.5	11.1	7.6	5.8	5.6
Other general merchandise	17.7	18.3	19.4	5.5	3.5	5.7
Food stores	274.2	284.5	298.1	5.8	3.8	4.8
Gasoline stations	102.6	101.4	104.2	−0.5	−1.2	2.8
Apparel	59.8	63.5	67.0	11.7	6.1	5.5
Men's apparel	8.8	9.2	9.6	7.7	5.1	4.9
Women's apparel	24.4	25.7	27.0	16.1	5.4	4.8
Shoe stores	9.9	10.7	11.5	7.1	7.9	7.7
Misc. apparel	16.8	17.9	18.9	10.6	6.5	5.6
Eating & drinking places	124.4	133.1	142.7	7.5	7.0	7.2
Drug stores	41.9	44.1	46.7	8.0	5.3	5.8
Liquor stores	19.9	20.8	21.6	1.8	4.1	4.0
Misc. nondurables	60.9	64.2	67.7	9.6	5.5	5.4
TOTAL RETAIL SALES	$1,287.4	$1,342.0	$1,414.2	9.9%	4.2%	5.4%

Note: Unless otherwise indicated, % Change figures show *increases* in sales. Details may not add to totals due to rounding.
Source: Data Resources, Inc., Consumer Economics Div.
*Sales & Marketing Management

DEAL?



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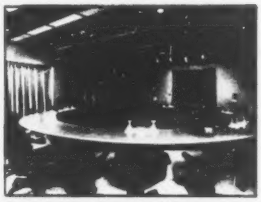

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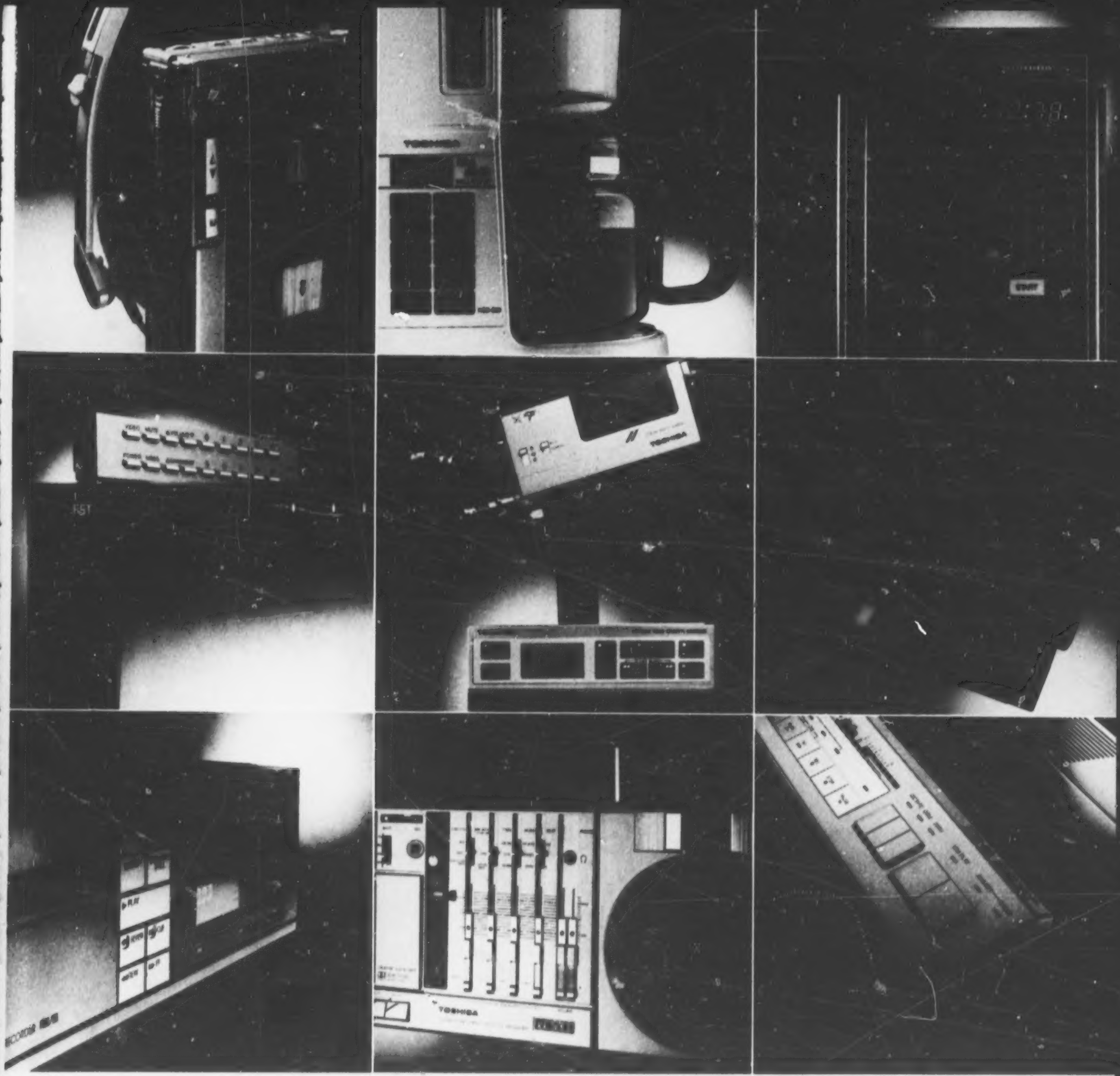

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Trend analysis

By JOEL KURTZMAN
Author of *Futurcasting*

The following article is excerpted from Joel Kurtzman's recently published book, *Futurcasting*. This chapter, dealing with the analysis of trends, is food for thought for anyone who relies on forecasting techniques and knows the hazards of this area of marketing.

Although many analyses of trends are complicated and highly mathematical, requiring a familiarity with statistical methods and even computer analysis techniques, for our purposes a much more general overview is all that is required. We will not examine trends quantitatively but qualitatively. And what will be our concern is how trends interact with their contexts.

Trends can be thought of as "time vectors" or even as time trajectories. What this means is that trends describe a dynamic, moving, energetic chain of events. A trend has momentum. And, like a car rolling effortlessly down a hill, that momentum will take it only as far as the circumstances permit. If the car is out of gas but the hill is long, then the momentum of the car may take it many miles. If the car is out of gas near the end of the hill and shortly will be facing an uphill grade, then the circumstances are quite different. And if the car coasts down the hill with a full tank of gas, then the distance it can cover is greatly increased. Determining trends there-

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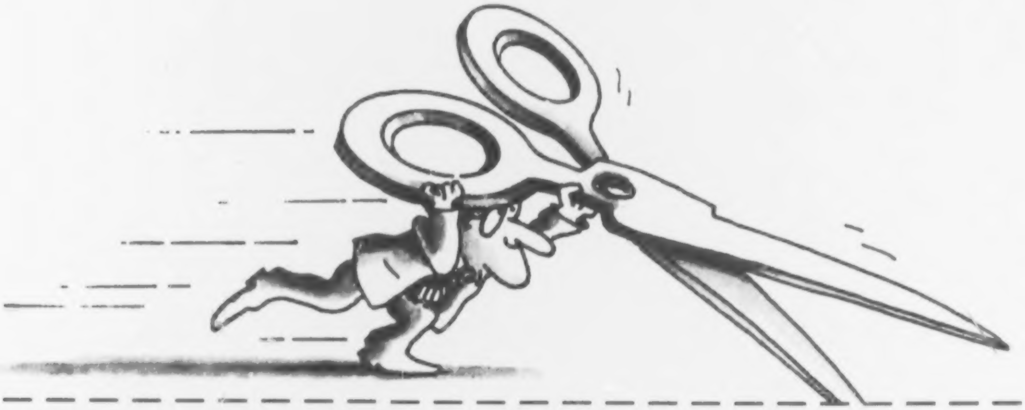

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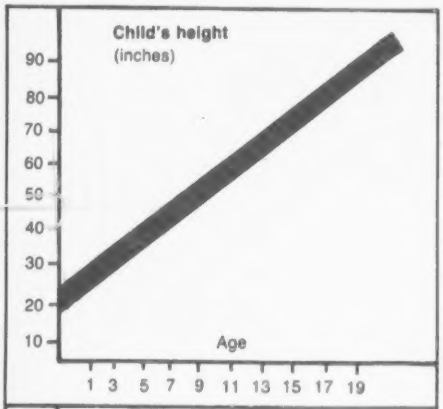
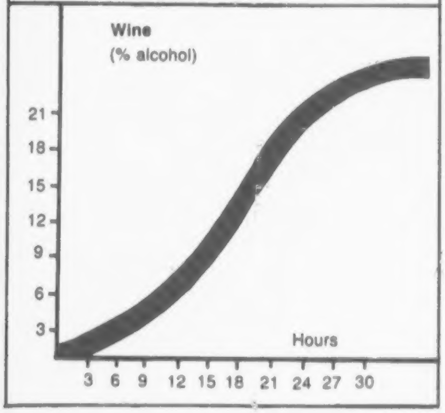
fore requires that we know a little about the trend's history, its momentum, and the terrain within which it operates.

For example, without the benefit of historical knowledge, a new parent can easily speculate that his newborn baby will reach the height of 70 feet by the time the child is 14 or 15 years old based on the tremendous rate of growth that occurs in the baby's first year. Likewise, without a knowledge of context, similar mistakes can be made. Take, for instance, the fermentation of wine. Were the yeast cells on the skins of the grapes to have an environment of pure sugar, they would produce a wine of nearly pure alcohol. But the sugar in grapes is limited, and wines rarely exceed 14% alcohol.





In both the historical example of the child's rate of growth and the contextual example of the fermentation of wine, the futurist is faced with a rapidly growing trend that then tapers off. These trends are the familiar S-shaped curves that are so common in trend analysis. Futurists must also learn whether a trend is cyclical—part of a recurring pat-

SURVEY HIGHLIGHT

Where the money's going: 1988 average household EBI by state

Rank	State	1988 Average Household EBI	% Increase 1983–88
1.	Alaska	$52,612	42.6%
2.	Connecticut	51,969	49.5
3.	District of Columbia	49,695	53.6
4.	New Jersey	48,461	48.4
5.	Hawaii	46,872	45.0
6.	Maryland	45,502	47.4
7.	Delaware	45,019	52.3
8.	California	43,882	44.9
9.	Illinois	43,348	48.9
10.	Massachusetts	43,195	47.5
11.	Wyoming	42,541	47.0
12.	New York	42,494	44.1
13.	Virginia	42,102	49.7
14.	Michigan	41,959	49.7
15.	Minnesota	41,376	50.7
16.	New Hampshire	41,358	50.6
17.	Colorado	41,355	47.2
18.	North Dakota	40,697	45.7
19.	Rhode Island	40,629	51.7
20.	Nevada	40,348	48.8
21.	Kansas	40,119	46.9
22.	Washington	40,072	47.5
23.	Wisconsin	39,911	49.1
24.	Texas	39,724	44.1
25.	Pennsylvania	39,272	47.6
26.	Ohio	38,800	49.8
27.	Nebraska	38,486	47.8
28.	Indiana	38,130	50.9
29.	Utah	37,802	48.3
30.	Iowa	37,750	48.6
31.	Florida	37,720	48.1
32.	Louisiana	37,233	48.2
33.	Missouri	37,207	48.6
34.	Georgia	37,200	49.0
35.	Oklahoma	36,593	44.3
36.	Tennessee	36,155	52.7
37.	Oregon	35,991	52.3
38.	Vermont	35,688	49.1
39.	South Dakota	35,259	48.3
40.	Arizona	35,077	44.9
41.	Idaho	34,896	49.0
42.	Maine	34,701	51.0
43.	Kentucky	34,693	52.5
44.	New Mexico	34,555	45.1
45.	North Carolina	34,477	49.3
46.	Montana	34,299	48.4
47.	South Carolina	33,321	48.5
48.	Alabama	33,247	49.3
49.	West Virginia	32,822	51.8
50.	Mississippi	31,911	51.7
51.	Arkansas	30,586	49.4
	U.S. total	**$40,109**	**47.6%**

Source: *Sales & Marketing Management's 1984 Survey of Buying Power—Part II.*
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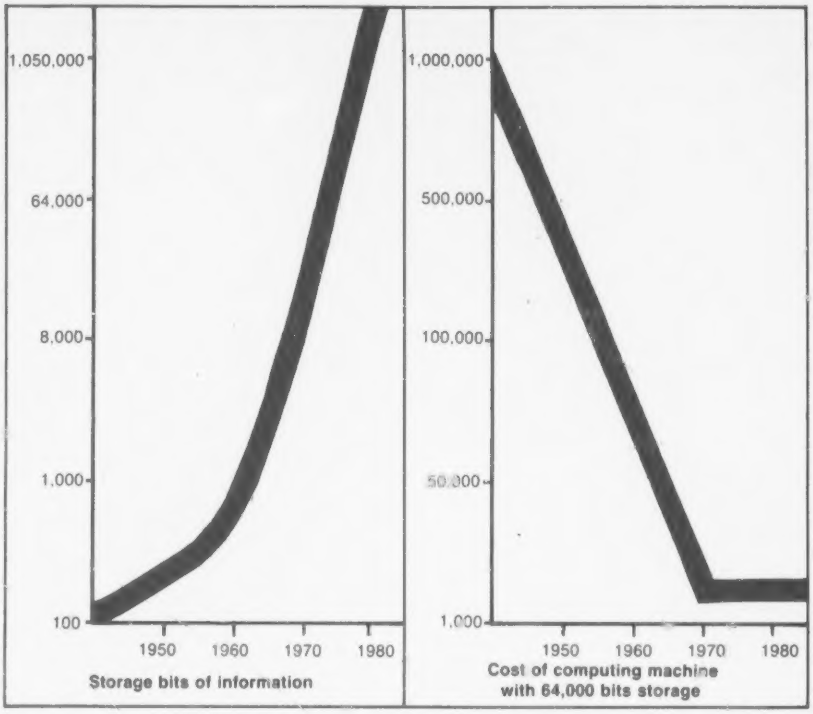
tern—or linear—growing or declining at a more or less steady rate limited by its history or context. If a futurist mistakes a linear trend for a cyclical trend, his analysis will be way off. For example, a futurist who believes fall to be a linear event, on the basis of his September observations, will easily predict that by April or May all life will cease to exist. He can make this prediction based on his observations of cooling trends and on the increased dormancy of plant life. He might even draw up a scenario that shows how the food supplies will be exhausted by January, all the water turned to ice by February, and the average temperature 200° below zero by April. Knowledge that seasons are cyclical would greatly enhance this prediction's reliability.

The momentum of a trend often reflects itself in the history of the events under study. If we look at the history of the computer industry, we can only surmise that the de-



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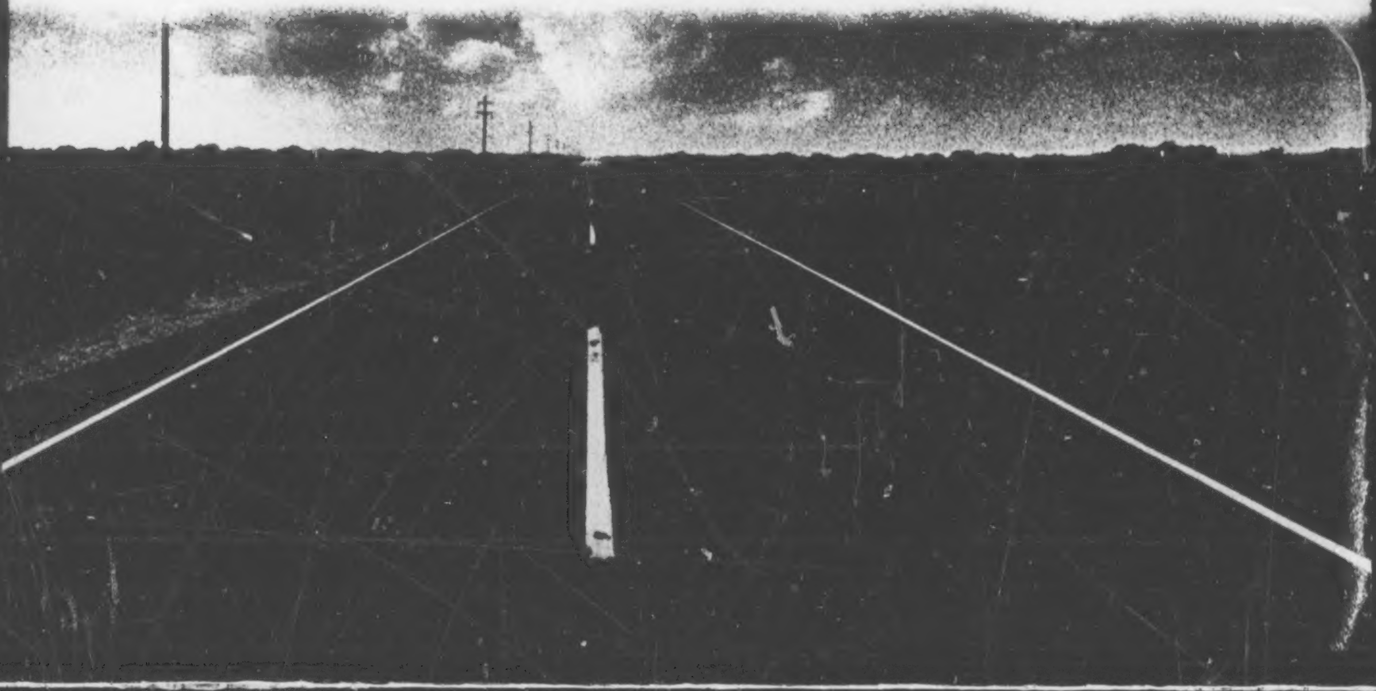
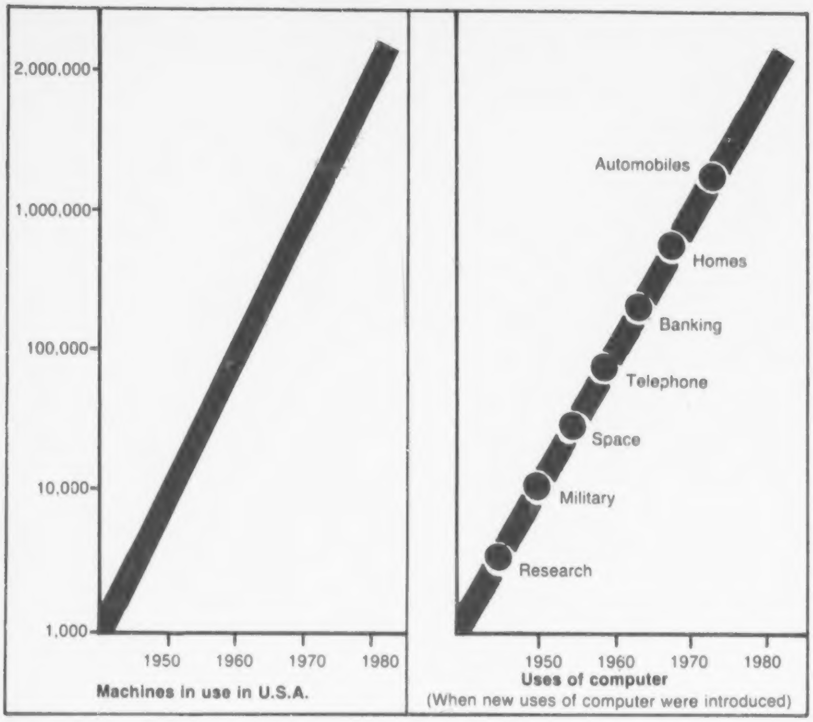
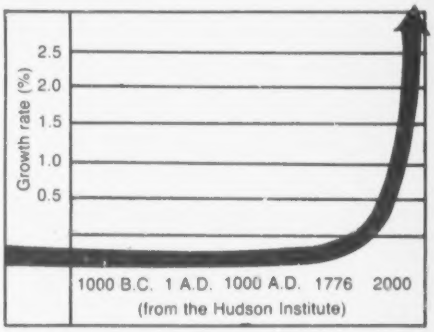




mand for its products and its program of research has a tremendous momentum.

Let's look at some other trends to get a better understanding of what they can and cannot do.

Over the last few years there has been considerable debate on the trend in population growth and its effect on life on this planet. Generally, the trend in population is drawn like this:



This tremendous increase in the population's rate of growth tells us

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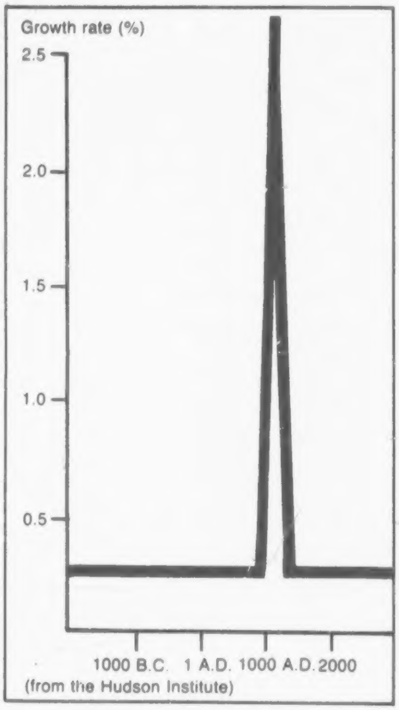
that the population will double every 35 years and that by the beginning of the next century, at the earliest, and the late part of the next century, at the latest, we will reach the maximum population level that the earth can support.

But this is only one interpretation of the trend data on the previous chart. Herman Kahn, of the Hudson's Institute, suggests that the tremendous increase in population percentage growth is really just a short-term phenomena, and will be abruptly ended by other trends in the growth of production, prosperity, and wealth in the developing nations. He uses these other trends to project a future that looks like this:



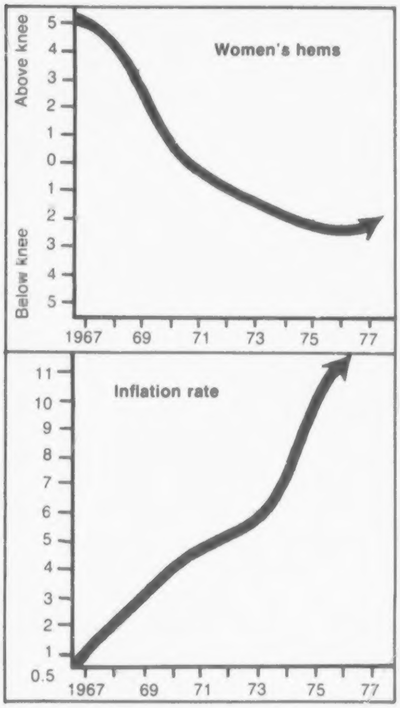
(from the Hudson Institute)

If Kahn is right, we have nothing to fear. If he is wrong, as many of his critics believe, then we are in trouble. But how do we know?

We can only rely upon our judgement. Kahn takes a longer-range view of population growth than many other futurists. He bases his estimates of growth on other trends, such as medical advances, sanitation, etc. He also looks at growth within the context of a world that is growing more prosperous, albeit slowly, and the historical example of Western countries where their birthrate declined and wealth grew.

Another use of trend analysis is to compare the way two or more trends interact.

Although Kahn's projections and analysis of trends in population may be correct, we do not know for sure that they are. Certainly, many factors identifying the reasons for a decline in the rate of population growth do exist. And it is true that history is on his side of the argument. But that still leaves us in the position of requiring an increase in prosperity in the developing world to slow down the rate of population growth. How do we do that? It is a long and complicated matter, but it involves not forecasting but futurcasting—creating an alternative to what might otherwise exist.



Although these two trends seem interrelated because they rise and fall at more or less the same rate, it is not safe to assume that there is really a *correlation*, that is, that the level of inflation is influenced by the height of the hem.

Even though this is a rather obvious example of two trends which may appear to be related but in actuality are not, there are many examples of one trend influencing another. Once again, finding out whether a trend influences another trend is a matter not of statistics but of understanding the way the vari-

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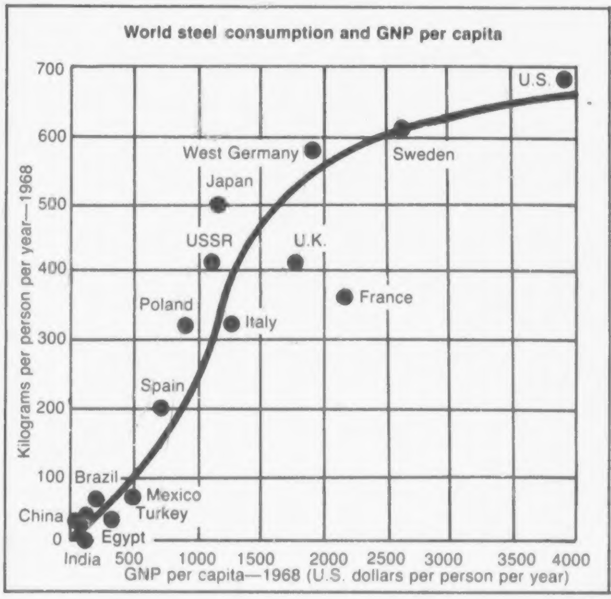
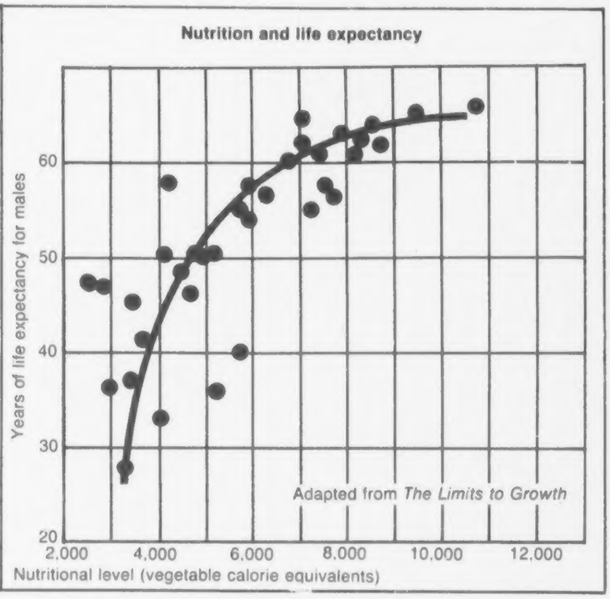
ous systems, subsystems, and processes interact.

In the following example, the authors of *The Limits to Growth* argue that steel output is directly related to gross national product (GNP) per person (below, left).

In the next example, the authors believe there is to be a correlation between nutrition and life expectancy, as illustrated in the table below, right.

When trends correlate so that one trend predicts the outcome of another, futurists call the dominant trend an "indicator" because by following the way it changes, it indicates the future behavior of the secondary trend. In the example below, the number of calories in the diet of a person (or in the national diet of a





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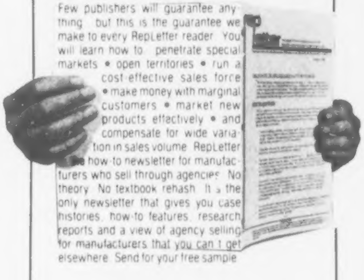

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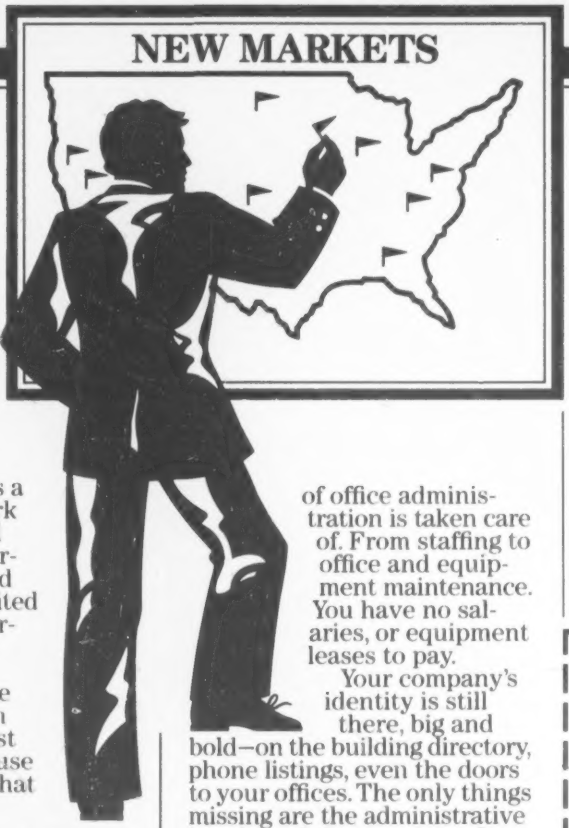

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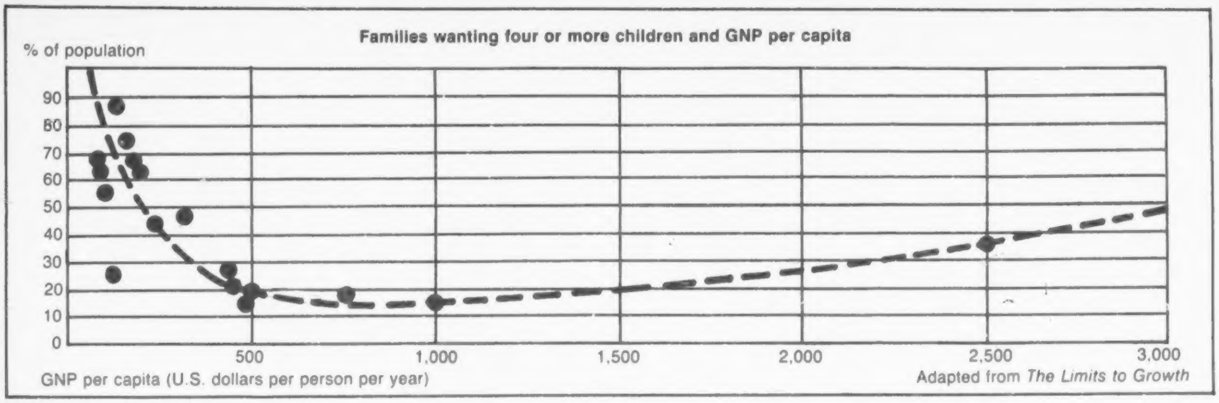

Families wanting four or more children and GNP per capita

Adapted from *The Limits to Growth*

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nation) predicts the life span. Therefore, the number of calories is an indicator of life span. In the example above, which is the indicator? Which trend is the secondary trend?

As you probably realized, the indicator of family size is GNP per person, not the other way around. Knowing about which trend influences which secondary trend is of important use in planning and futurcasting. To properly assess which trends are the indicators and which are secondary trends requires learning about the context. For example, in the stock market the value of the dollar against other currencies is generally considered to be an indicator of the value of stocks on the stock market. Why is this? Analysts say that the value of the dollar reflects investor confidence in the American system. But is this true? Most people think so, yet since this relationship has long ago become common knowledge, the price of the dollar as an indicator of stock market prices may continue—but for other reasons. Since most investors know about this relationship, when the dollar sinks in value they may react, whether or not they still have confidence, so that changes in the value of the dollar become a self-fulfilling prophecy. What this shows is that often it is not as important to know *why* a relationship occurs but rather that it *does* occur. What does all this mean? Simply that the real context of a trend is another trend. In other words, we do not exist within a static world but within one that is interactive and dynamic. Prices of one commodity affect another commodity. The number of people affect the cost of housing. One trend exists within many others . . . and the task of the futurcaster is to isolate the impor-

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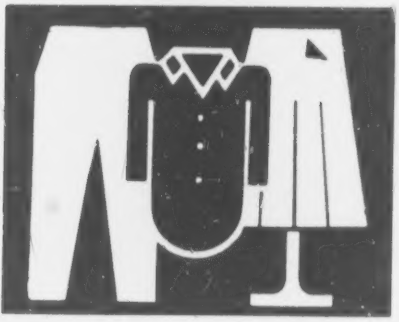


Guide to using S&MM's METRO AREA MERCHANDISE LINE SALES

Merchandise Line Sales data pertain to the total sales of a product category by the various retail-store types handling that category in the market. That is, if the dollar sales of "groceries and other foods" in food stores, restaurants, department-store lunch counters, snack bars, vending machines, etc., are aggregated, the result would be the merchandise line sales for that category. Hence, merchandise line sales should not be confused with retail store sales, which pertain to the business volume of a type of retail outlet, such as a food store. A food store, of course, sells many more types of merchandise than just food products. Updated from the 1977 Census of Retail Trade, the merchandise line sales data shown in this section refer to seven broad product groups, such as groceries and other food products, footwear, and major household appliances. Merchandise line totals give a more realistic estimate of a particular product's market potential than is provided by the store-type sales associated with the product.

To enchance the usefulness of the merchandise line totals, the Summary of Merchandise Line Sales by Region and State shows for each product category the dollar sales accounted for by a leading store type associated with the product classification. That makes the data helpful in analyzing distribution channels in the market. The dominant store types, and their related merchandise line category, shown in the state and regional summary table are: food stores for groceries and other foods; drugstores for health and beauty aids; apparel stores for women's and girls' clothing; department stores for men's and boys' clothing; apparel stores for footwear; furniture/home furnishings/appliance stores for major household appliances; and furniture/home furnishings/appliance stores for furniture and sleep equipment.

Groceries and other foods includes meat, fish, and poultry; produce; frozen foods; dairy products; bakery products (except frozen); delicatessen items; and all other foods.
(Note: Meals, snacks, alcoholic beverages, packaged alcoholic beverages, and tobacco products are not included.)

Health and beauty aids includes health aids, cosmetics, and other hygiene needs.

Women's and girls' clothing includes infants' and toddlers' apparel and accessories; girls' and subteen clothing and accessories, women's, misses', and juniors' furs and fur garments; women's, misses', and juniors' dresses; women's, misses', and juniors' dressy and tailored coats and suits; women's, misses', and juniors' casual and utility coats, jackets, and rainwear; women's, misses', and juniors' separates and coordinates; women's, misses', and juniors' active sportswear; women's hosiery; women's bras, girdles, and foundations; women's, misses', and juniors' lingerie, sleepwear, and loungewear; women's handbags and small leather goods; women's hats, hairpieces, and trimmings; and women's accessories.

Men's and boys' clothing includes boys', young men's, and students' clothing and accessories; men's overcoats, topcoats, rainwear, and outerwear; men's suits, sports coats, formal wear, and tailored slacks; men's jeans and casual slacks, career apparel, and work clothes; men's shirts, novelty shirts, and sweaters; men's hosiery, pajamas, robes, and underwear; men's sportswear; and other men's accessories.

Footwear includes men's and boys' footwear; women's and girls' footwear; children's footwear; and footwear accessories. (Note: infants' and toddlers' footwear are not included.)

Major household appliances includes such items as kitchen appliances, laundry appliances, and other major household appliances.

Furniture and sleep equipment includes living room, dining room, and bedroom furniture; sleep furniture and equipment; and all other furniture including outdoor, kitchen, and office furniture.

SUMMARY OF MERCHANDISE LINE SALES BY REGION AND STATE

[illegible] ESTIMATES

RETAIL SALES BY MERCHANDISE LINE—1983

REGION State	Groceries & Other Foods		Health & Beauty Aids		Women's & Girls' Clothing		Men's & Boys' Clothing		Footwear		Major Household Appliances		Furniture & Sleep Equipment	
	In All Stores ($000)	In Food Stores ($000)	In All Stores ($000)	In Drug-stores ($000)	In All Stores ($000)	In Apparel Stores ($000)	In All Stores ($000)	In Dept. Stores ($000)	In All Stores ($000)	In Apparel Stores ($000)	In All Stores ($000)	In FHA Stores ($000)	In All Stores ($000)	In FHA Stores ($000)
NEW ENGLAND	**15,778,395**	**15,340,219**	**1,213,180**	**522,286**	**4,228,642**	**2,173,755**	**2,558,600**	**1,017,319**	**1,322,700**	**735,463**	**963,748**	**379,934**	**1,402,499**	**1,032,899**
Connecticut	3,929,796	3,831,656	261,505	113,700	1,085,106	556,992	632,132	266,319	263,669	178,264	212,209	117,749	344,704	275,622
Maine	1,332,013	1,281,190	81,564	35,490	285,351	131,121	253,106	71,229	89,521	54,450	72,273	33,242	88,913	72,699
Massachusetts	7,493,612	7,317,954	676,448	286,426	2,180,719	1,135,995	1,247,982	519,032	774,969	384,970	511,162	148,853	743,279	504,510
New Hampshire	1,348,678	1,315,474	91,191	38,382	272,743	126,675	179,992	66,079	83,665	45,878	80,776	36,751	110,485	85,433
Rhode Island	1,064,771	1,015,829	64,071	34,928	278,039	147,067	163,647	71,014	68,422	44,072	49,692	25,956	71,144	57,917
Vermont	609,525	578,116	38,401	13,360	126,684	75,905	81,741	23,646	42,434	27,829	37,636	17,383	43,974	36,718
MIDDLE ATLANTIC	**41,335,121**	**39,921,398**	**2,719,906**	**1,035,686**	**9,550,391**	**4,259,653**	**5,652,436**	**2,566,312**	**2,687,042**	**1,760,997**	**1,956,806**	**1,000,417**	**3,568,219**	**2,764,625**
New Jersey	9,662,467	9,335,567	629,593	183,834	2,092,894	970,751	1,239,953	567,058	555,550	383,467	441,846	227,919	891,203	690,282
New York	19,687,576	19,065,147	1,332,440	556,577	4,633,932	2,152,823	2,684,362	1,173,540	1,341,332	930,222	848,267	441,405	1,674,455	1,338,036
Pennsylvania	11,985,078	11,520,684	757,873	295,275	2,823,565	1,136,079	1,728,121	825,714	790,160	447,308	666,693	331,093	1,002,561	736,307
EAST NORTH CENTRAL	**41,669,786**	**39,500,827**	**3,424,736**	**1,446,072**	**9,725,809**	**4,164,941**	**6,327,378**	**3,132,749**	**2,748,625**	**1,598,270**	**2,499,515**	**1,106,198**	**3,803,447**	**2,806,750**
Illinois	11,575,511	11,066,463	992,714	376,161	3,285,370	1,530,933	1,965,986	857,683	912,815	560,319	716,556	293,150	1,213,879	886,607
Indiana	5,449,618	5,276,148	389,110	129,218	1,256,531	467,404	752,004	390,348	330,418	185,770	330,635	127,293	455,694	335,334
Michigan	8,891,737	8,145,254	887,036	446,053	2,094,444	1,026,001	1,543,436	773,521	609,686	374,026	554,421	263,827	807,987	599,542
Ohio	11,210,644	10,831,515	819,172	366,816	2,290,395	823,211	1,508,702	831,278	653,890	352,229	617,612	298,561	961,988	705,180
Wisconsin	4,542,276	4,181,447	336,704	127,824	799,069	317,392	557,250	279,919	236,816	125,926	280,291	123,367	363,899	280,087
WEST NORTH CENTRAL	**18,416,490**	**17,523,477**	**1,332,432**	**397,428**	**3,827,830**	**1,710,903**	**2,556,468**	**1,056,300**	**1,112,598**	**663,220**	**1,148,730**	**423,332**	**1,473,817**	**1,037,866**
Iowa	2,957,914	2,864,745	208,758	71,578	575,740	234,817	419,164	179,849	165,477	99,717	203,420	78,921	235,081	174,217
Kansas	2,295,782	2,199,337	181,323	41,766	506,054	253,159	348,065	138,671	154,593	97,066	176,891	69,790	218,378	159,483
Minnesota	4,593,131	4,246,789	313,681	115,237	1,007,929	429,795	633,687	244,455	258,439	148,959	244,961	80,027	371,957	239,152
Missouri	5,638,972	5,418,548	426,359	101,515	1,144,117	493,771	720,372	345,861	349,441	201,998	326,599	117,332	397,920	[illegible]
Nebraska	1,716,611	1,626,333	113,846	31,195	318,814	142,234	221,723	88,007	97,885	61,227	107,518	46,523	149,470	[illegible]
North Dakota	549,267	532,181	42,987	17,087	151,069	86,794	116,101	31,959	43,515	28,018	43,518	15,516	52,250	38,598
South Dakota	664,813	635,544	45,478	19,050	124,107	70,333	97,356	27,498	43,248	26,235	45,823	15,223	48,761	[illegible]
SOUTH ATLANTIC	**37,601,501**	**36,030,304**	**3,401,171**	**1,415,582**	**9,056,262**	**4,105,725**	**5,449,493**	**2,563,227**	**2,719,350**	**1,589,750**	**2,530,915**	**1,026,164**	**4,388,984**	**3,485,231**
Delaware	669,293	649,313	45,916	23,885	165,674	66,032	99,029	58,942	41,858	22,206	40,207	17,364	67,285	51,426
District of Columbia	545,988	515,755	72,930	57,977	162,246	106,477	92,664	24,625	53,288	43,329	23,500	10,870	66,421	54,331
Florida	9,990,963	9,576,408	898,654	287,893	2,712,832	1,347,493	1,573,742	800,521	768,763	488,517	770,251	344,322	1,498,887	1,182,725
Georgia	5,071,904	4,850,322	545,042	201,865	1,205,620	509,121	745,383	330,424	358,274	199,964	315,340	101,364	513,083	400,935
Maryland	5,171,558	4,967,801	367,226	225,234	1,152,863	468,096	681,625	335,518	318,625	201,726	250,561	96,327	481,473	342,452
North Carolina	5,442,801	5,183,065	474,344	165,462	1,246,203	586,417	770,419	332,589	391,251	226,934	425,133	187,422	692,813	600,305
South Carolina	2,650,368	2,556,302	306,476	127,151	622,917	340,924	412,186	160,736	202,750	121,920	186,392	72,299	280,017	243,240
Virginia	5,866,744	5,609,175	528,821	275,802	1,370,640	536,344	788,476	371,691	448,414	220,492	360,947	134,272	610,472	477,414
West Virginia	2,191,882	2,122,163	161,762	50,313	417,267	144,821	285,969	148,181	136,127	64,662	158,584	61,924	178,533	132,403
EAST SOUTH CENTRAL	**14,842,777**	**14,387,546**	**1,137,727**	**361,761**	**3,174,014**	**1,344,072**	**2,012,040**	**946,793**	**907,577**	**478,934**	**1,021,227**	**385,011**	**1,361,948**	**1,089,018**
Alabama	3,680,292	3,542,166	293,752	113,951	866,486	437,333	543,294	228,384	249,462	150,385	259,381	81,539	368,216	300,654
Kentucky	4,080,026	3,964,022	305,903	104,722	770,133	299,018	495,160	235,578	218,702	114,961	266,401	128,721	335,974	270,101
Mississippi	2,488,774	2,428,224	180,416	47,829	470,819	216,261	275,823	109,334	134,527	71,604	152,877	48,696	182,803	145,873
Tennessee	4,593,685	4,453,134	357,656	95,259	1,066,576	391,460	697,763	373,497	304,886	141,984	342,568	126,055	474,955	372,390
WEST SOUTH CENTRAL	**26,841,389**	**25,677,863**	**2,164,937**	**467,623**	**6,428,146**	**3,350,198**	**3,910,177**	**1,474,277**	**2,031,374**	**1,282,116**	**1,946,923**	**747,361**	**2,948,085**	**2,326,151**
Arkansas	2,252,957	2,179,747	181,154	38,896	475,521	244,592	292,716	110,550	159,353	94,082	157,961	49,481	211,948	162,445
Louisiana	4,306,318	4,157,214	322,210	67,220	921,348	456,112	573,989	237,351	283,759	171,513	301,788	126,048	450,888	366,467
Oklahoma	3,197,580	3,060,173	262,303	50,104	729,167	446,622	447,984	124,141	244,282	163,174	222,979	86,818	360,488	301,068
Texas	17,064,534	16,280,729	1,399,270	311,403	4,302,110	2,202,872	2,595,488	1,002,235	1,343,980	853,347	1,254,195	485,014	1,924,761	1,496,171
MOUNTAIN	**12,974,462**	**12,421,592**	**898,494**	**[illegible]**	**2,611,588**	**1,217,719**	**1,815,664**	**760,123**	**845,325**	**503,615**	**882,212**	**415,815**	**1,375,465**	**1,090,726**
Arizona	2,827,050	2,679,977	252,243	66,173	592,355	210,231	330,721	164,241	165,297	93,494	166,902	72,689	325,894	261,881
Colorado	3,641,452	3,541,651	[illegible]	50,009	675,558	343,104	494,801	216,003	231,153	139,390	232,165	113,167	382,502	295,455
Idaho	1,050,890	1,015,151	[illegible]	18,696	181,778	97,899	140,607	45,012	58,276	35,625	85,548	50,994	94,565	79,854
Montana	963,508	930,920	[illegible]	25,441	180,269	93,459	144,781	44,863	61,124	38,912	75,358	39,587	90,268	72,974
Nevada	908,189	856,982	[illegible]	38,950	268,698	123,157	175,799	76,031	79,074	46,368	81,738	24,643	128,756	94,831
New Mexico	1,503,298	1,423,620	[illegible]	26,019	273,537	148,787	195,971	71,405	100,959	66,092	90,548	37,720	130,929	105,219
Utah	1,443,213	1,376,265	99,971	21,161	341,039	139,527	247,851	128,102	115,450	59,271	111,904	58,387	174,786	141,088
Wyoming	634,862	597,026	34,433	12,141	98,354	61,555	85,133	14,466	33,992	24,463	38,049	18,628	47,765	39,424
PACIFIC	**40,143,429**	**36,945,067**	**3,074,393**	**1,032,787**	**8,899,139**	**3,974,544**	**5,460,857**	**2,458,960**	**2,651,806**	**1,633,477**	**2,260,251**	**825,461**	**3,713,996**	**2,612,699**
Alaska	653,986	615,433	79,641	[illegible]	120,213	54,229	87,943	27,876	41,337	22,527	34,276	9,827	43,389	26,055
California	30,607,628	28,175,254	2,317,076	[illegible]	6,692,008	2,928,502	4,027,277	1,877,212	1,967,250	1,229,680	1,673,618	585,081	2,919,430	2,062,242
Hawaii	1,090,525	948,468	122,499	48,636	362,115	193,273	216,652	74,840	100,306	53,315	48,927	15,519	72,644	41,945
Oregon	2,866,433	2,523,742	212,429	68,954	692,429	302,394	452,526	200,699	223,270	131,640	222,285	103,857	273,150	197,130
Washington	4,924,887	4,682,170	342,748	153,922	1,032,374	496,146	676,459	278,333	319,643	196,315	281,145	111,177	405,383	285,327
TOTAL UNITED STATES	**249,603,350**	**237,748,293**	**19,366,976**	**6,937,815**	**57,501,821**	**26,301,510**	**35,743,113**	**15,976,060**	**17,026,397**	**10,245,842**	**15,210,327**	**6,309,693**	**24,036,460**	**18,245,965**

GROCERY & OTHER FOOD SALES

Area	($000)	Rank
Los Angeles - Long Beach, Cal.	8,854,530	1
New York, N.Y.	8,178,798	2
Chicago, Ill.	6,327,417	3
Philadelphia, Pa.	4,994,753	4
Detroit, Mich.	4,764,236	5
Boston - Lawrence - Salem - Lowell - Brockton, Mass.	4,618,787	6
Washington, D.C.	4,175,944	7
Houston, Tex.	3,722,274	8
Nassau - Suffolk, N.Y.	3,500,800	9
Minneapolis - St. Paul, Minn.	2,786,109	10
Anaheim - Santa Ana, Cal.	2,567,924	11
Dallas, Tex.	2,565,778	12
Baltimore, Md.	2,488,086	13
San Diego, Cal.	2,360,070	14
Newark, N.J.	2,328,675	15
St. Louis, Mo.	2,258,586	16
Oakland, Cal.	2,246,577	17
San Francisco, Cal.	2,225,588	18
Cleveland, Ohio	2,205,831	19
Atlanta, Ga.	2,196,902	20
Pittsburgh, Pa.	2,192,495	21
Seattle, Wash.	2,131,852	22
Denver, Colo.	1,932,118	23
San Jose, Cal.	1,922,606	24
Riverside - San Bernardino, Cal.	1,878,402	25
Tampa - St. Petersburg - Clearwater, Fla.	1,875,380	26
Bergen - Passaic, N.J.	1,869,619	27
Kansas City, Mo.-Kans.	1,687,100	28
Miami - Hialeah, Fla.	1,623,031	29
Phoenix, Ariz.	1,622,529	30
Sacramento, Cal.	1,569,470	31
Cincinnati, Ohio	1,487,028	32
Milwaukee, Wisc.	1,478,002	33
New Orleans, La.	1,412,939	34
Hartford - New Britain - Middletown - Bristol, Conn.	1,328,320	35
Indianapolis, Ind.	1,239,263	36
Rochester, N.Y.	1,238,940	37
Buffalo, N.Y.	1,232,857	38
Columbus, Ohio	1,212,803	39
Monmouth - Ocean, N.J.	1,201,455	40
Middlesex - Somerset - Hunterdon, N.J.	1,190,038	41
Portland, Ore.	1,148,387	42
Norfolk - Virginia Beach - Newport News, Va.	1,130,455	43
Louisville, Ky.	1,126,978	44
San Antonio, Tex.	1,107,435	45
Fort Worth - Arlington, Tex.	1,082,602	46
Bridgeport - Stamford - Norwalk - Danbury, Conn.	1,064,031	47
Albany - Schenectady - Troy, N.Y.	1,030,719	48
Memphis, Tenn.	1,013,305	49
Charlotte - Gastonia - Rock Hill, N.C.-S.C.	994,222	50
Total Top 50	**118,392,046**	
Fort Lauderdale - Hollywood - Pompano Beach, Fla.	987,701	51
Providence - Pawtucket - Woonsocket, R.I.	983,763	52
New Haven - Waterbury - Meriden, Conn.	953,707	53
Dayton - Springfield, Ohio	947,253	54
Nashville, Tenn.	940,876	55
Salt Lake City - Ogden, Utah	916,926	56
Oklahoma City, Okla.	908,351	57
Richmond - Petersburg, Va.	895,132	58
Springfield, Mass.	891,152	59
Syracuse, N.Y.	883,126	60
Birmingham, Ala.	882,928	61
Greensboro - Winston-Salem - High Point, N.C.	832,105	62
Honolulu, Haw.	797,743	63
Akron, Ohio	779,150	64
Scranton - Wilkes-Barre, Pa.	776,558	65
Worcester - Fitchburg - Leominster, Mass.	758,762	66
Orlando, Fla.	753,562	67
Oxnard - Ventura, Cal.	740,831	68
Harrisburg - Lebanon - Carlisle, Pa.	720,908	69
Gary - Hammond, Ind.	720,613	70
Allentown - Bethlehem, Pa.	717,421	71
Tulsa, Okla.	708,036	72
Toledo, Ohio	705,291	73
Omaha, Neb.	694,287	74
Fresno, Cal.	676,905	75
Jacksonville, Fla.	656,108	76
Austin, Tex.	652,695	77
Bakersfield, Cal.	624,595	78
West Palm Beach - Boca Raton - Delray Beach, Fla.	610,551	79
Jersey City, N.J.	597,211	80
New Bedford - Fall River - Attleboro, Mass.	584,426	81
Youngstown - Warren, Ohio	542,956	82
Raleigh - Durham, N.C.	541,013	83
Wilmington, Del.	535,847	84
Knoxville, Tenn.	535,399	85
Tucson, Ariz.	533,573	86
Baton Rouge, La.	515,257	87
Beaumont - Port Arthur, Tex.	505,177	88
Las Vegas, Nev.	503,899	89
Lake County, Ill.	493,906	90
Greenville - Spartanburg, S.C.	491,273	91
Canton, Ohio	489,636	92
Albuquerque, N.M.	483,598	93
Little Rock - North Little Rock, Ark.	474,898	94
Tacoma, Wash.	472,827	95
Atlantic City, N.J.	472,598	96
Des Moines, Iowa	467,798	97
Stockton, Cal.	465,781	98
Portsmouth - Dover - Rochester, N.H.	464,686	99
Chattanooga, Tenn.	463,743	100
Total Top 100	**152,144,584**	
Santa Rosa - Petaluma, Cal.	459,292	101
Flint, Mich.	457,374	102
Johnson City - Kingsport - Bristol, Tenn.	448,163	103
Grand Rapids, Mich.	439,747	104
Trenton, N.J.	425,711	105
El Paso, Tex.	424,456	106
Vallejo - Fairfield - Napa, Cal.	421,717	107
Lansing - East Lansing, Mich.	415,610	108
Saginaw - Bay City - Midland, Mich.	414,331	109
Mobile, Ala.	406,090	110
Lexington-Fayette, Ky.	402,436	111
Wichita, Kans.	402,349	112
Lancaster, Pa.	400,466	113
Utica - Rome, N.Y.	399,407	114
Santa Barbara - Santa Maria - Lompoc, Cal.	382,088	115
York, Pa.	381,713	116
Spokane, Wash.	378,620	117
Peoria, Ill.	373,051	118
Davenport - Rock Island - Moline, Iowa-Ill.	360,397	119
Huntington - Ashland, W.Va.-Ky.	359,965	120
Columbia, S.C.	358,655	121
Jackson, Miss.	358,450	122
Orange County, N.Y.	358,091	123
Charleston, S.C.	356,312	124
Madison, Wisc.	353,102	125
Aurora - Elgin, Ill.	352,946	126
Manchester - Nashua, N.H.	347,651	127
Corpus Christi, Tex.	341,840	128
Fort Wayne, Ind.	328,590	129
Colorado Springs, Colo.	328,572	130
Reading, Pa.	326,548	131
Poughkeepsie, N.Y.	325,550	132
Modesto, Cal.	324,727	133
Salinas - Seaside - Monterey, Cal.	320,323	134
Charleston, W.Va.	319,577	135
Anchorage, Alas.	319,064	136
Visalia - Tulare - Porterville, Cal.	317,888	137
Portland, Me.	314,082	138
Shreveport, La.	314,010	139
Lakeland - Winter Haven, Fla.	309,636	140
Binghamton, N.Y.	304,447	141
Galveston - Texas City, Tex.	302,608	142
Alton - Granite City, Ill.	302,026	143
Augusta, Ga.	300,865	144
Eugene - Springfield, Ore.	297,562	145
Joliet, Ill.	296,266	146
Evansville, Ind.	295,113	147
McAllen - Edinburg - Mission, Tex.	287,060	148
New London - Norwich, Conn.	285,727	149
Hamilton - Middletown, Ohio	284,813	150
Total Top 150	**169,929,668**	
Santa Cruz, Cal.	282,116	151
Duluth, Minn.	274,678	152
Appleton - Oshkosh - Neenah, Wisc.	271,908	153
Lubbock, Tex.	271,448	154
Sarasota, Fla.	263,037	155
Reno, Nev.	262,931	156
Lorain - Elyria, Ohio	262,518	157
Rockford, Ill.	261,989	158
Melbourne - Titusville - Palm Bay, Fla.	258,544	159
Fort Myers - Cape Coral, Fla.	255,664	160
Johnstown, Pa.	254,240	161
Pensacola, Fla.	253,898	162
Daytona Beach, Fla.	252,625	163
South Bend - Mishawaka, Ind.	251,888	164
Montgomery, Ala.	251,664	165
Amarillo, Tex.	248,723	166
Pittsfield, Mass.	247,727	167
East St. Louis - Belleville, Ill.	245,798	168
Lake Charles, La.	245,648	169
Boulder - Longmont, Colo.	239,417	170
Macon - Warner Robins, Ga.	235,499	171
Longview - Marshall, Tex.	234,250	172
Niagara Falls, N.Y.	234,128	173
Brazoria, Tex.	233,608	174
Springfield, Mo.	231,810	175
Boise, Ida.	231,697	176
Springfield, Ill.	229,800	177
Roanoke, Va.	229,352	178
Waco, Tex.	222,911	179
Lincoln, Neb.	221,612	180
Erie, Pa.	221,396	181
Salem, Ore.	216,296	182
Vineland - Millville - Bridgeton, N.J.	215,573	183
Ann Arbor, Mich.	207,306	184
Wheeling, W.Va.	204,020	185
Savannah, Ga.	203,656	186
Tyler, Tex.	202,660	187
Richland - Kennewick - Pasco, Wash.	201,996	188
Biloxi - Gulfport, Miss.	201,899	189
Lafayette, La.	200,982	190
Brownsville - Harlingen, Tex.	200,481	191
Houma - Thibodaux, La.	200,252	192
Provo - Orem, Utah	196,723	193
Beaver County, Pa.	196,338	194
Parkersburg - Marietta, W.Va.-Ohio	195,772	195
Vancouver, Wash.	191,762	196
Odessa, Tex.	188,511	197
Fort Smith, Ark.	186,763	198
Topeka, Kans.	186,757	199
Killeen - Temple, Tex.	186,380	200
Total Top 200	**181,396,319**	
Billings, Mont.	185,673	201
Green Bay, Wisc.	185,555	202
Chico, Cal.	184,049	203
Yakima, Wash.	183,732	204
Hickory, N.C.	181,060	205
Kalamazoo, Mich.	178,830	206
Columbus, Ga.	178,376	207
Bremerton, Wash.	177,527	208
Redding, Cal.	177,368	209
Fayetteville, N.C.	175,028	210
Bangor, Me.	175,010	211
Cedar Rapids, Iowa	173,983	212
Champaign - Urbana - Rantoul, Ill.	172,918	213
Elkhart - Goshen, Ind.	171,559	214
Tallahassee, Fla.	171,386	215
Fort Collins - Loveland, Colo.	169,987	216
Medford, Ore.	169,909	217
Waterloo - Cedar Falls, Iowa	168,251	218
Fort Pierce, Fla.	166,804	219
Huntsville, Ala.	163,086	220
Gainesville, Fla.	162,860	221
Janesville - Beloit, Wisc.	161,720	222
Asheville, N.C.	159,184	223
Glens Falls, N.Y.	158,773	224
Steubenville - Weirton, Ohio-W.Va.	158,379	225
Benton Harbor, Mich.	156,435	226
Olympia, Wash.	156,189	227
Racine, Wisc.	155,420	228
Florence, Ala.	152,974	229
Altoona, Pa.	151,487	230
Lynchburg, Va.	148,196	231
Texarkana, Tex.-Ark.	148,131	232
Fargo - Moorhead, N.D.-Minn.	147,999	233
Joplin, Mo.	147,409	234
State College, Pa.	146,152	235
Lima, Ohio	143,883	236
Bradenton, Fla.	143,462	237
Sioux City, Iowa	139,327	238
Burlington, Vt.	138,441	239
Monroe, La.	137,186	240
Wichita Falls, Tex.	134,631	241
Pueblo, Colo.	133,826	242
Anderson, Ind.	133,691	243
Wilmington, N.C.	132,956	244
Casper, Wyo.	131,668	245
San Angelo, Tex.	131,467	246
Anderson, S.C.	130,377	247
Ocala, Fla.	129,885	248
Midland, Tex.	129,326	249
Terre Haute, Ind.	128,325	250
Total Top 250	**189,236,169**	
Pascagoula, Miss.	128,169	251
Naples, Fla.	128,147	252
Lewiston - Auburn, Me.	128,031	253
Williamsport, Pa.	127,638	254
Sharon, Pa.	124,869	255
Decatur, Ill.	122,057	256
Abilene, Tex.	121,311	257
Tuscaloosa, Ala.	120,839	258
Muncie, Ind.	120,698	259
Sioux Falls, S.D.	120,499	260
Charlottesville, Va.	119,804	261
St. Cloud, Minn.	119,502	262
Alexandria, La.	119,478	263
Santa Fe, N.M.	118,342	264
Danville, Va.	117,582	265
Mansfield, Ohio	116,861	266
Eau Claire, Wisc.	116,533	267
Dothan, Ala.	115,909	268
Columbia, Mo.	115,886	269
Lafayette, Ind.	115,003	270
Clarksville - Hopkinsville, Tenn.-Ky.	115,001	271
Yuba City, Cal.	114,839	272
Rochester, Minn.	114,269	273
Bloomington - Normal, Ill.	113,181	274
Bellingham, Wash.	112,977	275
Anniston, Ala.	112,452	276
Greeley, Colo.	112,386	277
Muskegon, Mich.	110,140	278
Kokomo, Ind.	109,237	279
Kenosha, Wisc.	108,412	280
Sheboygan, Wisc.	108,047	281
St. Joseph, Mo.	107,155	282
Wausau, Wisc.	106,194	283
Hagerstown, Md.	105,529	284
Sherman - Denison, Tex.	105,424	285
Jackson, Mich.	105,050	286
Elmira, N.Y.	104,511	287
Athens, Ga.	103,604	288
Kankakee, Ill	102,281	289
Laredo, Tex.	100,685	290
Lawton, Okla.	98,825	291
Burlington, N.C.	98,107	292
Fayetteville - Springdale, Ark.	98,049	293
Gadsden, Ala.	97,661	294
Owensboro, Ky.	97,435	295
Iowa City, Iowa	96,468	296
Cumberland, Md.	96,354	297
Fort Walton Beach, Fla.	96,133	298
Battle Creek, Mich.	95,442	299
Florence, S.C.	94,166	300
Dubuque, Iowa	93,058	301
Great Falls, Mont.	93,000	302
Las Cruces, N.M.	90,180	303
Bismarck, N.D.	88,495	304
Bryan - College Station, Tex.	86,133	305
Bloomington, Ind.	86,101	306
Victoria, Tex.	84,071	307
Albany, Ga.	83,520	308
Pine Bluff, Ark.	83,259	309
Panama City, Fla.	79,170	310
La Crosse, Wisc.	76,454	311
Enid, Okla.	72,493	312
Lawrence, Kans.	55,887	313
Jacksonville, N.C.	53,402	314
Grand Forks, N.D.	41,548	315
Total Above Areas	**195,960,112**	
Percent of U.S.	**78.5086**	
U.S. Total	**249,603,350**	

S&MM METRO MARKET RANKING

HEALTH & BEAUTY AID SALES

Area	($000)	Rank
Los Angeles - Long Beach, Cal.	752,052	1
New York, N.Y.	596,028	2
Chicago, Ill.	588,682	3
Boston - Lawrence - Salem - Lowell - Brockton, Mass.	505,590	4
Washington, D.C.	489,652	5
Detroit, Mich.	487,728	6
Philadelphia, Pa.	327,013	7
Houston, Tex.	294,895	8
Atlanta, Ga.	274,329	9
Nassau - Suffolk, N.Y.	237,289	10
Anaheim - Santa Ana, Cal.	235,103	11
Dallas, Tex.	204,590	12
Minneapolis - St. Paul, Minn.	190,493	13
Miami - Hialeah, Fla.	187,048	14
San Diego, Cal.	186,065	15
Cleveland, Ohio	180,853	16
St. Louis, Mo.	167,106	17
Oakland, Cal.	160,254	18
Riverside - San Bernardino, Cal.	159,055	19
San Francisco, Cal.	154,605	20
Phoenix, Ariz.	153,546	21
Pittsburgh, Pa.	152,967	22
Seattle, Wash.	151,765	23
Newark, N.J.	146,631	24
San Jose, Cal.	138,040	25
Kansas City, Mo.-Kans.	137,122	26
Tampa - St. Petersburg - Clearwater, Fla.	135,951	27
Bergen - Passaic, N.J.	133,364	28
Milwaukee, Wisc.	124,644	29
San Antonio, Tex.	119,585	30
Fort Lauderdale - Hollywood - Pompano Beach, Fla.	113,658	31
Sacramento, Cal.	113,171	32
Cincinnati, Ohio	110,199	33
Fort Worth - Arlington, Tex.	108,406	34
Baltimore, Md.	108,090	35
New Orleans, La.	104,469	36
Denver, Colo.	104,416	37
Honolulu, Haw.	101,337	38
Portland, Ore.	97,213	39
Louisville, Ky.	95,141	40
Hartford - New Britain - Middletown - Bristol, Conn.	92,646	41
Charlotte - Gastonia - Rock Hill, N.C.-S.C.	90,994	42
Columbus, Ohio	90,311	43
Richmond - Petersburg, Va.	89,193	44
Indianapolis, Ind.	86,042	45
Oklahoma City, Okla.	85,023	46
Buffalo, N.Y.	82,308	47
Greensboro - Winston-Salem - High Point, N.C.	81,878	48
Nashville, Tenn.	81,207	49
Norfolk - Virginia Beach - Newport News, Va.	79,203	50
Total Top 50	**9,686,950**	
Middlesex - Somerset - Hunterdon, N.J.	77,907	51
Birmingham, Ala.	77,353	52
Bridgeport - Stamford - Norwalk - Danbury, Conn.	76,109	53
Monmouth - Ocean, N.J.	74,945	54
Dayton - Springfield, Ohio	72,183	55
Memphis, Tenn	70,742	56
Salt Lake City - Ogden, Utah	70,111	57
Tulsa, Okla.	68,589	58
Greenville - Spartanburg, S.C.	67,441	59
Flint, Mich	65,951	60
Rochester, N.Y.	64,650	61
Albany - Schenectady - Troy, N.Y.	64,525	62
Orlando, Fla.	63,889	63
West Palm Beach - Boca Raton - Delray Beach, Fla.	62,173	64
Tucson, Ariz.	60,913	65
New Haven - Waterbury - Meriden, Conn.	60,536	66
Jacksonville, Fla.	60,217	67
Austin, Tex.	59,992	68
Toledo, Ohio	59,779	69
Providence - Pawtucket - Woonsocket, R.I.	58,919	70
Worcester - Fitchburg - Leominster, Mass.	56,484	71
Akron, Ohio	55,349	72
Raleigh - Durham, N.C.	55,050	73
Gary - Hammond, Ind.	53,117	74
Grand Rapids, Mich.	52,591	75
Las Vegas, Nev.	50,737	76
Knoxville, Tenn.	49,562	77
Oxnard - Ventura, Cal.	48,156	78
Anchorage, Alas.	47,735	79
Omaha, Neb.	47,394	80
Baton Rouge, La.	46,953	81
Columbia, S.C.	46,083	82
Jersey City, N.J.	45,536	83
Lake County, Ill.	43,682	84
Scranton - Wilkes-Barre, Pa.	43,577	85
Allentown - Bethlehem, Pa.	42,789	86
Springfield, Mass.	42,706	87
Fresno, Cal.	42,603	88
Harrisburg - Lebanon - Carlisle, Pa.	42,438	89
El Paso, Tex.	41,997	90
Youngstown - Warren, Ohio	41,286	91
Little Rock - North Little Rock, Ark.	41,146	92
Wilmington, Del.	40,360	93
Syracuse, N.Y.	40,080	94
Mobile, Ala.	39,571	95
Canton, Ohio	38,953	96
Chattanooga, Tenn.	37,525	97
Portsmouth - Dover - Rochester, N.H.	37,364	98
Charleston, S.C.	27,251	99
Saginaw - Bay City - Midland, Mich.	36,602	100
Total Top 100	**12,368,551**	
Corpus Christi, Tex.	35,438	101
Spokane, Wash.	35,327	102
Reno, Nev.	34,641	103
Tacoma, Wash.	34,484	104
Des Moines, Iowa	33,937	105
Augusta, Ga.	33,531	106
New Bedford - Fall River - Attleboro, Mass.	33,318	107
Charleston, W.Va.	33,224	108
Beaumont - Port Arthur, Tex.	33,089	109
Davenport - Rock Island - Moline, Iowa-Ill.	32,919	110
Wichita, Kans.	32,288	111
Atlantic City, N.J.	32,128	112
Jackson, Miss.	32,105	113
Ann Arbor, Mich.	32,085	114
Albuquerque, N.M.	31,873	115
Lansing - East Lansing, Mich.	31,816	116
Bakersfield, Cal.	31,808	117
Lexington-Fayette, Ky.	31,371	118
Aurora - Elgin, Ill.	30,653	119
Johnson City - Kingsport - Bristol, Tenn.	30,000	120
Evansville, Ind.	29,919	121
Salinas - Seaside - Monterey, Cal.	29,520	122
Stockton, Cal.	28,037	123
Macon - Warner Robins, Ga.	27,679	124
Madison, Wisc.	27,193	125
Daytona Beach, Fla.	27,175	126
Binghamton, N.Y.	27,039	127
Shreveport, La.	26,818	128
Huntington - Ashland, W.Va.-Ky.	26,620	129
Springfield, Mo.	26,356	130
Peoria, Ill.	26,101	131
Manchester - Nashua, N.H.	25,592	132
Poughkeepsie, N.Y.	25,590	133
Modesto, Cal.	25,589	134
Lubbock, Tex.	25,414	135
Fort Wayne, Ind.	25,381	136
Trenton, N.J.	25,265	137
Montgomery, Ala.	24,905	138
Santa Rosa - Petaluma, Cal.	24,726	139
East St. Louis - Belleville, Ill.	24,405	140
Santa Barbara - Santa Maria - Lompoc, Cal.	24,268	141
McAllen - Edinburg - Mission, Tex.	24,094	142
Portland, Me.	23,772	143
Brownsville - Harlingen, Tex.	23,506	144
Rockford, Ill.	23,205	145
Joliet, Ill.	22,566	146
Pensacola, Fla.	22,520	147
Roanoke, Va.	22,280	148
Amarillo, Tex.	22,147	149
Waco, Tex.	21,894	150
Total Top 150	**13,784,162**	
York, Pa.	21,573	151
Melbourne - Titusville - Palm Bay, Fla.	21,551	152
Savannah, Ga.	21,529	153
Eugene - Springfield, Ore.	21,474	154
Reading, Pa.	21,352	155
Orange County, N.Y.	21,036	156
Lancaster, Pa.	20,954	157
Kalamazoo, Mich.	20,939	158
Lakeland - Winter Haven, Fla.	20,440	159
Vallejo - Fairfield - Napa, Cal.	20,257	160
Laredo, Tex.	19,982	161
Sarasota, Fla.	19,712	162
Appleton - Oshkosh - Neenah, Wisc.	19,571	163
Odessa, Tex.	19,558	164
Alton - Granite City, Ill.	19,532	165
Green Bay, Wisc.	19,310	166
Colorado Springs, Colo.	19,095	167
Boise, Ida.	19,013	168
Springfield, Ill.	18,753	169
Lorain - Elyria, Ohio	18,419	170
Lincoln, Neb.	18,258	171
Erie, Pa.	18,076	172
Santa Cruz, Cal.	17,937	173
Hamilton - Middletown, Ohio	17,928	174
Topeka, Kans.	17,681	175
Champaign - Urbana - Rantoul, Ill.	17,623	176
Fort Myers - Cape Coral, Fla.	17,594	177
Cedar Rapids, Iowa	17,529	178
Gainesville, Fla.	17,367	179
Visalia - Tulare - Porterville, Cal.	17,313	180
Richland - Kennewick - Pasco, Wash.	17,074	181
Huntsville, Ala.	16,934	182
Niagara Falls, N.Y.	16,671	183
Salem, Ore.	16,460	184
Fort Smith, Ark.	16,212	185
Columbus, Ga.	16,050	186
Utica - Rome, N.Y.	15,913	187
Houma - Thibodaux, La.	15,880	188
Biloxi - Gulfport, Miss.	15,853	189
Lafayette, La.	15,775	190
Fayetteville, N.C.	15,698	191
Joplin, Mo.	15,691	192
Hickory, N.C.	15,528	193
South Bend - Mishawaka, Ind.	15,308	194
Billings, Mont.	15,196	195
Asheville, N.C.	15,066	196
Tallahassee, Fla.	15,013	197
Anderson, S.C.	15,005	198
Duluth, Minn.	14,945	199
Abilene, Tex.	14,869	200
Total Top 200	**14,680,659**	
Parkersburg - Marietta, W.Va.-Ohio	14,774	201
Lake Charles, La.	14,685	202
Benton Harbor, Mich.	14,546	203
Janesville - Beloit, Wisc.	14,469	204
Terre Haute, Ind.	14,244	205
Alexandria, La.	14,223	206
Wheeling, W.Va.	14,149	207
Longview - Marshall, Tex.	13,796	208
Galveston - Texas City, Tex.	13,792	209
Bradenton, Fla.	13,736	210
Fayetteville - Springdale, Ark.	13,682	211
Rochester, Minn.	13,635	212
Vancouver, Wash.	13,623	213
New London - Norwich, Conn.	13,620	214
Provo - Orem, Utah	13,515	215
Beaver County, Pa.	13,444	216
Bremerton, Wash.	13,297	217
Yakima, Wash.	13,138	218
Decatur, Ill.	13,063	219
Waterloo - Cedar Falls, Iowa	13,002	220
Killeen - Temple, Tex.	12,698	221
Wilmington, N.C.	12,453	222
Lima, Ohio	12,438	223
Boulder - Longmont, Colo.	12,362	224
Athens, Ga.	12,359	225
Fargo - Moorhead, N.D.-Minn.	12,343	226
Redding, Cal.	12,220	227
Bloomington - Normal, Ill.	12,213	228
Fort Pierce, Fla.	12,067	229
Lynchburg, Va.	12,012	230
Elkhart - Goshen, Ind.	11,994	231
Tuscaloosa, Ala.	11,985	232
Florence, Ala.	11,919	233
San Angelo, Tex.	11,916	234
Brazoria, Tex.	11,848	235
Bangor, Me.	11,668	236
Pittsfield, Mass.	11,411	237
Texarkana, Tex.-Ark.	11,378	238
Midland, Tex.	11,363	239
Johnstown, Pa.	11,247	240
Lafayette, Ind.	11,201	241
La Crosse, Wisc.	11,025	242
Muncie, Ind.	10,985	243
Steubenville - Weirton, Ohio-W.Va.	10,577	244
Sioux Falls, S.D	10,414	245
Burlington, N.C.	10,362	246
Wichita Falls, Tex.	10,343	247
Battle Creek, Mich.	10,322	248
Burlington, Vt.	10,305	249
Pascagoula, Miss.	9,982	250
Total Top 250	**15,302,502**	
Florence, S.C.	9,929	251
Racine, Wisc.	9,909	252
Sioux City, Iowa	9,840	253
Jackson, Mich.	9,809	254
Charlottesville, Va.	9,705	255
Yuba City, Cal.	9,650	256
Vineland - Millville - Bridgeton, N.J.	9,646	257
Mansfield, Ohio	9,594	258
Glens Falls, N.Y.	9,476	259
Ocala, Fla.	9,470	260
Clarksville - Hopkinsville, Tenn.-Ky.	9,390	261
Tyler, Tex.	9,369	262
Chico, Cal.	9,308	263
Naples, Fla.	9,239	264
St. Cloud, Minn.	9,228	265
Medford, Ore.	9,191	266
Owensboro, Ky.	9,160	267
Santa Fe, N.M.	9,082	268
Monroe, La.	9,040	269
Muskegon, Mich.	8,952	270
Albany, Ga.	8,944	271
Hagerstown, Md.	8,721	272
Sheboygan, Wisc.	8,668	273
Kokomo, Ind.	8,654	274
Anniston, Ala.	8,646	275
Panama City, Fla.	8,619	276
Victoria, Tex.	8,528	277
Dothan, Ala.	8,524	278
Fort Walton Beach, Fla.	8,305	279
Altoona, Pa.	8,269	280
Anderson, Ind.	8,207	281
Danville, Va.	8,182	282
Enid, Okla.	8,170	283
Columbia, Mo.	7,999	284
Olympia, Wash.	7,759	285
Cumberland, Md.	7,855	286
Iowa City, Iowa	7,840	287
Bellingham, Wash.	7,657	288
Casper, Wyo.	7,632	289
Sharon, Pa.	7,518	290
Dubuque, Iowa	7,505	291
Bryan - College Station, Tex.	7,407	292
State College, Pa.	7,362	293
Wausau, Wisc.	7,283	294
Eau Claire, Wisc.	7,241	295
Bismarck, N.D.	7,163	296
Kenosha, Wisc.	7,077	297
Williamsport, Pa.	7,044	298
Sherman - Denison, Tex.	6,949	299
Bloomington, Ind.	6,866	300
Fort Collins - Loveland, Colo.	6,846	301
Kankakee, Ill.	6,734	302
Pueblo, Colo.	6,657	303
Gadsden, Ala.	6,613	304
Las Cruces, N.M.	6,169	305
Elmira, N.Y.	6,112	306
Great Falls, Mont.	6,111	307
St. Joseph, Mo.	5,822	308
Pine Bluff, Ark.	5,688	309
Lewiston - Auburn, Me.	5,550	310
Jacksonville, N.C.	5,454	311
Lawrence, Kans.	5,390	312
Lawton, Okla.	5,296	313
Greeley, Colo.	4,896	314
Grand Forks, N.D.	4,495	315
Total Above Areas	**15,816,116**	
Percent of U.S.	**81.6654**	
U.S. Total	**19,366,976**	

WOMEN'S & GIRLS' CLOTHING SALES

Area	($000)	Rank
New York, N.Y.	2,482,228	1
Los Angeles - Long Beach, Cal.	2,221,952	2
Chicago, Ill.	2,106,619	3
Boston - Lawrence - Salem - Lowell - Brockton, Mass.	1,544,674	4
Philadelphia, Pa.	1,281,907	5
Washington, D.C.	1,149,611	6
Detroit, Mich.	1,132,849	7
Houston, Tex.	1,087,563	8
Nassau - Suffolk, N.Y.	816,347	9
Dallas, Tex.	762,414	10
Anaheim - Santa Ana, Cal.	685,239	11
Minneapolis - St. Paul, Minn.	647,787	12
Atlanta, Ga.	644,779	13
San Francisco, Cal.	635,622	14
Miami - Hialeah, Fla.	613,098	15
Bergen - Passaic, N.J.	602,242	16
Pittsburgh, Pa.	586,051	17
Seattle, Wash.	534,800	18
San Diego, Cal.	525,850	19
St. Louis, Mo.	515,313	20
Baltimore, Md.	508,711	21
Cleveland, Ohio	499,949	22
Oakland, Cal.	491,795	23
Indianapolis, Ind.	463,109	24
San Jose, Cal.	455,510	25
Kansas City, Mo.-Kans.	441,186	26
Newark, N.J.	419,284	27
Denver, Colo.	415,218	28
Phoenix, Ariz.	403,059	29
Portland, Ore.	391,573	30
Tampa - St. Petersburg - Clearwater, Fla.	390,242	31
Hartford - New Britain - Middletown - Bristol, Conn.	365,149	32
Fort Worth - Arlington, Tex.	357,483	33
Fort Lauderdale - Hollywood - Pompano Beach, Fla.	355,083	34
Cincinnati, Ohio	349,697	35
Bridgeport - Stamford - Norwalk - Danbury, Conn.	344,967	36
New Orleans, La.	343,790	37
Milwaukee, Wisc.	340,144	38
Riverside - San Bernardino, Cal.	339,330	39
Norfolk - Virginia Beach - Newport News, Va.	318,614	40
Columbus, Ohio	311,406	41
San Antonio, Tex.	309,861	42
Sacramento, Cal.	299,508	43
Honolulu, Haw.	289,346	44
Oklahoma City, Okla.	273,625	45
Nashville, Tenn.	267,982	46
Middlesex - Somerset - Hunterdon, N.J.	265,778	47
Birmingham, Ala.	265,519	48
New Haven - Waterbury - Meriden, Conn.	258,829	49
Charlotte - Gastonia - Rock Hill, N.C.-S.C.	258,814	50
Total Top 50	**31,371,506**	
Providence - Pawtucket - Woonsocket, R.I.	258,318	51
Louisville, Ky.	257,496	52
Memphis, Tenn.	256,254	53
Buffalo, N.Y.	251,288	54
Salt Lake City - Ogden, Utah	248,759	55
Richmond - Petersburg, Va.	234,750	56
Greensboro - Winston-Salem - High Point, N.C.	232,140	57
West Palm Beach - Boca Raton - Delray Beach, Fla.	227,678	58
Dayton - Springfield, Ohio	225,431	59
Rochester, N.Y.	216,519	60
Tulsa, Okla.	205,692	61
Orlando, Fla.	187,746	62
Austin, Tex.	182,708	63
Monmouth - Ocean, N.J.	181,551	64
Jacksonville, Fla.	180,531	65
Springfield, Mass.	172,058	66
Las Vegas, Nev.	171,292	67
Worcester - Fitchburg - Leominster, Mass.	170,173	68
Albany - Schenectady - Troy, N.Y.	169,852	69
Raleigh - Durham, N.C.	168,667	70
Knoxville, Tenn.	156,951	71
New Bedford - Fall River - Attleboro, Mass.	155,183	72
Scranton - Wilkes-Barre, Pa.	154,780	73
Grand Rapids, Mich.	153,718	74
Toledo, Ohio	149,953	75
Akron, Ohio	146,087	76
Omaha, Neb.	143,357	77
Baton Rouge, La.	141,984	78
Harrisburg - Lebanon - Carlisle, Pa.	141,064	79
Little Rock - North Little Rock, Ark.	140,845	80
Lake County, Ill.	140,560	81
Allentown - Bethlehem, Pa.	137,143	82
Greenville - Spartanburg, S.C.	136,550	83
El Paso, Tex.	134,663	84
Youngstown - Warren, Ohio	134,185	85
Syracuse, N.Y.	133,204	86
Wilmington, Del.	133,108	87
Albuquerque, N.M.	128,840	88
Lexington-Fayette, Ky.	127,273	89
Gary - Hammond, Ind.	126,634	90
Aurora - Elgin, Ill.	125,390	91
Flint, Mich.	124,950	92
Tucson, Ariz.	115,352	93
Wichita, Kans.	114,818	94
Portland, Me.	114,766	95
Mobile, Ala.	114,701	96
Oxnard - Ventura, Cal.	114,210	97
Saginaw - Bay City - Midland, Mich.	112,343	98
Beaumont - Port Arthur, Tex.	110,823	99
Jackson, Miss.	110,733	100
Total Top 100	**39,544,577**	
Des Moines, Iowa	108,206	101
Fresno, Cal.	105,322	102
Columbia, S.C.	104,787	103
Chattanooga, Tenn.	104,566	104
Tacoma, Wash.	104,191	105
Davenport - Rock Island - Moline, Iowa-Ill.	101,832	106
Jersey City, N.J.	100,169	107
Spokane, Wash.	95,900	108
Trenton, N.J.	95,740	109
Lansing - East Lansing, Mich.	95,383	110
Portsmouth - Dover - Rochester, N.H.	94,513	111
Johnson City - Kingsport - Bristol, Tenn.	94,504	112
Manchester - Nashua, N.H.	92,821	113
St. Cloud, Minn.	92,791	114
McAllen - Edinburg - Mission, Tex.	91,926	115
Peoria, Ill.	90,005	116
Salinas - Seaside - Monterey, Cal.	89,678	117
Shreveport, La.	88,654	118
Canton, Ohio	88,300	119
Fort Wayne, Ind.	88,076	120
Reading, Pa.	87,330	121
Charleston, S.C.	87,187	122
Ann Arbor, Mich.	84,416	123
Bakersfield, Cal.	83,954	124
East St. Louis - Belleville, Ill.	83,662	125
Eugene - Springfield, Ore.	81,928	126
York, Pa.	81,681	127
Corpus Christi, Tex.	81,347	128
Montgomery, Ala.	80,685	129
Charleston, W.Va.	80,058	130
Santa Rosa - Petaluma, Cal.	79,422	131
Augusta, Ga.	79,385	132
Atlantic City, N.J.	79,228	133
Huntington - Ashland, W.Va.-Ky.	78,608	134
Roanoke, Va.	78,086	135
Reno, Nev.	76,287	136
Evansville, Ind.	75,425	137
Lancaster, Pa.	74,664	138
Kalamazoo, Mich.	74,300	139
Springfield, Ill.	72,018	140
Anchorage, Alas.	71,915	141
Stockton, Cal.	70,386	142
Pensacola, Fla.	69,622	143
Santa Barbara - Santa Maria - Lompoc, Cal.	68,374	144
Daytona Beach, Fla.	66,765	145
New London - Norwich, Conn.	66,427	146
Sarasota, Fla.	66,225	147
Lubbock, Tex.	65,873	148
Madison, Wisc.	65,550	149
Rockford, Ill.	65,282	150
Total Top 150	**43,748,031**	
Lakeland - Winter Haven, Fla.	65,163	151
Huntsville, Ala.	64,997	152
Modesto, Cal.	64,701	153
Laredo, Tex.	63,851	154
Utica - Rome, N.Y.	63,636	155
Macon - Warner Robins, Ga.	63,547	156
Colorado Springs, Colo.	62,619	157
Amarillo, Tex.	59,200	158
Erie, Pa.	59,182	159
Lafayette, La.	58,479	160
Fort Myers - Cape Coral, Fla.	58,436	161
Brownsville - Harlingen, Tex.	58,386	162
Orange County, N.Y.	58,193	163
Salem, Ore.	57,491	164
Vallejo - Fairfield - Napa, Cal.	57,138	165
Tyler, Tex.	56,165	166
Savannah, Ga.	54,256	167
Tallahassee, Fla.	53,831	168
Poughkeepsie, N.Y.	53,761	169
Binghamton, N.Y.	53,489	170
South Bend - Mishawaka, Ind.	53,374	171
Springfield, Mo.	52,996	172
Niagara Falls, N.Y.	52,648	173
Visalia - Tulare - Porterville, Cal.	52,355	174
Joliet, Ill.	52,020	175
Duluth, Minn.	51,651	176
Melbourne - Titusville - Palm Bay, Fla.	50,950	177
Provo - Orem, Utah	50,709	178
Fayetteville, N.C.	50,022	179
Beaver County, Pa.	49,841	180
Lincoln, Neb.	49,033	181
Fargo - Moorhead, N.D.-Minn.	48,782	182
Columbus, Ga.	48,198	183
Lorain - Elyria, Ohio	48,036	184
Biloxi - Gulfport, Miss.	48,022	185
Fort Smith, Ark.	47,881	186
Boise, Ida.	47,824	187
Burlington, Vt.	47,321	188
Pittsfield, Mass.	47,158	189
Johnstown, Pa.	47,109	190
Parkersburg - Marietta, W.Va.-Ohio	45,688	191
Champaign - Urbana - Rantoul, Ill.	45,299	192
Wheeling, W.Va.	45,153	193
Hickory, N.C.	44,890	194
Cedar Rapids, Iowa	44,860	195
Waco, Tex.	44,146	196
Odessa, Tex.	43,969	197
Billings, Mont.	43,382	198
Longview - Marshall, Tex.	43,233	199
Gainesville, Fla.	42,488	200
Total Top 200	**46,373,590**	
Alton - Granite City, Ill.	42,297	201
Richland - Kennewick - Pasco, Wash.	42,105	202
Brazoria, Tex.	41,754	203
Galveston - Texas City, Tex.	41,655	204
Terre Haute, Ind.	41,084	205
Bradenton, Fla.	40,973	206
Tuscaloosa, Ala.	40,968	207
Appleton - Oshkosh - Neenah, Wisc.	40,440	208
Wichita Falls, Tex.	40,242	209
Asheville, N.C.	40,175	210
Killeen - Temple, Tex.	39,524	211
Vancouver, Wash.	39,073	212
Mansfield, Ohio	38,230	213
Sioux Falls, S.D.	38,171	214
Bloomington - Normal, Ill.	37,982	215
Santa Cruz, Cal.	37,035	216
Boulder - Longmont, Colo.	36,377	217
Houma - Thibodaux, La.	36,780	218
Lima, Ohio	36,520	219
Lake Charles, La.	36,296	220
Yakima, Wash.	36,127	221
Rochester, Minn.	36,001	222
Monroe, La.	35,361	223
Waterloo - Cedar Falls, Iowa	35,175	224
Alexandria, La.	35,160	225
Florence, Ala.	34,948	226
Bangor, Me.	34,893	227
Steubenville - Weirton, Ohio-W.Va.	34,574	228
Clarksville - Hopkinsville, Tenn.-Ky.	34,307	229
Naples, Fla.	34,248	230
Sharon, Pa.	34,125	231
Topeka, Kans.	33,653	232
Green Bay, Wisc.	33,561	233
Lynchburg, Va.	33,301	234
Joplin, Mo.	33,233	235
Wilmington, N.C.	32,986	236
Muskegon, Mich.	32,851	237
Great Falls, Mont.	32,582	238
Jackson, Mich.	32,262	239
Fayetteville - Springdale, Ark.	32,143	240
Lafayette, Ind.	31,998	241
Panama City, Fla.	31,306	242
Altoona, Pa.	31,196	243
State College, Pa.	30,618	244
Janesville - Beloit, Wisc.	30,265	245
Decatur, Ill.	29,694	246
Sioux City, Iowa	29,682	247
Florence, S.C.	29,547	248
San Angelo, Tex.	29,238	249
Albany, Ga.	29,097	250
Total Top 250	**48,145,903**	
Fort Collins - Loveland, Colo.	29,037	251
Anniston, Ala.	29,032	252
Dothan, Ala.	28,680	253
Columbia, Mo.	28,625	254
Medford, Ore.	28,165	255
Gadsden, Ala.	28,069	256
Fort Walton Beach, Fla.	27,981	257
Abilene, Tex.	27,499	258
Charlottesville, Va.	27,369	259
Elkhart - Goshen, Ind.	27,272	260
Anderson, S.C.	26,788	261
Hamilton - Middletown, Ohio	26,606	262
Texarkana, Tex.-Ark.	26,470	263
Fort Pierce, Fla.	26,338	264
Hagerstown, Md.	26,169	265
Redding, Cal.	26,158	266
Grand Forks, N.D.	26,125	267
Midland, Tex.	26,068	268
St. Joseph, Mo.	25,543	269
Athens, Ga.	25,190	270
Santa Fe, N.M.	24,807	271
Burlington, N.C.	24,726	272
Bellingham, Wash.	24,716	273
Benton Harbor, Mich.	24,483	274
Chico, Cal.	24,215	275
Kokomo, Ind.	24,061	276
Battle Creek, Mich.	23,977	277
Muncie, Ind.	23,848	278
Bismarck, N.D.	23,322	279
Racine, Wisc.	23,298	280
Lewiston - Auburn, Me.	23,049	281
Eau Claire, Wisc.	22,933	282
Anderson, Ind.	22,529	283
Dubuque, Iowa	22,361	284
Vineland - Millville - Bridgeton, N.J.	22,350	285
Pueblo, Colo.	22,204	286
La Crosse, Wisc.	22,093	287
Victoria, Tex.	22,063	288
Bremerton, Wash.	21,905	289
Elmira, N.Y.	21,628	290
Owensboro, Ky.	21,601	291
Ocala, Fla.	21,108	292
Iowa City, Iowa	20,880	293
Bloomington, Ind.	20,742	294
Bryan - College Station, Tex.	20,478	295
Cumberland, Md.	20,458	296
Enid, Okla.	20,392	297
Greeley, Colo.	19,236	298
Sherman - Denison, Tex.	19,054	299
Pine Bluff, Ark.	18,485	300
Pascagoula, Miss.	18,472	301
Danville, Va.	18,056	302
Williamsport, Pa.	18,014	303
Lawton, Okla.	17,635	304
Wausau, Wisc.	16,985	305
Olympia, Wash.	16,902	306
Kankakee, Ill.	16,863	307
Casper, Wyo.	16,664	308
Kenosha, Wisc.	16,197	309
Glens Falls, N.Y.	15,602	310
Yuba City, Cal.	15,239	311
Jacksonville, N.C.	14,386	312
Sheboygan, Wisc.	13,742	313
Las Cruces, N.M.	12,308	314
Lawrence, Kans.	9,895	315
Total Above Areas	**49,593,049**	
Percent of U.S.	**86.2460**	
U.S. Total	**57,501,821**	

S&MM METRO MARKET RANKING

MEN'S & BOYS' CLOTHING SALES

Area	($000)	Rank
New York, N.Y.	1,363,098	1
Los Angeles - Long Beach, Cal.	1,272,403	2
Chicago, Ill.	1,185,993	3
Boston - Lawrence - Salem - Lowell - Brockton, Mass.	864,938	4
Detroit, Mich.	795,193	5
Philadelphia, Pa.	725,373	6
Houston, Tex.	669,322	7
Washington, D.C.	631,611	8
Nassau - Suffolk, N.Y.	454,164	9
Dallas, Tex.	432,833	10
Minneapolis - St. Paul, Minn.	407,132	11
Anaheim - Santa Ana, Cal.	383,376	12
San Francisco, Cal.	377,327	13
Atlanta, Ga.	367,436	14
Miami - Hialeah, Fla.	341,683	15
Pittsburgh, Pa.	339,021	16
Bergen - Passaic, N.J.	336,009	17
Seattle, Wash.	333,652	18
Baltimore, Md.	319,126	19
St. Louis, Mo.	316,131	20
Cleveland, Ohio	314,171	21
San Diego, Cal.	312,234	22
Denver, Colo.	289,911	23
Oakland, Cal.	280,945	24
Kansas City, Mo.-Kans.	268,652	25
San Jose, Cal.	266,213	26
Tampa - St. Petersburg - Clearwater, Fla.	241,972	27
Portland, Ore.	239,737	28
Riverside - San Bernardino, Cal.	239,490	29
Newark, N.J.	232,303	30
Cincinnati, Ohio	228,329	31
Milwaukee, Wisc.	211,980	32
Phoenix, Ariz.	210,689	33
Hartford - New Britain - Middletown - Bristol, Conn.	205,622	34
Columbus, Ohio	203,637	35
Fort Worth - Arlington, Tex.	203,308	36
New Orleans, La.	199,535	37
Bridgeport - Stamford - Norwalk - Danbury, Conn.	195,919	38
Fort Lauderdale - Hollywood - Pompano Beach, Fla.	191,363	39
Indianapolis, Ind.	187,853	40
Sacramento, Cal.	186,845	41
Salt Lake City - Ogden, Utah	179,339	42
Norfolk - Virginia Beach - Newport News, Va.	175,721	43
San Antonio, Tex.	175,248	44
Honolulu, Haw.	172,662	45
Middlesex - Somerset - Hunterdon, N.J.	165,673	46
Nashville, Tenn.	162,946	47
New Haven - Waterbury - Meriden, Conn.	160,842	48
Buffalo, N.Y.	160,630	49
Oklahoma City, Okla.	159,414	50
Total Top 50	**18,339,004**	
Charlotte - Gastonia - Rock Hill, N.C.-S.C.	158,911	51
Louisville, Ky.	154,790	52
Providence - Pawtucket - Woonsocket, R.I.	149,134	53
Dayton - Springfield, Ohio	146,881	54
Birmingham, Ala.	146,504	55
Memphis, Tenn.	140,221	56
Greensboro - Winston-Salem - High Point, N.C.	133,998	57
Rochester, N.Y.	133,937	58
Monmouth - Ocean, N.J.	130,457	59
Tulsa, Okla.	128,670	60
Richmond - Petersburg, Va.	126,512	61
West Palm Beach - Boca Raton - Delray Beach, Fla.	118,222	62
Portland, Me.	117,576	63
Grand Rapids, Mich.	116,673	64
Jacksonville, Fla.	112,052	65
Albany - Schenectady - Troy, N.Y.	110,836	66
Las Vegas, Nev.	110,337	67
Orlando, Fla.	108,722	68
Springfield, Mass.	104,143	69
Knoxville, Tenn.	104,132	70
Austin, Tex.	102,774	71
Worcester - Fitchburg - Leominster, Mass.	102,157	72
Allentown - Bethlehem, Pa.	101,724	73
Flint, Mich.	100,585	74
Toledo, Ohio	98,493	75
Raleigh - Durham, N.C.	97,677	76
Scranton - Wilkes-Barre, Pa.	93,910	77
Akron, Ohio	93,342	78
Omaha, Neb.	93,078	79
Greenville - Spartanburg, S.C.	90,846	80
Harrisburg - Lebanon - Carlisle, Pa.	90,314	81
Gary - Hammond, Ind.	87,890	82
Saginaw - Bay City - Midland, Mich.	86,951	83
Little Rock - North Little Rock, Ark.	86,580	84
Baton Rouge, La.	86,374	85
New Bedford - Fall River - Attleboro, Mass.	86,088	86
Syracuse, N.Y.	85,382	87
Youngstown - Warren, Ohio	84,253	88
Oxnard - Ventura, Cal.	82,306	89
El Paso, Tex.	81,713	90
Lexington-Fayette, Ky.	81,340	91
Wichita, Kans.	80,599	92
Lake County, Ill.	79,313	93
Albuquerque, N.M.	76,035	94
Fresno, Cal.	75,029	95
Wilmington, Del.	74,852	96
Columbia, S.C.	74,569	97
Aurora - Elgin, Ill.	72,034	98
Des Moines, Iowa	71,616	99
Tacoma, Wash.	70,244	100
Total Top 100	**23,479,780**	
Beaumont - Port Arthur, Tex.	69,550	101
Mobile, Ala.	69,444	102
Johnson City - Kingsport - Bristol, Tenn.	68,927	103
Manchester - Nashua, N.H.	67,904	104
Chattanooga, Tenn.	66,957	105
Davenport - Rock Island - Moline, Iowa-Ill.	66,245	106
Lansing - East Lansing, Mich.	66,207	107
Tucson, Ariz.	63,578	108
Trenton, N.J.	63,181	109
McAllen - Edinburg - Mission, Tex.	62,934	110
Fort Wayne, Ind.	60,564	111
Spokane, Wash.	60,564	111
Canton, Ohio	60,296	113
Jersey City, N.J.	59,487	114
Peoria, Ill.	59,319	115
Charleston, W.Va.	58,944	116
Reading, Pa.	58,495	117
Bakersfield, Cal.	56,891	118
Jackson, Miss.	56,218	119
Portsmouth - Dover - Rochester, N.H.	55,575	120
Kalamazoo, Mich.	55,221	121
Huntington - Ashland, W.Va.-Ky.	55,143	122
Charleston, S.C.	54,732	123
Shreveport, La.	54,506	124
Evansville, Ind.	52,289	125
Eugene - Springfield, Ore.	51,938	126
Salinas - Seaside - Monterey, Cal.	51,781	127
East St. Louis - Belleville, Ill.	51,738	128
Montgomery, Ala.	51,451	129
Rockford, Ill.	50,864	130
Roanoke, Va.	50,495	131
Ann Arbor, Mich.	50,154	132
Stockton, Cal.	49,631	133
Reno, Nev.	49,136	134
Anchorage, Alas.	49,057	135
Santa Rosa - Petaluma, Cal.	48,732	136
Atlantic City, N.J.	48,132	137
Madison, Wisc.	47,944	138
Corpus Christi, Tex.	47,791	139
Lancaster, Pa.	46,921	140
Modesto, Cal.	46,912	141
Augusta, Ga.	46,836	142
Macon - Warner Robins, Ga.	46,232	143
Pensacola, Fla.	44,863	144
Colorado Springs, Colo.	44,222	145
York, Pa.	44,058	146
Amarillo, Tex.	43,898	147
Santa Barbara - Santa Maria - Lompoc, Cal.	43,816	148
Springfield, Ill.	43,551	149
Huntsville, Ala.	43,227	150
Total Top 150	**26,196,331**	
Daytona Beach, Fla.	43,006	151
Erie, Pa.	42,225	152
Lafayette, La.	42,090	153
Salem, Ore.	41,064	154
Utica - Rome, N.Y.	40,866	155
Vallejo - Fairfield - Napa, Cal.	40,774	156
Lubbock, Tex.	40,479	157
South Bend - Mishawaka, Ind.	39,660	158
Orange County, N.Y.	39,016	159
Lakeland - Winter Haven, Fla.	38,678	160
Savannah, Ga.	38,526	161
New London - Norwich, Conn.	38,314	162
Visalia - Tulare - Porterville, Cal.	37,543	163
Springfield, Mo.	36,903	164
Brownsville - Harlingen, Tex.	36,040	165
Laredo, Tex.	35,636	166
Binghamton, N.Y.	35,489	167
Fayetteville, N.C.	35,420	168
Pittsfield, Mass.	35,155	169
St. Cloud, Minn.	35,126	170
Duluth, Minn.	34,811	171
Tyler, Tex.	34,251	172
Provo - Orem, Utah	34,157	173
Lorain - Elyria, Ohio	34,119	174
Poughkeepsie, N.Y.	33,887	175
Niagara Falls, N.Y.	33,443	176
Lincoln, Neb.	32,910	177
Parkersburg - Marietta, W.Va.-Ohio	32,734	178
Cedar Rapids, Iowa	32,445	179
Appleton - Oshkosh - Neenah, Wisc.	32,262	180
Boise, Ida.	32,171	181
Burlington, Vt.	32,116	182
Fort Myers - Cape Coral, Fla.	31,466	183
Tallahassee, Fla.	31,277	184
Champaign - Urbana - Rantoul, Ill.	30,977	185
Fort Smith, Ark.	30,953	186
Johnstown, Pa.	30,849	187
Fargo - Moorhead, N.D.-Minn.	30,564	188
Sarasota, Fla.	30,486	189
Billings, Mont.	30,392	190
Columbus, Ga.	30,245	191
Richland - Kennewick - Pasco, Wash.	29,882	192
Terre Haute, Ind.	29,719	193
Joliet, Ill.	29,434	194
Melbourne - Titusville - Palm Bay, Fla.	29,010	195
Muskegon, Mich.	28,824	196
Hickory, N.C.	28,801	197
Santa Cruz, Cal.	28,690	198
Odessa, Tex.	28,465	199
Biloxi - Gulfport, Miss.	28,319	200
Total Top 200	**27,906,000**	
Beaver County, Pa.	28,278	201
Sioux Falls, S.D.	28,004	202
Green Bay, Wisc.	27,961	203
Waterloo - Cedar Falls, Iowa	27,878	204
Wheeling, W.Va.	27,754	205
Waco, Tex.	27,410	206
Bangor, Me.	27,244	207
Dothan, Ala.	27,151	208
Yakima, Wash.	26,922	209
Longview - Marshall, Tex.	26,823	210
Florence, Ala.	26,380	211
Jackson, Mich.	26,257	212
Asheville, N.C.	26,216	213
Bradenton, Fla.	26,134	214
Alton - Granite City, Ill.	26,120	215
Lima, Ohio	25,615	216
Boulder - Longmont, Colo.	25,350	217
Tuscaloosa, Ala.	25,299	218
Galveston - Texas City, Tex.	25,009	219
Brazoria, Tex.	24,969	220
Lake Charles, La.	24,760	221
Killeen - Temple, Tex.	24,626	222
Alexandria, La.	24,542	223
Houma - Thibodaux, La.	24,458	224
Decatur, Ill.	24,291	225
Topeka, Kans.	24,270	226
Anderson, S.C.	24,085	227
Benton Harbor, Mich.	24,037	228
Bloomington - Normal, Ill.	23,828	229
Gainesville, Fla.	23,679	230
Vancouver, Wash.	23,452	231
Sharon, Pa.	23,260	232
Lynchburg, Va.	23,151	233
Fort Collins - Loveland, Colo.	23,136	234
Janesville - Beloit, Wisc.	22,794	235
Wichita Falls, Tex.	22,735	236
Rochester, Minn.	22,689	237
Elkhart - Goshen, Ind.	22,685	238
Altoona, Pa.	22,670	239
Monroe, La.	22,343	240
Joplin, Mo.	22,004	241
Santa Fe, N.M.	21,905	242
Naples, Fla.	21,550	243
Sioux City, Iowa	21,322	244
Mansfield, Ohio	21,219	245
State College, Pa.	21,141	246
Great Falls, Mont.	20,821	247
Clarksville - Hopkinsville, Tenn.-Ky.	20,817	248
Columbia, Mo.	20,780	249
Lafayette, Ind.	20,771	250
Total Top 250	**29,122,795**	
Medford, Ore.	20,512	251
La Crosse, Wisc.	20,360	252
Abilene, Tex.	20,229	253
Panama City, Fla.	20,147	254
Texarkana, Tex.-Ark.	20,082	255
Fayetteville - Springdale, Ark.	19,924	256
Pueblo, Colo.	19,572	257
Fort Walton Beach, Fla.	19,511	258
Bismarck, N.D.	19,441	259
Wilmington, N.C.	19,404	260
Battle Creek, Mich.	19,328	261
Steubenville - Weirton, Ohio-W.Va.	19,327	262
Grand Forks, N.D.	19,039	263
Gadsden, Ala.	19,030	264
Eau Claire, Wisc.	15,986	265
Florence, S.C.	18,721	266
Anderson, Ind.	18,617	267
Anniston, Ala.	18,540	268
Bellingham, Wash.	18,253	269
San Angelo, Tex.	18,227	270
Redding, Cal.	18,215	271
Vineland - Millville - Bridgeton, N.J.	18,171	272
Muncie, Ind.	17,991	273
Ocala, Fla.	17,639	274
Charlottesville, Va.	17,607	275
Dubuque, Iowa	17,549	276
Athens, Ga.	17,489	277
Iowa City, Iowa	17,408	278
Albany, Ga.	17,401	279
Burlington, N.C.	17,376	280
Lewiston - Auburn, Me.	17,371	281
Hagerstown, Md.	17,289	282
Fort Pierce, Fla.	17,284	283
St. Joseph, Mo.	17,257	284
Owensboro, Ky.	17,167	285
Hamilton - Middletown, Ohio	17,138	286
Chico, Cal.	16,878	287
Kokomo, Ind.	16,814	288
Racine, Wisc.	16,563	289
Bremerton, Wash.	16,118	290
Casper, Wyo.	15,885	291
Greeley, Colo.	15,251	292
Danville, Va.	15,208	293
Kankakee, Ill.	14,665	294
Lawton, Okla.	14,613	295
Wausau, Wisc.	14,577	296
Pine Bluff, Ark.	14,310	297
Pascagoula, Miss.	14,300	298
Victoria, Tex.	14,193	299
Bryan - College Station, Tex.	14,162	300
Midland, Tex.	14,158	301
Cumberland, Md.	13,305	302
Bloomington, Ind.	13,188	303
Williamsport, Pa.	13,139	304
Elmira, N.Y.	13,091	305
Sherman - Denison, Tex.	13,020	306
Enid, Okla.	12,840	307
Olympia, Wash.	12,460	308
Kenosha, Wisc.	11,913	309
Glens Falls, N.Y.	11,433	310
Yuba City, Cal.	10,508	311
Sheboygan, Wisc.	10,472	312
Las Cruces, N.M.	10,430	313
Jacksonville, N.C.	9,447	314
Lawrence, Kans.	9,024	315
Total Above Areas	**30,182,362**	
Percent of U.S.	**84.4425**	
U.S. Total	**35,743,113**	

S&MM METRO MARKET RANKING

FOOTWEAR SALES

Area	($000)	Rank
New York, N.Y.	729,756	1
Los Angeles - Long Beach, Cal.	652,529	2
Boston - Lawrence - Salem - Lowell - Brockton, Mass.	607,548	3
Chicago, Ill.	588,133	4
Detroit, Mich.	336,437	5
Houston, Tex.	334,015	6
Philadelphia, Pa.	327,508	7
Washington, D.C.	309,515	8
Dallas, Tex.	250,134	9
Nassau - Suffolk, N.Y.	226,584	10
San Francisco, Cal.	190,669	11
Anaheim - Santa Ana, Cal.	184,235	12
Miami - Hialeah, Fla.	179,923	13
Atlanta, Ga.	179,480	14
Minneapolis - St. Paul, Minn.	170,199	15
Pittsburgh, Pa.	167,876	16
Seattle, Wash.	165,982	17
Bergen - Passaic, N.J.	154,957	18
St. Louis, Mo.	151,494	19
San Diego, Cal.	149,262	20
Cleveland, Ohio	144,754	21
Baltimore, Md.	143,691	22
Denver, Colo.	141,766	23
Oakland, Cal.	129,148	24
San Jose, Cal.	125,719	25
Kansas City, Mo.-Kans.	123,461	26
Newark, N.J.	118,685	27
Tampa - St. Petersburg - Clearwater, Fla.	118,617	28
Portland, Ore.	113,399	29
Fort Worth - Arlington, Tex.	107,741	30
Riverside - San Bernardino, Cal.	104,543	31
Phoenix, Ariz.	104,023	32
New Orleans, La.	102,261	33
Fort Lauderdale - Hollywood - Pompano Beach, Fla.	99,508	34
San Antonio, Tex.	99,391	35
Cincinnati, Ohio	94,550	36
Norfolk - Virginia Beach - Newport News, Va.	92,433	37
Sacramento, Cal.	89,583	38
Milwaukee, Wisc.	89,147	39
Indianapolis, Ind.	87,548	40
Hartford - New Britain - Middletown - Bristol, Conn.	86,192	41
Honolulu, Haw.	84,856	42
Salt Lake City - Ogden, Utah	84,323	43
Oklahoma City, Okla.	84,140	44
Bridgeport - Stamford - Norwalk - Danbury, Conn.	83,772	45
Charlotte - Gastonia - Rock Hill, N.C.-S.C.	82,487	46
Columbus, Ohio	82,352	47
Roanoke, Va.	79,736	48
Memphis, Tenn.	78,304	49
Middlesex - Somerset - Hunterdon, N.J.	72,925	50
Total Top 50	**9,105,291**	
Buffalo, N.Y.	72,873	51
Birmingham, Ala.	71,330	52
Nashville, Tenn.	70,462	53
Louisville, Ky.	69,629	54
Tulsa, Okla.	68,684	55
Greensboro - Winston-Salem - High Point, N.C.	65,237	56
Providence - Pawtucket - Woonsocket, R.I.	64,856	57
Richmond - Petersburg, Va.	64,514	58
New Haven - Waterbury - Meriden, Conn.	64,475	59
Rochester, N.Y.	56,555	60
Dayton - Springfield, Ohio	56,199	61
West Palm Beach - Boca Raton - Delray Beach, Fla.	56,020	62
Jacksonville, Fla.	54,835	63
Austin, Tex.	53,311	64
Orlando, Fla.	52,196	65
Akron, Ohio	51,158	66
Monmouth - Ocean, N.J.	50,974	67
Albany - Schenectady - Troy, N.Y.	49,806	68
Springfield, Mass.	48,943	69
Raleigh - Durham, N.C.	47,554	70
Las Vegas, Nev.	47,348	71
Albuquerque, N.M.	46,212	72
Greenville - Spartanburg, S.C.	44,809	73
Little Rock - North Little Rock, Ark.	44,088	74
Grand Rapids, Mich.	42,866	75
Worcester - Fitchburg - Leominster, Mass.	41,253	76
Toledo, Ohio	40,824	77
Scranton - Wilkes-Barre, Pa.	40,596	78
Harrisburg - Lebanon - Carlisle, Pa.	40,114	79
El Paso, Tex.	39,896	80
Youngstown - Warren, Ohio	39,454	81
Gary - Hammond, Ind.	39,336	82
Allentown - Bethlehem, Pa.	39,175	83
Knoxville, Tenn.	39,035	84
Portsmouth - Dover - Rochester, N.H.	38,619	85
Omaha, Neb.	38,433	86
Syracuse, N.Y.	38,307	87
Columbia, S.C.	38,126	88
New Bedford - Fall River - Attleboro, Mass.	38,063	89
Oxnard - Ventura, Cal.	37,913	90
Lake County, Ill.	37,217	91
Tucson, Ariz.	36,755	92
Baton Rouge, La.	35,761	93
Wichita, Kans.	35,354	94
Portland, Me.	34,658	95
Fresno, Cal.	34,611	96
Beaumont - Port Arthur, Tex.	34,597	97
Flint, Mich.	34,019	98
Tacoma, Wash.	33,813	99
Chattanooga, Tenn.	33,472	100
Total Top 100	**11,459,626**	
Mobile, Ala.	32,959	101
Wilmington, Del.	32,648	102
Aurora - Elgin, Ill.	31,888	103
Lexington-Fayette, Ky.	31,154	104
Saginaw - Bay City - Midland, Mich.	30,682	105
Spokane, Wash.	30,101	106
Eugene - Springfield, Ore.	29,842	107
Johnson City - Kingsport - Bristol, Tenn.	29,641	108
Des Moines, Iowa	29,609	109
Jackson, Miss.	28,534	110
Bakersfield, Cal.	28,326	111
Davenport - Rock Island - Moline, Iowa-Ill.	27,578	112
Jersey City, N.J.	27,445	113
Shreveport, La.	26,709	114
Reading, Pa.	26,587	115
Charleston, S.C.	26,326	116
Trenton, N.J.	26,197	117
Corpus Christi, Tex.	25,805	118
York, Pa.	25,743	119
Salinas - Seaside - Monterey, Cal.	25,676	120
Reno, Nev.	25,431	121
Montgomery, Ala.	25,261	122
Huntington - Ashland, W.Va.-Ky.	25,010	123
Fort Wayne, Ind.	24,896	124
Manchester - Nashua, N.H.	24,756	125
Lansing - East Lansing, Mich.	24,729	126
McAllen - Edinburg - Mission, Tex.	24,554	127
Anchorage, Alas.	24,335	128
Evansville, Ind.	24,133	129
Stockton, Cal.	24,103	130
Charleston, W.Va.	23,707	131
Canton, Ohio	23,650	132
East St. Louis - Belleville, Ill.	23,174	133
Santa Barbara - Santa Maria - Lompoc, Cal.	23,174	133
Peoria, Ill.	22,413	135
Santa Rosa - Petaluma, Cal.	21,800	136
Ann Arbor, Mich.	21,789	137
Lancaster, Pa.	21,749	138
Madison, Wisc.	21,650	139
Augusta, Ga.	21,506	140
Modesto, Cal.	21,503	141
Kalamazoo, Mich.	20,581	142
Amarillo, Tex.	20,509	143
Lubbock, Tex.	20,474	144
Colorado Springs, Colo.	19,752	145
Fort Smith, Ark.	19,673	146
Erie, Pa.	19,155	147
Lafayette, La.	19,073	148
Lakeland - Winter Haven, Fla.	18,877	149
Rockford, Ill.	18,627	150
Total Top 150	**12,703,120**	
Pensacola, Fla.	18,511	151
Vallejo - Fairfield - Napa, Cal.	18,365	152
Daytona Beach, Fla.	18,083	153
Atlantic City, N.J.	18,081	154
Springfield, Mo.	17,839	155
Macon - Warner Robins, Ga.	17,775	156
Utica - Rome, N.Y.	17,747	157
Visalia - Tulare - Porterville, Cal.	17,402	158
Huntsville, Ala.	17,371	159
Orange County, N.Y.	17,367	160
Salem, Ore.	17,221	161
Savannah, Ga.	16,822	162
Tyler, Tex.	16,546	163
Binghamton, N.Y.	16,437	164
Waco, Tex.	16,332	165
Burlington, Vt.	16,187	166
Asheville, N.C.	16,054	167
Longview - Marshall, Tex.	16,039	168
Provo - Orem, Utah	15,902	169
Springfield, Ill.	15,793	170
Lincoln, Neb.	15,657	171
Hickory, N.C.	15,653	172
Sarasota, Fla.	15,230	173
Tallahassee, Fla.	15,183	174
South Bend - Mishawaka, Ind.	15,049	175
Poughkeepsie, N.Y.	14,752	176
Lynchburg, Va.	14,636	177
Parkersburg - Marietta, W.Va.-Ohio	14,621	178
Johnstown, Pa.	14,506	179
Fayetteville, N.C.	14,216	180
Niagara Falls, N.Y.	14,159	181
Boulder - Longmont, Colo.	14,151	182
Alexandria, La.	13,916	183
Appleton - Oshkosh - Neenah, Wisc.	13,788	184
New London - Norwich, Conn.	13,760	185
Columbus, Ga.	13,757	186
Melbourne - Titusville - Palm Bay, Fla.	13,687	187
Boise, Ida.	13,671	188
Biloxi - Gulfport, Miss.	13,624	189
Billings, Mont.	13,562	190
Pittsfield, Mass.	13,535	191
Duluth, Minn.	13,460	192
Wheeling, W.Va.	13,433	193
Odessa, Tex.	13,416	194
Santa Cruz, Cal.	13,245	195
Bradenton, Fla.	13,244	196
Yakima, Wash.	13,241	197
Brownsville - Harlingen, Tex.	13,202	198
Lorain - Elyria, Ohio	13,143	199
Champaign - Urbana - Rantoul, Ill.	13,130	200
Total Top 200	**13,465,621**	
Joliet, Ill.	13,065	201
Fort Myers - Cape Coral, Fla.	12,952	202
Fayetteville - Springdale, Ark.	12,816	203
Beaver County, Pa.	12,712	204
Joplin, Mo.	12,496	205
Houma - Thibodaux, La.	12,471	206
Sioux Falls, S.D.	12,450	207
Vancouver, Wash.	12,161	208
Alton - Granite City, Ill.	[illegible]	209
Killeen - Temple, Tex.	[illegible]	210
Brazoria, Tex.	11,755	211
Wichita Falls, Tex.	11,655	212
Galveston - Texas City, Tex.	11,550	213
Richland - Kennewick - Pasco, Wash.	11,441	214
Cedar Rapids, Iowa	11,436	215
Tuscaloosa, Ala.	11,394	216
Bangor, Me.	11,330	217
Gainesville, Fla.	11,265	218
Lake Charles, La.	11,237	219
Waterloo - Cedar Falls, Iowa	11,204	220
Texarkana, Tex.-Ark.	11,089	221
Fargo - Moorhead, N.D.-Minn.	10,850	222
Medford, Ore.	10,745	223
Green Bay, Wisc.	10,714	224
Monroe, La.	10,687	225
Terre Haute, Ind.	10,669	226
Lima, Ohio	10,629	227
Rochester, Minn.	10,620	228
Muskegon, Mich.	10,348	229
Wilmington, N.C.	10,273	230
San Angelo, Tex.	10,210	231
Santa Fe, N.M.	10,116	232
Naples, Fla.	10,105	233
Laredo, Tex.	10,093	234
Topeka, Kans.	10,050	235
Mansfield, Ohio	10,016	236
Sharon, Pa.	9,994	237
Florence, Ala.	9,868	238
Bloomington - Normal, Ill.	9,820	239
State College, Pa.	9,726	240
Anderson, S.C.	9,719	241
Albany, Ga.	9,618	242
Elkhart - Goshen, Ind.	9,549	243
Fort Collins - Loveland, Colo.	9,453	244
Great Falls, Mont.	9,391	245
Janesville - Beloit, Wisc.	9,356	246
Panama City, Fla.	9,347	247
Redding, Cal.	9,303	248
Florence, S.C.	9,220	249
Bryan - College Station, Tex.	9,205	250
Total Top 250	**14,005,714**	
Altoona, Pa.	9,162	251
Midland, Tex.	9,018	252
Sioux City, Iowa	8,977	253
Charlottesville, Va.	8,973	254
Gadsden, Ala.	8,907	255
Anniston, Ala.	8,905	256
Abilene, Tex.	8,824	257
Dothan, Ala.	8,769	258
Steubenville - Weirton, Ohio-W.Va.	8,764	259
Columbia, Mo.	8,689	260
Lafayette, Ind.	8,673	261
Clarksville - Hopkinsville, Tenn.-Ky.	8,630	262
Pueblo, Colo.	8,500	263
Athens, Ga.	8,498	264
Chico, Cal.	8,356	265
St. Cloud, Minn.	8,255	266
Burlington, N.C.	8,199	267
Decatur, Ill.	8,146	268
Benton Harbor, Mich.	8,145	269
Fort Pierce, Fla.	8,010	270
Muncie, Ind.	7,954	271
Grand Forks, N.D.	7,913	272
Kokomo, Ind.	7,885	273
Jackson, Mich.	7,860	274
Hagerstown, Md.	7,855	275
Fort Walton Beach, Fla.	7,852	276
Eau Claire, Wisc.	7,795	277
Sherman - Denison, Tex.	7,724	278
Williamsport, Pa.	7,614	279
Enid, Okla.	7,603	280
Owensboro, Ky.	7,560	281
Lewiston - Auburn, Me.	7,545	282
Anderson, Ind.	7,467	283
St. Joseph, Mo.	7,457	284
Hamilton - Middletown, Ohio	7,350	285
Victoria, Tex.	7,102	286
Bellingham, Wash.	6,960	287
Battle Creek, Mich.	6,938	288
Lawton, Okla.	6,920	289
Bismarck, N.D.	6,789	290
Dubuque, Iowa	6,762	291
Vineland - Millville - Bridgeton, N.J.	6,637	292
Iowa City, Iowa	6,607	293
Ocala, Fla.	6,412	294
Cumberland, Md.	6,256	295
Casper, Wyo.	6,254	296
Racine, Wisc.	6,183	297
Danville, Va.	6,165	298
La Crosse, Wisc.	6,023	299
Greeley, Colo.	5,991	300
Bremerton, Wash.	5,947	301
Elmira, N.Y.	5,897	302
Wausau, Wisc.	5,755	303
Kankakee, Ill.	5,550	304
Yuba City, Cal.	5,496	305
Pine Bluff, Ark.	5,410	306
Pascagoula, Miss.	5,306	307
Bloomington, Ind.	5,221	308
Glens Falls, N.Y.	5,172	309
Jacksonville, N.C.	5,098	310
Olympia, Wash.	4,844	311
Las Cruces, N.M.	4,821	312
Kenosha, Wisc.	4,318	313
Lawrence, Kans.	4,248	314
Sheboygan, Wisc.	4,164	315
Total Above Areas	**14,468,794**	
Percent of U.S.	**84.97%**	
U.S. Total	**17,026,397**	

S&MM METRO MARKET RANKING

MAJOR HOUSEHOLD APPLIANCE SALES

Area	($000)	Rank
Los Angeles - Long Beach, Cal.	497,911	1
Boston - Lawrence - Salem - Lowell - Brockton, Mass.	386,700	2
Chicago, Ill.	357,142	3
New York, N.Y.	301,520	4
Houston, Tex.	261,322	5
Philadelphia, Pa.	260,747	6
Detroit, Mich.	254,807	7
Washington, D.C.	198,931	8
Dallas, Tex.	196,736	9
Anaheim - Santa Ana, Cal.	173,852	10
Nassau - Suffolk, N.Y.	166,074	11
San Diego, Cal.	146,168	12
Minneapolis - St. Paul, Minn.	132,983	13
Atlanta, Ga.	132,225	14
Pittsburgh, Pa.	125,844	15
Seattle, Wash.	125,111	16
Miami - Hialeah, Fla.	123,832	17
Tampa - St. Petersburg - Clearwater, Fla.	121,952	18
Baltimore, Md.	117,815	19
Denver, Colo.	117,397	20
St. Louis, Mo.	114,034	21
San Jose, Cal.	106,219	22
Portland, Ore.	104,982	23
Riverside - San Bernardino, Cal.	104,721	24
San Francisco, Cal.	103,938	25
Phoenix, Ariz.	100,973	26
Newark, N.J.	99,825	27
Oakland, Cal.	98,087	28
Kansas City, Mo.-Kans.	98,057	29
Cleveland, Ohio	96,124	30
Cincinnati, Ohio	92,210	31
Bergen - Passaic, N.J.	89,135	32
Sacramento, Cal.	86,601	33
Fort Worth - Arlington, Tex.	86,558	34
New Orleans, La.	83,814	35
Milwaukee, Wisc.	82,742	36
Norfolk - Virginia Beach - Newport News, Va.	80,565	37
Columbus, Ohio	77,857	38
San Antonio, Tex.	77,291	39
Salt Lake City - Ogden, Utah	74,647	40
Fort Lauderdale - Hollywood - Pompano Beach, Fla.	74,360	41
Dayton - Springfield, Ohio	72,948	42
Bridgeport - Stamford - Norwalk - Danbury, Conn.	72,934	43
Greensboro - Winston-Salem - High Point, N.C.	71,383	44
Charlotte - Gastonia - Rock Hill, N.C.-S.C.	70,174	45
Louisville, Ky.	68,475	46
Nashville, Tenn.	67,010	47
Indianapolis, Ind.	65,690	48
Buffalo, N.Y.	65,452	49
Oklahoma City, Okla.	64,689	50
Total Top 50	**6,750,564**	
Birmingham, Ala.	60,400	51
Memphis, Tenn.	58,552	52
New Haven - Waterbury - Meriden, Conn.	57,519	53
Tulsa, Okla.	57,518	54
Richmond - Petersburg, Va.	56,554	55
Middlesex - Somerset - Hunterdon, N.J.	56,537	56
Rochester, N.Y.	55,529	57
Austin, Tex.	52,278	58
Hartford - New Britain - Middletown - Bristol, Conn.	51,115	59
Orlando, Fla.	50,853	60
Monmouth - Ocean, N.J.	49,975	61
Las Vegas, Nev.	48,527	62
Jacksonville, Fla.	47,492	63
Knoxville, Tenn.	47,156	64
Albany - Schenectady - Troy, N.Y.	47,095	65
Providence - Pawtucket - Woonsocket, R.I.	46,308	66
Allentown - Bethlehem, Pa.	44,744	67
West Palm Beach - Boca Raton - Delray Beach, Fla.	44,216	68
Flint, Mich.	43,809	69
Omaha, Neb.	42,264	70
Baton Rouge, La.	41,606	71
Beaumont - Port Arthur, Tex.	41,442	72
Raleigh - Durham, N.C.	41,038	73
Johnson City - Kingsport - Bristol, Tenn.	39,862	74
Little Rock - North Little Rock, Ark.	39,800	75
Greenville - Spartanburg, S.C.	39,558	76
Toledo, Ohio	39,267	77
Grand Rapids, Mich.	39,193	78
Harrisburg - Lebanon - Carlisle, Pa.	37,518	79
Gary - Hammond, Ind.	37,515	80
Wichita, Kans.	37,357	81
El Paso, Tex.	36,773	82
Oxnard - Ventura, Cal.	36,463	83
Worcester - Fitchburg - Leominster, Mass.	35,417	84
Honolulu, Haw.	34,765	85
Akron, Ohio	34,632	86
New Bedford - Fall River - Attleboro, Mass.	34,261	87
Syracuse, N.Y.	34,132	88
Wilmington, Del.	33,293	89
Mobile, Ala.	33,185	90
Saginaw - Bay City - Midland, Mich.	32,293	91
Tucson, Ariz.	32,243	92
Fresno, Cal.	32,213	93
Youngstown - Warren, Ohio	32,079	94
Portsmouth - Dover - Rochester, N.H.	31,768	95
Springfield, Mass.	30,677	96
Lancaster, Pa.	30,361	97
Lake County, Ill.	29,624	98
Chattanooga, Tenn.	29,381	99
Des Moines, Iowa	29,163	100
Total Top 100	**8,825,884**	
Scranton - Wilkes-Barre, Pa.	29,151	101
Sarasota, Fla.	29,087	102
Bakersfield, Cal.	28,973	103
Columbia, S.C.	28,917	104
Albuquerque, N.M.	28,898	105
Chareston, W.Va.	28,454	106
Lexington-Fayette, Ky.	28,243	107
Colorado Springs, Colo.	27,812	108
Corpus Christi, Tex.	27,667	109
Davenport - Rock Island - Moline, Iowa-Ill.	27,664	110
Tacoma, Wash.	27,579	111
Charleston, S.C.	27,574	112
Amarillo, Tex.	27,546	113
Santa Barbara - Santa Maria - Lompoc, Cal.	27,459	114
Fort Myers - Cape Coral, Fla.	27,370	115
Peoria, Ill.	27,247	116
Canton, Ohio	27,000	117
Huntington - Ashland, W.Va.-Ky.	26,439	118
Atlantic City, N.J.	26,251	119
Fort Wayne, Ind.	25,763	120
Evansville, Ind.	25,668	121
Madison, Wisc.	25,644	122
Shreveport, La.	25,113	123
Spokane, Wash.	24,788	124
Reno, Nev.	24,474	125
Aurora - Elgin, Ill.	24,324	126
Lansing - East Lansing, Mich.	23,913	127
Modesto, Cal.	23,753	128
Salem, Ore.	23,750	129
Erie, Pa.	23,456	130
Vallejo - Fairfield - Napa, Cal.	23,394	131
Melbourne - Titusville - Palm Bay, Fla.	23,371	132
McAllen - Edinburg - Mission, Tex.	23,268	133
Lakeland - Winter Haven, Fla.	23,212	134
Eugene - Springfield, Ore.	23,080	135
York, Pa.	22,999	136
Pensacola, Fla.	22,966	137
Lafayette, La.	22,886	138
Santa Rosa - Petaluma, Cal.	22,832	139
Stockton, Cal.	22,306	140
Rockford, Ill.	22,027	141
Jersey City, N.J.	21,751	142
Daytona Beach, Fla.	21,082	143
Utica - Rome, N.Y.	20,967	144
Manchester - Nashua, N.H.	20,814	145
Augusta, Ga.	20,736	146
Jackson, Miss.	20,652	147
Visalia - Tulare - Porterville, Cal.	20,342	148
Springfield, Ill.	20,112	149
Houma - Thibodaux, La.	19,974	150
Total Top 150	**10,064,632**	
Anchorage, Alas.	19,924	151
Longview - Marshall, Tex.	19,439	152
Salinas - Seaside - Monterey, Cal.	19,263	153
Boise, Ida.	19,127	154
Laredo, Tex.	18,998	155
New London - Norwich, Conn.	18,978	156
Roanoke, Va.	18,683	157
Trenton, N.J.	18,534	158
Fayetteville, N.C.	18,412	159
Tyler, Tex.	18,373	160
Gainesville, Fla.	18,280	161
Kalamazoo, Mich.	18,191	162
Savannah, Ga.	18,140	163
Huntsville, Ala.	18,119	164
Appleton - Oshkosh - Neenah, Wisc.	18,018	165
East St. Louis - Belleville, Ill.	18,012	166
Billings, Mont.	17,732	167
Binghamton, N.Y.	17,524	168
Lubbock, Tex.	17,502	169
Montgomery, Ala.	17,451	170
Orange County, N.Y.	17,383	171
Springfield, Mo.	17,328	172
Macon - Warner Robins, Ga.	17,318	173
Duluth, Minn.	17,062	174
Benton Harbor, Mich.	17,008	175
Brownsville - Harlingen, Tex.	16,982	176
St. Cloud, Minn.	16,942	177
Johnstown, Pa.	16,756	178
Bradenton, Fla.	16,613	179
Provo - Orem, Utah	16,411	180
Waco, Tex.	16,381	181
Fort Collins - Loveland, Colo.	16,331	182
Fort Smith, Ark.	16,088	183
Naples, Fla.	15,734	184
Killeen - Temple, Tex.	15,686	185
Reading, Pa.	15,663	186
Ann Arbor, Mich.	15,659	187
Hickory, N.C.	15,642	188
Santa Cruz, Cal.	15,509	189
Lake Charles, La.	15,398	190
Wichita Falls, Tex.	15,392	191
Panama City, Fla.	15,370	192
Green Bay, Wisc.	15,304	193
Galveston - Texas City, Tex.	15,271	194
Terre Haute, Ind.	15,214	195
Asheville, N.C.	15,112	196
Tallahassee, Fla.	15,074	197
Portland, Me.	15,049	198
Lima, Ohio	14,653	199
Odessa, Tex.	14,537	200
Total Top 200	**10,912,202**	
Boulder - Longmont, Colo.	14,494	201
Abilene, Tex.	14,317	202
Bangor, Me.	14,204	203
Lorain - Elyria, Ohio	14,164	204
South Bend - Mishawaka, Ind.	13,981	205
Monroe, La.	13,829	206
Fort Pierce, Fla.	13,709	207
Biloxi - Gulfport, Miss.	13,596	208
Waterloo - Cedar Falls, Iowa	13,590	209
Joplin, Mo.	13,556	210
Cedar Rapids, Iowa	13,555	211
Clarksville - Hopkinsville, Tenn.-Ky.	13,461	212
Columbus, Ga.	13,341	213
Parkersburg - Marietta, W.Va.-Ohio	13,265	214
Niagara Falls, N.Y.	13,235	215
Owensboro, Ky.	13,228	216
Champaign - Urbana - Rantoul, Ill.	13,104	217
Burlington, Vt.	12,979	218
Joliet, Ill.	12,926	219
Richland - Kennewick - Pasco, Wash.	12,890	220
Topeka, Kans.	12,869	221
Poughkeepsie, N.Y.	12,854	222
Lynchburg, Va.	12,683	223
Dothan, Ala.	12,573	224
Fort Walton Beach, Fla.	12,571	225
Alton - Granite City, Ill.	12,555	226
Medford, Ore.	12,313	227
San Angelo, Tex.	12,246	228
Sioux Falls, S.D.	12,193	229
Wheeling, W.Va.	12,040	230
Altoona, Pa.	11,998	231
Fayetteville - Springdale, Ark.	11,913	232
Florence, Ala.	11,910	233
Yakima, Wash.	11,850	234
Decatur, Ill.	11,806	235
Janesville - Beloit, Wisc.	11,528	236
Great Falls, Mont.	11,405	237
Anderson, S.C.	11,356	238
Alexandria, La.	11,282	239
Chico, Cal.	11,242	240
Dubuque, Iowa	11,188	241
Fargo - Moorhead, N.D.-Minn.	11,085	242
Elkhart - Goshen, Ind.	11,034	243
Rochester, Minn.	10,997	244
Pittsfield, Mass.	10,964	245
Eau Claire, Wisc.	10,936	246
La Crosse, Wisc.	10,867	247
Lafayette, Ind.	10,832	248
Greeley, Colo.	10,813	249
Victoria, Tex.	10,811	250
Total Top 250	**11,534,340**	
Muskegon, Mich.	10,693	251
Redding, Cal.	10,403	252
Battle Creek, Mich.	10,368	253
Casper, Wyo.	10,316	254
Bellingham, Wash.	9,999	255
Tuscaloosa, Ala.	9,898	256
Wilmington, N.C.	9,886	257
Ocala, Fla.	9,844	258
Olympia, Wash.	9,810	259
Beaver County, Pa.	9,651	260
Lincoln, Neb.	9,640	261
Anniston, Ala.	9,596	262
Santa Fe, N.M.	9,541	263
Anderson, Ind.	9,529	264
Gadsden, Ala.	9,527	265
Athens, Ga.	9,503	266
Racine, Wisc.	9,491	267
Charlottesville, Va.	9,477	268
Bremerton, Wash.	9,190	269
Sioux City, Iowa	9,179	270
Jackson, Mich.	9,073	271
Hamilton - Middletown, Ohio	8,947	272
Vineland - Millville - Bridgeton, N.J.	8,946	273
Kokomo, Ind.	8,921	274
Lawton, Okla.	8,831	275
St. Joseph, Mo.	8,796	276
Columbia, Mo.	8,703	277
Texarkana, Tex.-Ark.	8,684	278
Hagerstown, Md.	8,677	279
Steubenville - Weirton, Ohio-W.Va.	8,661	280
Bloomington - Normal, Ill.	8,606	281
Midland, Tex.	8,583	282
Bryan - College Station, Tex.	8,483	283
Vancouver, Wash.	8,481	284
Albany, Ga.	8,395	285
Bismarck, N.D.	8,344	286
Iowa City, Iowa	8,256	287
Jacksonville, N.C.	8,255	288
Burlington, N.C.	8,007	289
Florence, S.C.	7,954	290
Sherman - Denison, Tex.	7,878	291
Pueblo, Colo.	7,875	292
State College, Pa.	7,838	293
Pascagoula, Miss.	7,707	294
Sharon, Pa.	7,701	295
Kenosha, Wisc.	7,632	296
Enid, Okla.	7,614	297
Williamsport, Pa.	7,465	298
Danville, Va.	7,256	299
Las Cruces, N.M.	7,226	300
Lewiston - Auburn, Me.	7,124	301
Kankakee, Ill.	7,048	302
Wausau, Wisc.	7,033	303
Bloomington, Ind.	6,882	304
Pine Bluff, Ark.	6,690	305
Cumberland, Md.	6,669	306
Muncie, Ind.	6,644	307
Glens Falls, N.Y.	6,436	308
Mansfield, Ohio	6,380	309
Brazoria, Tex.	6,364	310
Yuba City, Cal.	6,082	311
Sheboygan, Wisc.	5,951	312
Elmira, N.Y.	5,734	313
Grand Forks, N.D.	5,653	314
Lawrence, Kans.	4,589	315
Total Above Areas	**12,072,955**	
Percent of U.S.	**79.3734**	
U.S. Total	**15,210,327**	

FURNITURE & SLEEP EQUIPMENT SALES

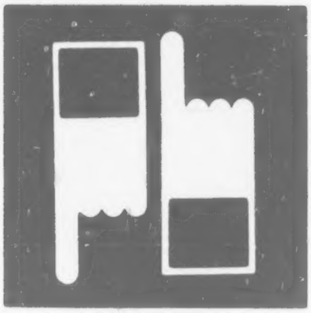
Area	($000)	Rank
Los Angeles - Long Beach, Cal.	881,827	1
New York, N.Y.	813,281	2
Chicago, Ill.	742,444	3
Boston - Lawrence - Salem - Lowell - Brockton, Mass.	517,396	4
Washington, D.C.	461,792	5
Houston, Tex.	449,113	6
Philadelphia, Pa.	444,507	7
Detroit, Mich.	433,738	8
Dallas, Tex.	358,261	9
Anaheim - Santa Ana, Cal.	350,591	10
Nassau - Suffolk, N.Y.	336,799	11
Miami - Hialeah, Fla.	321,211	12
San Diego, Cal.	267,634	13
Minneapolis - St. Paul, Minn.	253,514	14
San Francisco, Cal.	237,809	15
Pittsburgh, Pa.	229,328	16
Phoenix, Ariz.	228,254	17
Newark, N.J.	228,026	18
Atlanta, Ga.	226,261	19
Bergen - Passaic, N.J.	222,695	20
Denver, Colo.	217,215	21
Baltimore, Md.	212,596	22
Oakland, Cal.	211,868	23
Seattle, Wash.	211,467	24
San Jose, Cal.	203,619	25
Tampa - St. Petersburg - Clearwater, Fla.	200,131	26
Fort Lauderdale - Hollywood - Pompano Beach, Fla.	198,890	27
Cleveland, Ohio	196,828	28
St. Louis, Mo.	173,110	29
New Orleans, La.	151,807	30
Kansas City, Mo.-Kans.	151,785	31
Riverside - San Bernardino, Cal.	147,943	32
Cincinnati, Ohio	147,594	33
Norfolk - Virginia Beach - Newport News, Va.	147,415	34
Greensboro - Winston-Salem - High Point, N.C.	145,682	35
San Antonio, Tex.	140,473	36
Portland, Ore.	139,655	37
Salt Lake City - Ogden, Utah	135,145	38
Milwaukee, Wisc.	135,144	39
Sacramento, Cal.	129,972	40
Fort Worth - Arlington, Tex.	129,180	41
Oklahoma City, Okla.	124,856	42
Indianapolis, Ind.	124,750	43
West Palm Beach - Boca Raton - Delray Beach, Fla.	122,815	44
Nashville, Tenn.	118,645	45
Tulsa, Okla.	115,078	46
Charlotte - Gastonia - Rock Hill, N.C.-S.C.	114,158	47
Columbus, Ohio	113,457	48
Louisville, Ky.	111,958	49
Hartford - New Britain - Middletown - Bristol, Conn.	107,881	50
Total Top 50	**12,585,598**	
Middlesex - Somerset - Hunterdon, N.J.	106,441	51
Dayton - Springfield, Ohio	105,784	52
Memphis, Tenn.	105,173	53
Birmingham, Ala.	103,216	54
Bridgeport - Stamford - Norwalk - Danbury, Conn.	102,668	55
Monmouth - Ocean, N.J.	99,592	56
Rochester, N.Y.	96,372	57
Richmond - Petersburg, Va.	95,584	58
Buffalo, N.Y.	95,478	59
Orlando, Fla.	93,663	60
Jacksonville, Fla.	89,570	61
New Haven - Waterbury - Meriden, Conn.	85,634	62
Worcester - Fitchburg - Leominster, Mass.	83,423	63
Omaha, Neb.	80,506	64
El Paso, Tex.	77,826	65
Sarasota, Fla.	77,214	66
Grand Rapids, Mich.	69,669	67
Providence - Pawtucket - Woonsocket, R.I.	67,052	68
Austin, Tex.	66,250	69
Albany - Schenectady - Troy, N.Y.	64,742	70
Tucson, Ariz.	64,474	71
Knoxville, Tenn.	64,164	72
Colorado Springs, Colo.	64,059	73
Allentown - Bethlehem, Pa.	62,790	74
Albuquerque, N.M.	62,471	75
Las Vegas, Nev.	61,473	76
New Bedford - Fall River - Attleboro, Mass.	61,077	77
Syracuse, N.Y.	59,860	78
Wilmington, Del.	59,804	79
Raleigh - Durham, N.C.	59,453	80
Baton Rouge, La.	59,271	81
Youngstown - Warren, Ohio	57,949	82
Fresno, Cal.	56,331	83
Oxnard - Ventura, Cal.	55,711	84
Little Rock - North Little Rock, Ark.	55,107	85
Toledo, Ohio	54,600	86
Scranton - Wilkes-Barre, Pa.	53,951	87
Reno, Nev.	52,097	88
Akron, Ohio	51,573	89
Greenville - Spartanburg, S.C.	50,927	90
Gary - Hammond, Ind.	50,791	91
Lake County, Ill.	50,743	92
Columbia, S.C.	50,093	93
Mobile, Ala.	49,815	94
Beaumont - Port Arthur, Tex.	49,282	95
Honolulu, Haw.	48,868	96
Fort Myers - Cape Coral, Fla.	48,796	97
Harrisburg - Lebanon - Carlisle, Pa.	47,901	98
Flint, Mich.	46,456	99
Springfield, Mass.	45,764	100
Total Top 100	**16,007,106**	
Davenport - Rock Island - Moline, Iowa-Ill.	45,482	101
Melbourne - Titusville - Palm Bay, Fla.	45,436	102
Wichita, Kans.	44,422	103
Chattanooga, Tenn.	43,984	104
Tacoma, Wash.	43,240	105
Benton Harbor, Mich.	42,106	106
Bakersfield, Cal.	41,962	107
Lancaster, Pa.	41,904	108
Savannah, Ga.	41,610	109
Jackson, Miss.	41,577	110
Peoria, Ill.	41,455	111
Madison, Wisc.	40,966	112
Amarillo, Tex.	40,853	113
Manchester - Nashua, N.H.	40,795	114
Des Moines, Iowa	40,746	115
Corpus Christi, Tex.	40,737	116
Santa Barbara - Santa Maria - Lompoc, Cal.	40,385	117
Shreveport, La.	39,609	118
Salinas - Seaside - Monterey, Cal.	39,540	119
Portsmouth - Dover - Rochester, N.H.	38,716	120
Charleston, S.C.	38,662	121
Johnson City - Kingsport - Bristol, Tenn.	38,534	122
Lexington-Fayette, Ky.	38,357	123
Lubbock, Tex.	38,354	124
Saginaw - Bay City - Midland, Mich.	38,098	125
Lansing - East Lansing, Mich.	37,740	126
Aurora - Elgin, Ill.	37,458	127
Santa Rosa - Petaluma, Cal.	37,063	128
Fort Wayne, Ind.	36,816	129
Huntington - Ashland, W.Va.-Ky.	35,341	130
Augusta, Ga.	35,192	131
Tyler, Tex.	34,358	132
Trenton, N.J.	34,227	133
Montgomery, Ala.	33,950	134
Modesto, Cal.	33,776	135
Evansville, Ind.	33,576	136
McAllen - Edinburg - Mission, Tex.	32,715	137
Rockford, Ill.	32,507	138
Spokane, Wash.	32,188	139
Roanoke, Va.	31,911	140
Pensacola, Fla.	31,811	141
Canton, Ohio	31,791	142
Charleston, W.Va.	31,559	143
Jersey City, N.J.	31,118	144
Atlantic City, N.J.	30,545	145
Anchorage, Alas.	30,197	146
Stockton, Cal.	30,185	147
Lafayette, La.	29,962	148
Daytona Beach, Fla.	29,388	149
Fayetteville, N.C.	29,377	150
Total Top 150	**17,859,387**	
Vallejo - Fairfield - Napa, Cal.	29,267	151
Columbus, Ga.	29,065	152
Lorain - Elyria, Ohio	29,047	153
Houma - Thibodaux, La.	28,964	154
Eugene - Springfield, Ore.	28,483	155
Binghamton, N.Y.	28,342	156
New London - Norwich, Conn.	27,605	157
Lakeland - Winter Haven, Fla.	27,398	158
York, Pa.	27,022	159
Ann Arbor, Mich.	26,745	160
Naples, Fla.	26,612	161
Portland, Me.	26,536	162
Gainesville, Fla.	26,390	163
Waco, Tex.	26,267	164
Kalamazoo, Mich.	26,056	165
Brownsville - Harlingen, Tex.	25,616	166
Longview - Marshall, Tex.	25,391	167
Boise, Ida.	25,147	168
Macon - Warner Robins, Ga.	24,319	169
Utica - Rome, N.Y.	24,129	170
South Bend - Mishawaka, Ind.	23,971	171
East St. Louis - Belleville, Ill.	23,789	172
Odessa, Tex.	23,382	173
Lake Charles, La.	23,249	174
Springfield, Ill.	23,024	175
Billings, Mont.	22,647	176
Green Bay, Wisc.	22,609	177
Appleton - Oshkosh - Neenah, Wisc.	22,593	178
Huntsville, Ala.	22,340	179
Poughkeepsie, N.Y.	22,145	180
Johnstown, Pa.	22,094	181
Tallahassee, Fla.	21,912	182
Hickory, N.C.	21,778	183
Boulder - Longmont, Colo.	21,474	184
Salem, Ore.	21,394	185
Erie, Pa.	20,776	186
Orange County, N.Y.	20,644	187
Killeen - Temple, Tex.	20,596	188
Bangor, Me.	20,060	189
Duluth, Minn.	19,631	190
Provo - Orem, Utah	19,324	191
Fort Pierce, Fla.	19,297	192
Altoona, Pa.	18,962	193
San Angelo, Tex.	18,892	194
Springfield, Mo.	18,778	195
Jacksonville, N.C.	18,714	196
Richland - Kennewick - Pasco, Wash.	18,628	197
Visalia - Tulare - Porterville, Cal.	18,561	198
Wilmington, N.C.	18,475	199
Midland, Tex.	18,348	200
Total Top 200	**19,025,875**	
Reading, Pa.	18,189	201
Wichita Falls, Tex.	18,114	202
Cedar Rapids, Iowa	17,824	203
Fargo - Moorhead, N.D.-Minn.	17,679	204
Alton - Granite City, Ill.	17,671	205
Joliet, Ill.	17,490	206
Panama City, Fla.	17,422	207
Albany, Ga.	16,521	208
Monroe, La.	16,448	209
Beaver County, Pa.	16,262	210
Santa Cruz, Cal.	16,261	211
Niagara Falls, N.Y.	15,966	212
Lynchburg, Va.	15,960	213
Fort Smith, Ark.	15,934	214
Clarksville - Hopkinsville, Tenn.-Ky.	15,928	215
Wheeling, W.Va.	15,913	216
Racine, Wisc.	15,854	217
Tuscaloosa, Ala.	15,837	218
Fort Walton Beach, Fla.	15,702	219
Abilene, Tex.	15,695	220
Waterloo - Cedar Falls, Iowa	15,610	221
Parkersburg - Marietta, W.Va.-Ohio	15,562	222
Fort Collins - Loveland, Colo.	15,517	223
Bradenton, Fla.	15,473	224
Anderson, S.C.	14,916	225
Hamilton - Middletown, Ohio	14,857	226
Burlington, Vt.	14,481	227
Topeka, Kans.	14,128	228
Champaign - Urbana - Rantoul, Ill.	14,035	229
Great Falls, Mont.	13,935	230
Galveston - Texas City, Tex.	13,922	231
Sioux Falls, S.D.	13,915	232
Lima, Ohio	13,860	233
Lafayette, Ind.	13,802	234
Florence, Ala.	13,461	235
Terre Haute, Ind.	13,293	236
Biloxi - Gulfport, Miss.	13,205	237
Burlington, N.C.	12,651	238
Asheville, N.C.	12,419	239
Joplin, Mo.	12,200	240
Lincoln, Neb.	12,180	241
Elkhart - Goshen, Ind.	12,153	242
Lawton, Okla.	12,121	243
Decatur, Ill.	12,007	244
Casper, Wyo.	11,995	245
Victoria, Tex.	11,800	246
Yakima, Wash.	11,738	247
Sioux City, Iowa	11,698	248
Vineland - Millville - Bridgeton, N.J.	11,623	249
Mansfield, Ohio	11,622	250
Total Top 250	**19,758,724**	
Medford, Ore.	11,593	251
Brazoria, Tex.	11,568	252
Fayetteville - Springdale, Ark.	11,564	253
Texarkana, Tex.-Ark.	11,240	254
Pueblo, Colo.	11,178	255
Vancouver, Wash.	11,117	256
Greeley, Colo.	11,068	257
Ocala, Fla.	11,033	258
Muskegon, Mich.	10,814	259
Rochester, Minn.	10,713	260
Steubenville - Weirton, Ohio-W.Va.	10,686	261
Gadsden, Ala.	10,498	262
Chico, Cal.	10,465	263
St. Cloud, Minn.	10,442	264
Dothan, Ala.	10,287	265
Redding, Cal.	10,242	266
Wausau, Wisc.	10,231	267
Muncie, Ind.	10,179	268
Pittsfield, Mass.	10,049	269
Eau Claire, Wisc.	9,971	270
Janesville - Beloit, Wisc.	9,904	271
Jackson, Mich.	9,828	272
Athens, Ga.	9,757	273
Hagerstown, Md.	9,706	274
State College, Pa.	9,679	275
Florence, S.C.	9,631	276
Dubuque, Iowa	9,585	277
Owensboro, Ky.	9,552	278
Kokomo, Ind.	9,543	279
St. Joseph, Mo.	9,501	280
Kankakee, Ill.	9,393	281
Anniston, Ala.	9,251	282
Laredo, Tex.	9,109	283
Danville, Va.	9,090	284
La Crosse, Wisc.	9,048	285
Alexandria, La.	8,959	286
Bellingham, Wash.	8,865	287
Anderson, Ind.	8,839	288
Cumberland, Md.	8,784	289
Charlottesville, Va.	8,592	290
Enid, Okla.	8,502	291
Sharon, Pa.	8,443	292
Bismarck, N.D.	8,320	293
Lewiston - Auburn, Me.	8,103	294
Bremerton, Wash.	7,933	295
Sherman - Denison, Tex.	7,842	296
Bryan - College Station, Tex.	7,729	297
Las Cruces, N.M.	7,729	297
Bloomington - Normal, Ill.	7,724	299
Battle Creek, Mich.	7,715	300
Olympia, Wash.	7,593	301
Pascagoula, Miss.	7,570	302
Glens Falls, N.Y.	7,565	303
Kenosha, Wisc.	7,565	303
Columbia, Mo.	7,183	305
Williamsport, Pa.	7,095	306
Grand Forks, N.D.	7,016	307
Santa Fe, N.M.	6,993	308
Yuba City, Cal.	6,814	309
Elmira, N.Y.	6,387	310
Sheboygan, Wisc.	6,169	311
Bloomington, Ind.	6,131	312
Pine Bluff, Ark.	6,053	313
Iowa City, Iowa	5,975	314
Lawrence, Kans.	3,232	315
Total Above Areas	**20,339,659**	
Percent of U.S.	**84.6200**	
U.S. Total	**24,036,460**	

Data in this *Survey of Buying Power—Part II* have been organized into six sections. The black index tabs along the right-hand edge of the book provide easy access to each section.

Section C

S&MM's

1988 PROJECTIONS for U.S. METROPOLITAN MARKETS



Legislation changes designation

In an announcement made only hours before this issue went to press, the Office of Management and Budget (OMB) redefined the former **St. Louis-East St. Louis-Alton** consolidated area **(CMSA)** as a single Metropolitan Statistical Area **(MSA).** This is a change in definition only and does not affect the market's geographical makeup. Data for the former consolidated area are identical to the data assigned to the new MSA. CMSA data are listed on page 81 of this issue and on page C-114 of the July 23 *Survey of Buying Power*. In terms of metro market rankings, the newly designated MSA is now the tenth-largest such area, just ahead of Atlanta.

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
STATE S&MM METRO AREA County	12/31/83 Total Pop. (Thous.)	12/31/88 Total Pop. (Thous.)	% Change 1983–1988	12/31/88 Total House-holds (Thous.)	% Change 1983–1988	1988 Total EBI ($000)	% Change 1983–1988	Average Household EBI 1983	1988	1988 Total Retail Sales ($000)	% Change 1983–1988	Retail Sales Per Household 1983	1988	1983	1988
	1		2	3	4	5	6	7		8	9	10		11	

1 Updated from the 1980 Census of Population and Housing, **Total Population** is a head-count estimate of all **persons** living in the metropolitan market at the end of the year. It includes persons living in colleges and hospitals, and armed forces personnel (and their dependents) permanently assigned to the area, but excludes tourists and transients. The **projected 1988 population** is based upon expected trends in births, deaths, outmigration, and inmigration.

2 Percent Change between 12/31/83 and 12/31/88, with 1983 as the base year, of a market's total population. A minus sign indicates a decline.

3 Households are units made up of families or unrelated individuals occupying a house, apartment, or other group of rooms, or a room regarded as a housing unit under the rules of the 1980 Census of Population and Housing. The members of a household need not be related, and a single person living alone in a housing unit is also counted as a household. The projection is based upon population trends that will affect household size.

4 Percent Change between 12/31/83 and 12/31/88, with 1983 as the base year, of a market's total households. A minus sign indicates a decline.

5 Effective Buying Income (EBI), a classification developed exclusively by Sales & Marketing Management, is personal income less personal tax and nontax payments. Personal income is the aggregate of wages and salaries, other labor income (such as employer contributions to private pension funds), proprieters' income, rental income (which includes imputed rental income of owner-occupants of nonfarm dwellings), dividends paid by corporations, personal interest income from all sources, and transfer payments (such as pensions and welfare assistance). Deducted from this total are personal taxes (federal, state, and local), nontax payments (such as fines, fees, penalties), and personal contributions for social insurance. The resultant figure is commonly known as "disposable personal income." Compensation paid to military, diplomatic, and business personnel stationed overseas is deducted from this total to arrive at Effective Buying Income. EBI for 1988 is stated in current dollars.

Effective Buying Income is a bulk measurement of market potential. It indicates the general ability to buy and is essential in comparing, selecting, and grouping markets on that basis. But for products that appeal to specific income classes, the percent of households by Effective Buying Income groups, as reported in the July 23 *Survey of Buying Power*, should be considered.

6 Percent Change between 1983 and 1988, with 1983 as the base year, of a market's total EBI. A minus sign indicates a decline.

7 Average Household Effective Buying Income (EBI) is calculated by dividing the number of households into total EBI. Often used as an indicator of market quality, but it can be misleading where there is a disproportionate share of institutional population (for example, students or armed forces) in quarters not considered households. Because their income is included in the total EBI, an average EBI per household could be deceptively higher than the average of the area's actual household population.

8 Total Retail Sales are net sales (minus refunds and allowances for returns) of establishments engaged primarily in retail trade. Retail sales by such nonretailers as wholesalers and service establishments are not counted. In line with new Census Bureau policy, they no longer include: (1) sales and other taxes collected from customers, and (2) carrying charges or other charges for credit. Although retail sales are often used to gauge the purchasing power of the residents in a market, they are only an approximation because the market's volume may be affected by the movement of shoppers to and from adjacent areas as well as by the purchases of nonhousehold units, such as businesses, and by inhabitants of group quarters. Retail sales for 1988 are stated in current dollars.

9 Percent Change between 1983 and 1988, with 1983 as the base year, of a market's total retail sales. A minus sign indicates a decline in retail sales.

10 Retail Sales Per Household is a mathematical average calculated by dividing the market's total households into total retail sales. However, it should be used with caution because retail sales can include purchases by nonhousehold units within the market (such as businesses and residents of group quarters) as well as by households not domiciled within the market.

11 Buying Power Index (BPI) is a weighted index that converts three basic elements—population, EBI, and retail sales—into a measurement of a market's ability to buy, and expresses it as a percentage of the U.S. potential. It is calculated by giving a weight of 5 to the market's share of total U.S. EBI, 3 to its share of total U.S. retail sales, and 2 to its share of total U.S. population. The total of those weighted percents is then divided by 10 to arrive at the BPI. However, depending upon what your research has revealed about buyers of your products, you can construct your own customized BPI by using any of the factors contained in the tables and assigning to them what you think are relevant weights.

SUMMARY OF S&MM's PROJECTIONS BY REGION AND STATE

S&MM ESTIMATES	POPULATION						EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
REGION State	12/31/83 Total Pop. (Thous.)	12/31/88 Total Pop. (Thous.)	% Change 1983–1988	12/31/88 Total House-holds (Thous.)	% Change 1983–1988	1988 Total EBI ($000)	% Change 1983–1988	Average Household EBI 1983	Average Household EBI 1988	1988 Total Retail Sales ($000)	% Change 1983–1988	Retail Sales Per Household 1983	Retail Sales Per Household 1988		1983	1988
NEW ENGLAND	**12,499.9**	**12,746.5**	**2.0**	**4,771.7**	**5.1**	**209,420,915**	**56.3**	**29,510**	**43,888**	**117,326,528**	**57.5**	**16,412**	**24,588**		**5.8219**	**5.7104**
Connecticut	3,133.1	3,170.2	1.2	1,171.7	4.0	60,892,316	55.4	34,763	51,969	29,542,088	56.1	16,791	25,213		1.5857	1.5445
Maine	1,154.2	1,192.4	3.3	447.8	6.8	15,539,036	61.4	22,977	34,701	10,929,502	61.2	16,174	24,407		.4761	.4790
Massachusetts	5,764.9	5,840.8	1.3	2,203.9	4.6	95,196,397	54.2	29,293	43,195	53,977,564	55.8	16,441	24,492		2.6911	2.6098
New Hampshire	964.5	1,025.9	6.4	377.7	9.2	15,621,002	64.5	27,460	41,358	10,030,527	64.1	17,672	26,557		.4403	.4523
Rhode Island	954.3	965.4	1.2	366.0	4.4	14,870,319	58.4	26,785	40,629	7,791,469	58.6	14,017	21,288		.4068	.4016
Vermont	528.9	551.8	4.3	204.6	7.6	7,301,845	60.4	23,938	35,688	5,055,378	61.2	16,488	24,709		.2219	.2232
MIDDLE ATLANTIC	**37,141.9**	**37,789.0**	**1.7**	**14,166.5**	**4.4**	**604,073,647**	**52.6**	**29,184**	**42,641**	**269,407,476**	**52.7**	**13,000**	**19,017**		**16.1142**	**15.4550**
New Jersey	7,484.6	7,661.9	2.4	2,813.4	5.4	136,341,183	56.5	32,662	48,461	63,050,769	55.8	15,170	22,411		3.5295	3.4542
New York	17,740.7	18,100.9	2.0	6,789.0	4.2	288,491,225	50.1	29,491	42,494	123,607,480	51.6	12,513	18,207		7.6953	7.3047
Pennsylvania	11,916.6	12,026.2	.9	4,564.1	4.2	179,241,239	53.[illegible]	26,609	39,272	82,749,227	52.2	12,403	18,130		4.88[illegible]4	4.6961
EAST NORTH CENTRAL	**41,700.3**	**42,068.3**	**.9**	**15,715.2**	**3.7**	**640,944,471**	**55.1**	**27,270**	**40,785**	**302,800,037**	**51.9**	**13,161**	**19,268**		**17.4524**	**16.8268**
Illinois	11,511.2	11,605.7	.8	4,398.1	4.0	190,650,908	54.9	29,113	43,348	85,834,959	52.1	13,346	19,516		5.0462	4.8648
Indiana	5,526.3	5,611.9	1.5	2,019.1	3.0	76,988,783	55.3	25,273	38,130	40,542,194	53.0	13,511	20,079		2.2033	2.1326
Michigan	9,129.3	9,161.7	.4	3,324.7	2.9	139,500,468	54.1	28,023	41,959	67,046,475	50.1	13,825	20,166		3.8476	3.6810
Ohio	10,767.4	10,807.7	.4	4,138.5	3.6	160,575,634	55.1	25,906	38,800	76,963,251	51.6	12,702	18,597		4.4198	4.2548
Wisconsin	4,766.1	4,881.3	2.4	1,834.8	5.7	73,228,678	57.5	26,776	39,911	32,413,158	53.8	12,133	17,666		1.9355	1.8936
WEST NORTH CENTRAL	**17,519.1**	**18,087.2**	**3.2**	**6,841.7**	**5.6**	**265,915,705**	**57.0**	**26,136**	**38,867**	**139,723,593**	**55.4**	**13,873**	**20,422**		**7.3963**	**7.2566**
Iowa	2,934.0	2,961.3	.9	1,152.7	4.0	43,514,068	54.5	25,408	37,750	22,256,366	52.5	13,166	19,308		1.2230	1.1779
Kansas	2,430.2	2,528.7	4.1	986.4	6.7	39,573,388	56.8	27,306	40,119	18,605,349	56.2	12,888	18,862		1.0492	1.0320
Minnesota	4,168.4	4,331.9	3.9	1,598.5	6.2	66,139,863	60.1	27,461	41,376	34,767,429	57.3	14,689	21,750		1.7999	1.7917
Missouri	4,990.3	5,153.2	3.3	1,937.4	5.1	72,084,551	56.2	25,030	37,207	40,510,962	55.0	14,173	20,910		2.0753	2.0291
Nebraska	1,603.4	1,649.9	2.9	624.8	5.1	24,046,067	55.4	26,037	38,486	12,509,698	54.2	13,653	20,022		.6736	.6553
North Dakota	687.0	733.9	6.8	266.8	9.1	10,857,921	58.9	27,938	40,697	5,380,897	57.4	13,978	20,168		.2915	.2909
South Dakota	705.8	728.3	3.2	275.1	6.1	9,699,847	57.3	23,768	35,259	5,692,892	57.3	13,951	20,694		.2838	.2797
SOUTH ATLANTIC	**39,131.4**	**42,090.2**	**7.6**	**15,677.2**	**10.1**	**599,738,161**	**63.7**	**25,724**	**38,255**	**319,078,272**	**62.4**	**13,802**	**20,353**		**16.1548**	**16.5333**
Delaware	608.3	625.0	2.7	226.2	5.1	10,183,214	60.0	29,566	45,019	4,844,636	57.2	14,317	21,417		.2661	.2643
District of Columbia	618.4	594.5	–3.9	240.8	–2.9	11,966,501	49.1	32,347	49,695	4,532,084	48.2	12,330	18,821		.3021	.2810
Florida	10,815.5	12,244.4	13.2	4,830.7	15.0	182,214,261	70.3	25,469	37,720	99,845,561	69.0	14,067	20,669		4.7093	5.0257
Georgia	5,777.4	6,204.8	7.4	2,211.0	9.7	82,249,354	63.5	24,969	37,200	42,600,525	61.0	13,135	19,268		2.2398	2.2837
Maryland	4,327.7	4,491.6	3.8	1,627.0	6.4	74,031,617	56.8	30,865	45,502	36,485,508	55.6	15,332	22,425		1.9739	1.9380
North Carolina	6,120.3	6,438.5	5.2	2,390.5	8.7	82,417,090	62.3	23,087	34,477	46,745,760	62.2	13,103	19,555		2.3390	2.3708
South Carolina	3,306.8	3,539.9	7.0	1,262.8	10.8	42,077,261	64.6	22,430	33,321	22,195,278	62.3	12,003	17,576		1.1753	1.2042
Virginia	5,583.5	5,929.4	6.2	2,134.0	8.0	89,844,688	61.7	28,130	42,102	46,343,600	59.1	14,747	21,717		2.4037	2.4233
West Virginia	1,973.5	2,022.1	2.5	754.2	5.5	24,754,175	60.2	21,621	32,822	15,485,320	59.1	13,614	20,532		.7456	.7423
EAST SOUTH CENTRAL	**15,068.5**	**15,653.6**	**3.9**	**5,709.1**	**6.7**	**195,869,376**	**61.7**	**22,632**	**34,308**	**103,982,016**	**58.7**	**12,246**	**18,213**		**5.5365**	**5.5493**
Alabama	3,990.4	4,121.8	3.3	1,524.8	6.7	50,695,015	59.3	22,263	33,247	26,414,414	56.9	11,782	17,323		1.4475	1.4340
Kentucky	3,753.2	3,890.2	3.7	1,441.2	6.7	49,998,906	62.7	22,752	34,693	27,515,428	59.8	12,748	19,092		1.4135	1.4235
Mississippi	2,605.1	2,720.3	4.4	943.0	7.2	30,092,300	62.7	21,031	31,911	14,963,187	57.5	10,800	15,868		.8586	.8618
Tennessee	4,719.8	4,921.3	4.3	1,800.1	6.4	65,083,155	62.4	23,679	36,155	35,088,987	59.6	12,988	19,493		1.8169	1.8300
WEST SOUTH CENTRAL	**26,064.2**	**29,236.1**	**12.2**	**10,603.3**	**14.5**	**404,277,435**	**66.6**	**26,210**	**38,128**	**223,285,517**	**66.6**	**14,476**	**21,058**		**10.8098**	**11.3449**
Arkansas	2,350.1	2,446.9	4.1	889.2	5.4	27,197,378	57.5	20,466	30,586	16,465,486	56.9	12,430	18,517		.8355	.8249
Louisiana	4,471.7	4,850.0	8.5	1,755.7	12.1	65,369,224	66.2	25,125	37,233	31,728,573	63.4	12,398	18,072		1.7151	1.7746
Oklahoma	3,345.6	3,754.4	12.2	1,415.0	13.6	51,779,450	63.9	25,356	36,593	25,936,648	64.4	12,666	18,330		1.3611	1.4114
Texas	15,896.8	18,184.8	14.4	6,543.4	16.8	259,931,383	68.3	27,568	39,724	149,154,810	68.9	15,767	22,795		6.8981	7.3340
MOUNTAIN	**12,511.3**	**14,093.5**	**12.6**	**5,241.6**	**15.6**	**197,528,96[illegible]**	**69.9**	**25,633**	**37,685**	**107,304,608**	**68.9**	**14,010**	**20,472**		**5.1642**	**5.4995**
Arizona	3,020.5	3,442.0	14.0	1,321.8	17.9	46,365,052	70.9	24,199	35,077	22,673,042	69.5	11,938	17,153		1.1771	1.2615
Colorado	3,183.5	3,592.7	12.9	1,401.5	16.0	57,958,753	70.7	28,095	41,355	28,662,734	69.9	13,961	20,451		1.4258	1.5251
Idaho	1,003.5	1,088.7	8.5	382.9	10.0	13,361,537	63.9	23,417	34,896	8,267,129	63.1	14,560	21,591		.3884	.3989
Montana	822.6	872.9	6.1	336.5	9.0	11,541,707	61.8	23,107	34,299	7,973,053	62.1	15,925	23,694		.3474	.3525
Nevada	904.6	1,049.8	16.1	430.7	20.1	17,377,775	78.7	27,116	40,348	10,643,527	77.5	16,726	24,712		.4372	.4877
New Mexico	1,416.7	1,570.8	10.9	567.6	14.3	19,613,475	65.9	23,817	34,555	11,394,399	65.4	13,875	20,075		.5484	.5717
Utah	1,642.4	1,892.8	15.2	579.8	15.2	21,917,528	70.9	25,487	37,802	12,101,843	69.9	14,157	20,872		.5949	.6397
Wyoming	517.5	583.8	12.8	220.8	16.1	9,393,142	70.7	28,938	42,541	5,588,881	70.3	17,265	25,312		.2450	.2624
PACIFIC	**33,887.7**	**36,824.1**	**8.7**	**13,935.2**	**10.9**	**598,766,172**	**61.6**	**29,473**	**42,968**	**301,966,167**	**61.8**	**14,844**	**21,669**		**15.5499**	**15.8242**
Alaska	499.6	586.3	17.4	204.2	20.2	10,743,269	71.4	36,898	52,612	5,373,564	72.2	18,364	26,315		.2559	.2773
California	25,332.3	27,662.6	9.2	10,437.8	11.2	458,027,469	61.1	30,287	43,887	227,227,372	61.7	14,968	21,770		11.8067	12.0041
Hawaii	1,033.4	1,135.6	9.9	370.7	13.6	17,375,428	64.8	32,331	46,872	8,864,697	65.3	16,438	23,913		.4498	.4662
Oregon	2,675.7	2,778.7	3.8	1,100.5	6.6	39,608,565	62.3	23,632	35,991	23,734,509	59.5	14,413	21,567		1.1271	1.1342
Washington	4,346.7	4,660.9	7.2	1,822.0	10.0	73,011,441	62.2	27,174	40,072	36,766,025	61.6	13,737	20,179		1.9104	1.9424
TOTAL UNITED STATES	**235,524.3**	**248,588.5**	**5.5**	**92,661.5**	**8.1**	**3,716,534,851**	**59.6**	**27,181**	**40,109**	**1,884,874,214**	**58.9**	**13,845**	**20,342**		**100.0000**	**100.0000**

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
STATE S&MM METRO AREA County	12/31/83 Total Pop. (Thous.)	12/31/88 Total Pop. (Thous.)	% Change 1983–1988	12/31/88 Total Households (Thous.)	% Change 1983–1988	1988 Total EBI ($000)	% Change 1983–1988	Average Household EBI 1983	Average Household EBI 1988	1988 Total Retail Sales ($000)	% Change 1983–1988	Retail Sales Per Household 1983	Retail Sales Per Household 1988	1983	1988
ALABAMA															
ANNISTON	**122.8**	**125.0**	**1.8**	**44.5**	**5.2**	**1,424,280**	**53.2**	**21,979**	**32,006**	**767,203**	**51.8**	**11,950**	**17,241**	**.0431**	**.0414**
Calhoun	122.8	125.0	1.8	44.5	5.2	1,424,280	53.2	21,979	32,006	767,203	51.8	11,950	17,241	.0431	.0414
BIRMINGHAM	**905.5**	**933.1**	**3.0**	**356.7**	**6.3**	**12,817,441**	**58.2**	**24,140**	**35,933**	**6,895,644**	**55.4**	**13,221**	**19,332**	**.3630**	**.3572**
Blount	39.1	42.5	8.7	15.4	10.8	342,962	39.3	17,711	22,270	124,693	47.5	6,084	8,097	.0107	.0099
Jefferson	675.0	678.7	.5	265.3	3.9	10,048,485	57.7	24,943	37,876	5,727,656	54.4	14,525	21,589	.2879	.2811
St. Clair	45.1	50.3	11.5	18.1	16.0	421,999	41.7	19,095	23,315	160,381	52.1	6,757	8,861	.0129	.0123
Shelby	75.1	87.1	16.0	30.5	20.1	1,248,778	82.6	26,921	40,944	418,316	79.1	9,195	13,715	.0270	.0304
Walker	71.2	74.5	4.6	27.4	7.9	755,217	49.4	19,904	27,563	464,598	52.4	12,004	16,956	.0245	.0235
DOTHAN	**125.8**	**133.2**	**5.9**	**48.4**	**9.5**	**1,529,097**	**58.3**	**21,854**	**31,593**	**868,431**	**58.2**	**12,419**	**17,943**	**.0453**	**.0453**
Dale	46.1	46.8	1.5	15.9	4.6	521,557	54.8	22,166	32,802	181,438	55.6	7,674	11,411	.0140	.0138
Houston	79.7	86.4	8.4	32.5	12.1	1,007,540	60.2	21,690	31,001	686,993	58.9	14,906	21,138	.0313	.0315
FLORENCE	**138.4**	**142.9**	**3.3**	**54.2**	**6.5**	**1,830,245**	**56.6**	**22,965**	**33,768**	**1,025,399**	**56.1**	**12,902**	**18,919**	**.0535**	**.0524**
Colbert	55.8	57.3	2.7	21.9	6.3	691,594	50.3	22,330	31,580	511,731	54.5	16,081	23,367	.0230	.0220
Lauderdale	82.6	85.6	3.6	32.3	6.6	1,138,651	60.6	23,396	35,252	513,668	57.8	10,741	15,903	.0305	.0304
GADSDEN	**104.3**	**105.7**	**1.3**	**40.3**	**4.9**	**1,016,511**	**33.6**	**19,811**	**25,224**	**655,441**	**41.9**	**12,032**	**16,264**	**.0368**	**.0325**
Etowah	104.3	105.7	1.3	40.3	4.9	1,016,511	33.6	19,811	25,224	655,441	41.9	12,032	16,264	.0368	.0325
HUNTSVILLE	**199.2**	**203.8**	**2.3**	**77.0**	**5.8**	**3,478,790**	**68.8**	**28,308**	**45,179**	**1,713,090**	**63.2**	**14,419**	**22,248**	**.0877**	**.0905**
Madison	199.2	203.8	2.3	77.0	5.8	3,478,790	68.8	28,308	45,179	1,713,090	63.2	14,419	22,248	.0877	.0905
MOBILE	**461.4**	**486.3**	**5.4**	**177.9**	**9.0**	**7,268,155**	**76.0**	**25,308**	**40,855**	**3,592,302**	**67.9**	**13,112**	**20,193**	**.1820**	**.1942**
Baldwin	84.4	92.6	9.7	34.4	13.5	1,327,903	81.0	24,219	38,602	649,219	74.3	12,290	18,873	.0324	.0357
Mobile	377.0	393.7	4.4	143.5	8.0	5,940,252	74.9	25,556	41,395	2,943,083	66.5	13,300	20,509	.1496	.1585
MONTGOMERY	**287.0**	**305.0**	**6.3**	**111.4**	**10.1**	**4,130,035**	**67.8**	**24,317**	**37,074**	**2,282,763**	**64.4**	**13,721**	**20,492**	**.1122**	**.1163**
Autauga	34.6	37.7	9.0	12.9	13.2	530,279	81.3	25,662	41,107	174,025	73.6	8,794	13,490	.0117	.0129
Elmore	46.8	50.2	7.3	17.3	11.6	477,579	45.9	21,117	27,606	160,085	52.0	6,795	9,253	.0136	.0129
Montgomery	205.6	217.1	5.6	81.2	9.3	3,122,177	69.6	24,778	38,450	1,948,653	64.7	15,922	23,998	.0869	.0905
TUSCALOOSA	**142.3**	**148.6**	**4.4**	**54.4**	**8.2**	**1,685,987**	**56.8**	**21,373**	**30,992**	**1,018,533**	**57.3**	**12,871**	**18,723**	**.0515**	**.0509**
Tuscaloosa	142.3	148.6	4.4	54.4	8.2	1,685,987	56.8	21,373	30,992	1,018,533	57.3	12,871	18,723	.0515	.0509
TOTAL METRO COUNTIES	**2,533.5**	**2,630.3**	**3.8**	**982.0**	**7.2**	**35,644,869**	**62.3**	**23,986**	**36,298**	**19,021,636**	**58.9**	**13,074**	**19,370**	**.9891**	**.9939**
TOTAL STATE	**3,990.4**	**4,121.8**	**3.3**	**1,524.8**	**6.7**	**50,695,015**	**59.3**	**22,263**	**33,247**	**26,414,414**	**56.9**	**11,782**	**17,323**	**1.4475**	**1.4340**
ALASKA															
ANCHORAGE	**217.5**	**256.0**	**17.7**	**95.4**	**20.8**	**5,128,413**	**70.1**	**38,159**	**53,757**	**2,751,090**	**70.9**	**20,376**	**28,837**	**.1240**	**.1334**
Anchorage	217.5	256.0	17.7	95.4	20.8	5,128,413	70.1	38,159	53,757	2,751,090	70.9	20,376	28,837	.1240	.1334
TOTAL METRO COUNTIES	**217.5**	**256.0**	**17.7**	**95.4**	**20.8**	**5,128,413**	**70.1**	**38,159**	**53,757**	**2,751,090**	**70.9**	**20,376**	**28,837**	**.1240**	**.1334**
TOTAL STATE	**499.6**	**586.3**	**17.4**	**204.2**	**20.2**	**10,743,269**	**71.4**	**36,898**	**52,612**	**5,373,564**	**72.2**	**18,364**	**26,315**	**.2559**	**.2773**
ARIZONA															
PHOENIX	**1,631.8**	**1,924.6**	**14.4**	**757.8**	**18.4**	**29,824,553**	**77.2**	**26,300**	**39,357**	**14,131,178**	**73.4**	**12,734**	**18,648**	**.7102**	**.7810**
Maricopa	1,681.8	1,924.6	14.4	757.8	18.4	29,824,553	77.2	26,300	39,357	14,131,178	73.4	12,734	18,648	.7102	.7810
TUCSON	**590.1**	**670.3**	**13.6**	**269.2**	**17.7**	**8,442,462**	**61.5**	**22,842**	**31,361**	**4,440,060**	**63.8**	**11,847**	**16,494**	**.2308**	**.2383**
Pima	590.1	670.3	13.6	269.2	17.7	8,442,462	61.5	22,842	31,361	4,440,060	63.8	11,847	16,494	.2308	.2383
TOTAL METRO COUNTIES	**2,271.9**	**2,594.9**	**14.2**	**1,027.0**	**18.2**	**38,267,015**	**73.5**	**25,390**	**37,261**	**18,571,238**	**71.0**	**12,501**	**18,083**	**.9410**	**1.0193**
TOTAL STATE	**3,020.5**	**3,442.0**	**14.0**	**1,321.8**	**17.9**	**46,365,052**	**70.9**	**24,199**	**35,077**	**22,673,042**	**69.5**	**11,938**	**17,153**	**1.1771**	**1.2615**
ARKANSAS															
FAYETTEVILLE - SPRINGDALE	**104.6**	**110.4**	**5.5**	**41.1**	**7.9**	**1,239,962**	**56.8**	**20,755**	**30,169**	**971,943**	**59.4**	**16,002**	**23,648**	**.0413**	**.0411**
Washington	104.6	110.4	5.5	41.1	7.9	1,239,962	56.8	20,755	30,169	971,943	59.4	16,002	23,648	.0413	.0411
FORT SMITH	**173.2**	**186.9**	**7.9**	**68.0**	**8.3**	**2,252,441**	**63.7**	**21,910**	**33,124**	**1,594,159**	**63.0**	**15,569**	**23,444**	**.0690**	**.0709**
Crawford	40.0	44.1	10.3	15.1	11.0	483,915	73.3	20,529	32,047	228,701	70.2	9,881	15,146	.0128	.0137
Sebastian	98.1	102.0	4.0	39.4	5.3	1,489,499	66.9	23,861	37,805	1,232,959	63.6	20,146	31,293	.0465	.0480
Sequoyah, Okla.	*35.1*	*40.8*	*16.2*	*13.5*	*14.4*	*279,027*	*36.5*	*17,320*	*20,669*	*132,499*	*47.4*	*7,620*	*9,815*	*.0097*	*.0092*
LITTLE ROCK - NORTH LITTLE ROCK	**494.9**	**521.5**	**5.4**	**189.2**	**6.5**	**7,647,259**	**67.5**	**25,710**	**40,419**	**4,240,583**	**62.8**	**14,671**	**22,413**	**.2060**	**.2125**
Faulkner	50.1	55.6	11.0	19.6	14.6	742,810	84.4	23,558	37,899	371,743	78.1	12,206	18,966	.0182	.0205
Lonoke	36.7	39.6	7.9	13.7	11.4	367,021	50.6	19,820	26,790	163,333	55.6	8,534	11,922	.0111	.0107
Pulaski	350.6	362.8	3.5	134.8	4.4	5,763,995	67.3	26,680	42,760	3,408,691	61.4	16,354	25,287	.1570	.1610
Saline	57.5	63.5	10.4	21.1	10.5	773,413	62.8	24,876	36,655	296,816	64.5	9,449	14,067	.0197	.0203
PINE BLUFF	**89.4**	**89.7**	**.3**	**30.5**	**.7**	**876,970**	**42.4**	**20,327**	**28,753**	**588,171**	**46.3**	**13,265**	**19,284**	**.0310**	**.0285**
Jefferson	89.4	89.7	.3	30.5	.7	876,970	42.4	20,327	28,753	588,171	46.3	13,265	19,284	.0310	.0285
TEXARKANA	**118.4**	**125.3**	**5.8**	**46.0**	**6.7**	**1,411,102**	**50.4**	**21,771**	**30,676**	**995,065**	**54.0**	**14,989**	**21,632**	**.0465**	**.0450**
Miller	38.3	39.0	1.8	13.9	1.5	470,194	61.8	21,212	33,827	313,815	58.3	14,469	22,577	.0145	.0145
Bowie, Tex.	*80.1*	*86.3*	*7.7*	*32.1*	*9.2*	*940,908*	*45.3*	*22,032*	*29,312*	*681,250*	*52.1*	*15,231*	*21,223*	*.0320*	*.0305*
TOTAL METRO COUNTIES	**913.9**	**955.6**	**4.6**	**345.6**	**5.8**	**12,611,163**	**63.2**	**23,664**	**36,491**	**7,938,873**	**60.3**	**15,166**	**22,971**	**.3689**	**.3734**
TOTAL STATE	**2,350.1**	**2,446.9**	**4.1**	**889.2**	**5.4**	**27,197,378**	**57.5**	**20,466**	**30,586**	**16,465,486**	**56.9**	**12,430**	**18,517**	**.8355**	**.8249**

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S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
STATE S&MM METRO AREA County	12/31/83 Total Pop. (Thous.)	12/31/88 Total Pop. (Thous.)	% Change 1983–1988	12/31/88 Total House-holds (Thous.)	% Change 1983–1988	1988 Total EBI ($000)	% Change 1983–1988	Average Household EBI 1983	Average Household EBI 1988	1988 Total Retail Sales ($000)	% Change 1983–1988	Retail Sales Per Household 1983	Retail Sales Per Household 1988	1983	1988
CALIFORNIA															
ANAHEIM - SANTA ANA	2,129.4	2,405.2	13.0	912.1	16.8	49,526,898	75.6	36,134	54,300	24,313,764	74.0	17,900	26,657	1.1396	1.2468
Orange	2,129.4	2,405.2	13.0	912.1	16.8	49,526,898	75.6	36,134	54,300	24,313,764	74.0	17,900	26,657	1.1396	1.2468
BAKERSFIELD	443.4	503.5	13.6	181.3	15.6	7,184,616	67.3	27,385	39,628	4,121,179	68.6	15,591	22,731	.1916	.2028
Kern	443.4	503.5	13.6	181.3	15.6	7,184,616	67.3	27,385	39,628	4,121,179	68.6	15,591	22,731	.1916	.2028
CHICO	160.3	183.1	14.2	74.6	16.0	2,129,047	51.6	21,836	28,540	1,113,800	56.6	11,060	14,930	.0617	.0611
Butte	160.3	183.1	14.2	74.6	16.0	2,129,047	51.6	21,836	28,540	1,113,800	56.6	11,060	14,930	.0617	.0611
FRESNO	555.2	612.5	10.3	224.2	13.7	8,833,619	65.1	27,139	39,401	4,512,625	63.7	13,983	20,128	.2318	.2399
Fresno	555.2	612.5	10.3	224.2	13.7	8,833,619	65.1	27.139	39,401	4,512,625	63.7	13,983	20,128	.2318	.2399
LOS ANGELES - LONG BEACH	7,719.1	8,068.0	4.5	2,957.0	4.6	128,084,500	51.1	29,986	43,316	63,402,718	52.3	14,730	21,442	3.5274	3.3814
Los Angeles	7,719.1	8,068.0	4.5	2,957.0	4.6	128,084,500	51.1	29,986	43,316	63,402,718	52.3	14,730	21,442	3.5274	3.3814
LOS ANGELES - ANAHEIM - RIVERSIDE CONSOLIDATED AREA	*12,189.9*	*13,170.6*	*8.0*	*4,843.1*	*9.2*	*216,821,032*	*58.9*	*30,789*	*44,769*	*106,967,349*	*59.6*	*15,118*	*22,087*	*5.6598*	*5.6790*
MODESTO	293.4	332.4	13.3	122.9	15.6	4,084,948	52.0	25,274	33,238	2,379,492	58.2	14,148	19,361	.1206	.1194
Stanislaus	293.4	332.4	13.3	122.9	15.6	4,084,948	52.0	25,274	33,238	2,379,492	58.2	14,148	19,361	.1206	.1194
OAKLAND	1,847.6	1,956.6	5.9	783.7	9.3	37,076,465	61.2	32,083	47,310	15,930,957	59.6	13,917	20,328	.9031	.9099
Alameda	1,142.1	1,183.1	3.6	479.7	6.8	20,674,837	54.4	29,822	43,100	10,117,186	55.5	14,485	21,091	.5490	.5344
Contra Costa	705.5	773.5	9.6	304.0	13.4	16,401,628	70.6	35,871	53,953	5,813,771	67.3	12,965	19,124	.3541	.3755
OXNARD - VENTURA	589.8	675.5	14.5	234.4	18.6	12,036,350	80.1	33,817	51,350	5,048,441	77.7	14,375	21,538	.2653	.2966
Ventura	589.8	675.5	14.5	234.4	18.6	12,036,350	80.1	33,817	51,350	5,048,441	77.7	14,375	21,538	.2653	.2966
REDDING	131.4	153.1	16.5	60.0	19.5	1,538,154	40.0	21,888	25,636	1,114,162	51.7	14,633	18,569	.0534	.0507
Shasta	131.4	153.1	16.5	60.0	19.5	1,538,154	40.0	21,888	25,636	1,114,162	51.7	14,633	18,569	.0534	.0507
RIVERSIDE - SAN BERNARDINO	1,751.6	2,021.9	15.4	739.6	17.7	27,173,284	61.2	26,810	36,741	14,202,426	65.6	13,642	19,203	.7275	.7542
Riverside	746.4	861.3	15.4	321.3	16.7	11,127,566	55.4	25,997	34,633	6,418,074	61.8	14,403	19,975	.3175	.3211
San Bernardino	1,005.2	1,160.6	15.5	418.3	18.4	16,045,718	65.5	27,443	38,359	7,784,352	68.9	13,048	18,609	.4100	.4331

Errata: July 23, 1984, Survey of Buying Power and Oct. 29, 1984, Survey of Buying Power—Part II

The following corrections should be made to the San Jose metro area totals and totals for Santa Clara County, CA:

12/31/83 estimates:
Population—1,367.9
Households—478.5
Effective Buying Income (EBI)—$17,473,917
EBI per household—$36,518
Buying Power Index (BPI)—.7337

12/31/88 projections:
Population—1,500.9
Households—568.3
Effective Buying Income (EBI)—$31,470,749
EBI per household—$55,377
Buying Power Index (BPI)—.8042

S&MM'S FOUR SURVEY ISSUES

Survey of Buying Power, published in July, includes the most current estimates of the demographic and socioeconomic factors of regions, states, metropolitan markets, counties, and cities.

Survey of Buying Power—Part II, published in October, rearranges the basic *Survey* data in terms of TV and newspaper markets so that markets can be evaluated in media terms; it also gives a five-year projection of metropolitan markets, as well as current data on merchandise line sales for several product categories.

Survey of Selling Costs, published in February, includes detailed information on the basic selling costs of the leading metropolitan markets in the U.S. and Canada, plus data on such marketing-related expenses as sales incentives, sales training, sales meetings, car rentals, and salespeople's compensation.

Survey of Industrial & Commercial Buying Power, published in April, provides data on 4-digit SIC Industries, both manufacturing and nonmanufacturing, as well as ranking of leading counties for the more than 400 customer industries listed that buy goods and services from consumer and industrial establishments.

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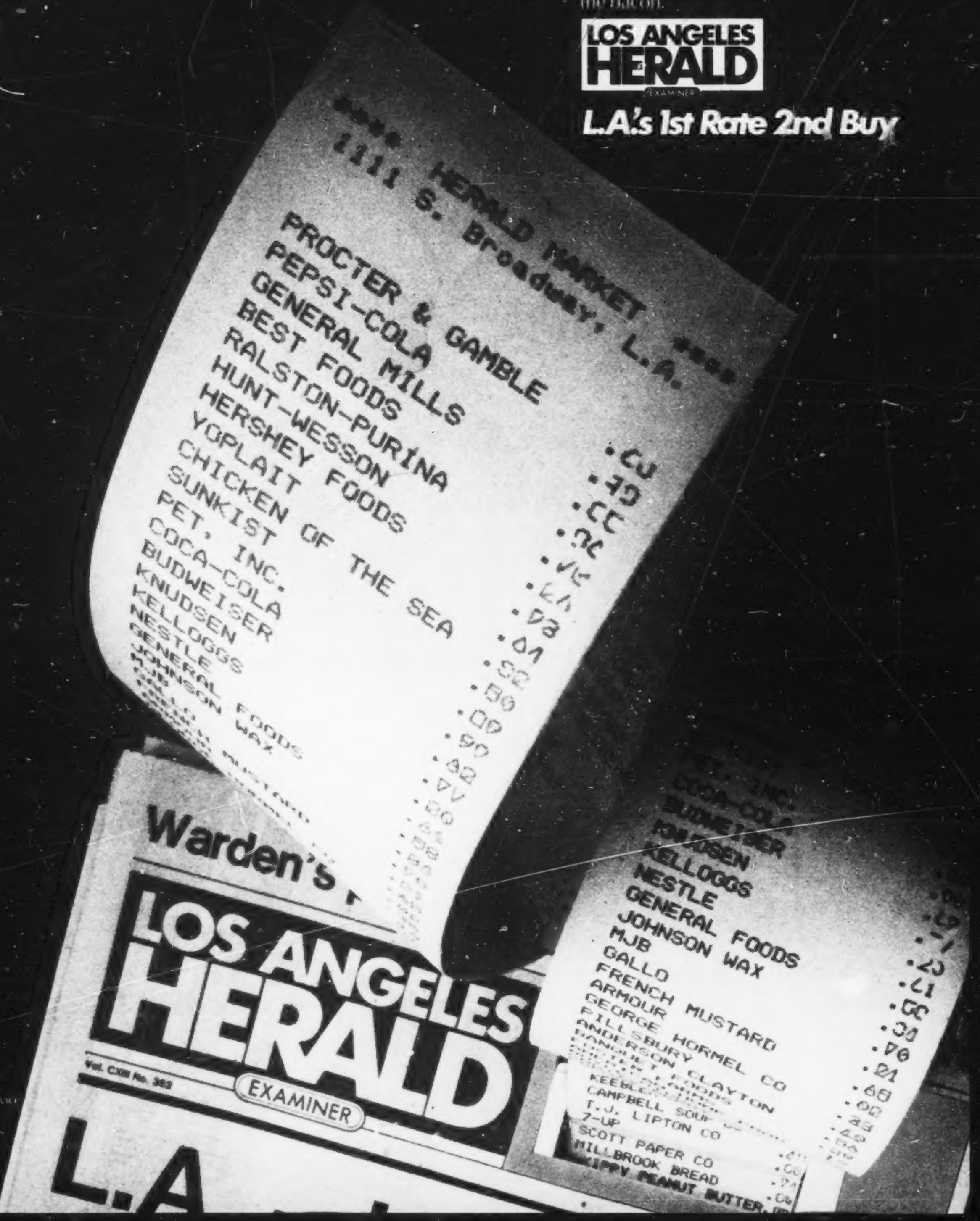
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S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
STATE S&MM METRO AREA County	12/31/83 Total Pop. (Thous.)	12/31/88 Total Pop. (Thous.)	% Change 1983–1988	12/31/88 Total House-holds (Thous.)	% Change 1983–1988	1988 Total EBI ($000)	% Change 1983–1988	Average Household EBI 1983	Average Household EBI 1988	1988 Total Retail Sales ($000)	% Change 1983–1988	Retail Sales Per Household 1983	Retail Sales Per Household 1988	1983	1988
CA (cont.)															
SACRAMENTO	**1,217.5**	**1,381.9**	**13.5**	**560.4**	**17.2**	**21,517,661**	**63.0**	**27,600**	**38,397**	**11,486,184**	**66.0**	**14,471**	**20,496**	**.5616**	**.5836**
El Dorado	103.4	127.6	23.4	49.5	24.7	1,744,737	63.7	26,842	35,247	917,993	71.0	13,523	18,545	.0452	.0484
Placer	135.6	160.9	18.7	61.9	22.3	2,394,261	65.0	28,675	38,679	1,349,244	71.1	15,587	21,797	.0626	.0667
Sacramento	857.3	961.3	12.1	397.2	16.1	15,739,279	64.9	27,888	39,626	8,320,411	66.1	14,636	20,948	.4042	.4215
Yolo	121.2	132.1	9.0	51.8	13.1	1,639,384	43.7	24,915	31,648	898,536	53.0	12,826	17,346	.0496	.0470
SALINAS - SEASIDE - MONTEREY	**316.5**	**350.5**	**10.7**	**119.0**	**12.8**	**4,867,308**	**55.5**	**29,660**	**40,902**	**2,620,568**	**59.9**	**15,537**	**22,022**	**.1355**	**.1354**
Monterey	316.5	350.5	10.7	119.0	12.8	4,867,308	55.5	29,660	40,902	2,620,568	59.9	15,537	22,022	.1355	.1354
SAN DIEGO	**2,036.1**	**2,283.2**	**12.1**	**863.6**	**15.3**	**38,862,886**	**71.2**	**30,290**	**45,001**	**18,516,964**	**70.5**	**14,494**	**21,442**	**.9347**	**1.0014**
San Diego	2,036.1	2,283.2	12.1	863.6	15.3	38,862,886	71.2	30,290	45,001	18,516,964	70.5	14,494	21,442	.9347	1.0014
SAN FRANCISCO	**1,507.2**	**1,535.9**	**1.9**	**655.3**	**3.8**	**33,318,112**	**56.9**	**33,634**	**50,844**	**16,715,177**	**55.9**	**16,978**	**25,508**	**.8551**	**.8378**
Marin	229.5	238.2	3.8	101.9	7.4	6,224,988	62.7	40,327	61,089	2,587,673	60.7	16,972	25,394	.1424	.1440
San Francisco	670.8	663.5	−1.1	296.4	−.6	13,571,297	54.7	29,416	45,787	7,163,154	51.9	15,809	24,167	.3645	.3500
San Mateo	606.9	634.2	4.5	257.0	7.8	13,521,827	56.5	36,245	52,614	6,964,350	58.4	18,441	27,099	.3482	.3438
SAN FRANCISCO - OAKLAND - SAN JOSE CONSOLIDATED AREA	***5,668.6***	***6,079.4***	***7.2***	***2,425.0***	***10.0***	***119,698,789***	***64.0***	***33,115***	***49,360***	***57,163,317***	***63.0***	***15,910***	***23,573***	***2.9354***	***3.0093***
SAN JOSE	**1,390.9**	**1,526.1**	**9.7**	**577.9**	**13.5**	**31,931,117**	**71.8**	**36,521**	**55,254**	**16,091,098**	**69.9**	**18,604**	**27,844**	**.7568**	**.8084**
Santa Clara	1,390.9	1,526.1	9.7	577.9	13.5	31,931,117	71.8	36,521	55,254	16,091,098	69.9	18,604	27,844	.7568	.8084
SANTA BARBARA - SANTA MARIA - LOMPOC	**316.4**	**340.9**	**7.7**	**131.2**	**10.8**	**6,363,321**	**69.9**	**31,640**	**48,501**	**3,142,549**	**66.9**	**15,898**	**23,952**	**.1548**	**.1632**
Santa Barbara	316.4	340.9	7.7	131.2	10.8	6,363,321	69.9	31,640	48,501	3,142,549	66.9	15,898	23,952	.1548	.1632
SANTA CRUZ	**215.1**	**252.4**	**17.3**	**96.3**	**17.2**	**4,065,251**	**71.0**	**28,922**	**42,214**	**2,022,436**	**71.2**	**14,372**	**21,001**	**.0990**	**.1072**
Santa Cruz	215.1	252.4	17.3	96.3	17.2	4,065,251	71.0	28,922	42,214	2,022,436	71.2	14,372	21,001	.0990	.1072
SANTA ROSA - PETALUMA	**335.0**	**383.4**	**14.4**	**154.6**	**17.7**	**6,639,071**	**74.0**	**29,062**	**42,944**	**3,360,469**	**73.6**	**14,747**	**21,737**	**.1594**	**.1738**
Sonoma	335.0	383.4	14.4	154.6	17.7	6,639,071	74.0	29,062	42,944	3,360,469	73.6	14,747	21,737	.1594	.1738
STOCKTON	**379.2**	**422.9**	**11.5**	**158.3**	**14.2**	**5,684,481**	**58.2**	**25,931**	**35,910**	**2,983,585**	**60.9**	**13,380**	**18,848**	**.1562**	**.1579**
San Joaquin	379.2	422.9	11.5	158.3	14.2	5,684,481	58.2	25,931	35,910	2,983,585	60.9	13,380	18,848	.1562	.1579
VALLEJO - FAIRFIELD - NAPA	**372.8**	**425.0**	**14.0**	**157.2**	**17.8**	**6,668,773**	**67.8**	**29,791**	**42,422**	**3,043,180**	**70.5**	**13,377**	**19,359**	**.1620**	**.1722**
Napa	106.2	115.9	9.1	44.7	11.8	2,325,940	76.9	32,875	52,034	852,776	71.4	12,441	19,078	.0498	.0541
Solano	266.6	309.1	15.9	112.5	20.4	4,342,833	63.3	28,470	38,603	2,190,404	70.2	13,777	19,470	.1122	.1181
VISALIA - TULARE - PORTERVILLE	**272.9**	**311.2**	**14.0**	**103.0**	**14.2**	**2,628,328**	**33.6**	**21,804**	**25,518**	**1,825,037**	**47.3**	**13,736**	**17,719**	**.0967**	**.0895**
Tulare	272.9	311.2	14.0	103.0	14.2	2,628,328	33.6	21,804	25,518	1,825,037	47.3	13,736	17,719	.0967	.0895
YUBA CITY	**109.6**	**120.1**	**9.6**	**45.2**	**12.7**	**1,304,545**	**43.9**	**22,602**	**28,862**	**674,933**	**50.9**	**11,156**	**14,932**	**.0401**	**.0379**
Sutter	57.0	63.6	11.6	24.1	14.8	698,994	39.2	23,904	29,004	377,690	49.4	12,042	15,672	.0219	.0205
Yuba	52.6	56.5	7.4	21.1	10.5	605,551	49.8	21,170	28,699	297,243	52.8	10,183	14,087	.0182	.0174
TOTAL METRO COUNTIES	**24,090.4**	**26,245.3**	**8.9**	**9,911.8**	**11.0**	**441,518,735**	**61.4**	**30,625**	**44,545**	**218,621,744**	**61.8**	**15,123**	**22,057**	**11.3339**	**11.5311**
TOTAL STATE	**25,332.3**	**27,662.6**	**9.2**	**10,437.8**	**11.2**	**458,027,469**	**61.1**	**30,287**	**43,882**	**227,227,372**	**61.7**	**14,968**	**21,770**	**11.8067**	**12.0041**

SACRAMENTO is now America's 34th largest market!

In just a year, Sacramento has moved up three places to the 34th largest MSA* in households. And we've jumped seven spots to 32nd in Effective Buying Income. To keep up with this rapid growth, you need The Sacramento Bee. Fifty-four percent of all adult Sacramentans read The Bee yesterday and every morning we catch the eye of almost a half-million readers.**

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Source: *1983 Sales & Marketing Management's Survey of Buying Power
**Simmons 1982

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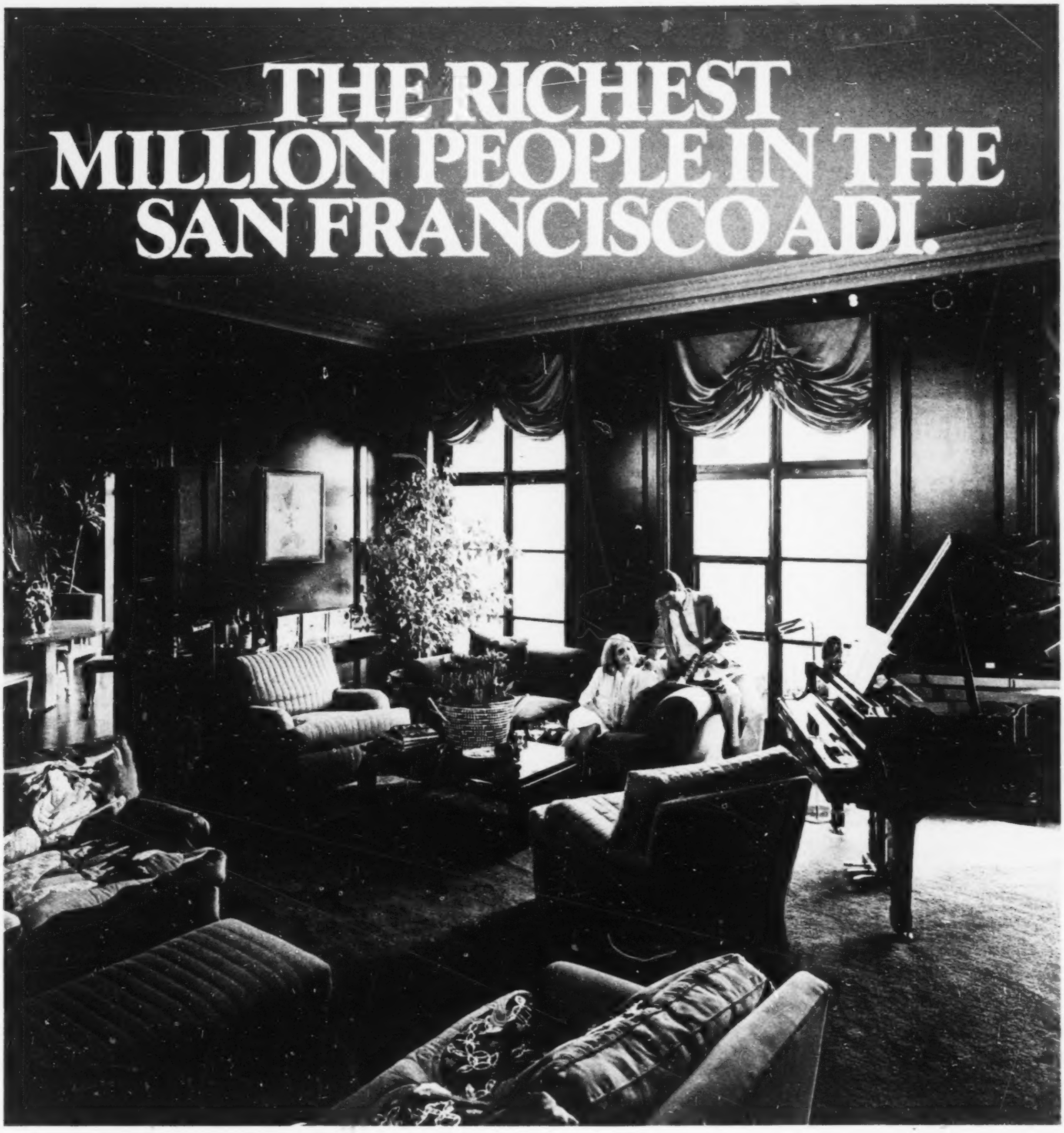
Represented nationally by Cresmer, Woodward, O'Mara & Ormsbee Inc.
When you buy The Bee, you've bought Sacramento.



Santa Clara County's 1.4 million people have a median household EBI of $33,780.

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Reaching Northern California's richest million people!

¹Sources: Sales and Marketing Management Survey of Buying Power, 1984. San Jose "CMS," 1983, Belden. Represented by KNIGHT-RIDDER NEWSPAPER SALES.

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
STATE S&MM METRO AREA County	12/31/83 Total Pop. (Thous.)	12/31/88 Total Pop. (Thous.)	% Change 1983–1988	12/31/88 Total Households (Thous.)	% Change 1983–1988	1988 Total EBI ($000)	% Change 1983–1988	Average Household EBI 1983	Average Household EBI 1988	1988 Total Retail Sales ($000)	% Change 1983–1988	Retail Sales Per Household 1983	Retail Sales Per Household 1988	1983	1988
COLORADO															
BOULDER - LONGMONT	212.5	244.2	14.9	96.2	19.4	4,075,637	70.3	29,696	42,366	1,931,418	70.6	14,046	20,077	.0982	.1052
Boulder	212.5	244.2	14.9	96.2	19.4	4,075,637	70.3	29,696	42,366	1,931,418	70.6	14,046	20,077	.0982	.1052
COLORADO SPRINGS	337.7	374.6	10.9	140.6	15.2	5,457,497	69.6	26,372	38,816	2,841,923	69.0	13,784	20,213	.1403	.1488
El Paso	337.7	374.6	10.9	140.6	15.2	5,457,497	69.6	26,372	38,816	2,841,923	69.0	13,784	20,213	.1403	.1488
DENVER	1,580.1	1,792.4	13.4	721.2	16.5	33,334,242	75.3	30,711	46,221	15,751,983	73.4	14,680	21,841	.7717	.8434
Adams	270.6	306.4	13.2	113.3	17.0	4,792,614	75.8	28,167	42,300	2,685,707	74.0	15,948	23,704	.1205	.1319
Arapahoe	359.9	453.6	26.0	178.8	30.5	8,678,475	84.9	34,253	48,537	4,648,239	87.2	18,125	25,997	.1939	.2272
Denver	493.7	494.2	1	227.3	3.4	8,991,620	56.7	26,114	39,558	4,244,699	54.2	12,527	18,674	.2347	.2283
Douglas	32.1	41.8	30.2	13.4	32.7	858,715	103.7	41,740	64,083	120,253	100.1	5,951	8,974	.0132	.0169
Jefferson	423.8	496.4	17.1	188.4	21.3	10,012,818	84.4	34,962	53,147	4,053,085	80.4	14,465	21,513	.2094	.2391
DENVER - BOULDER CONSOLIDATED AREA	*1,792.6*	*2,036.6*	*13.6*	*817.4*	*16.8*	*37,409,879*	*74.8*	*30,594*	*45,767*	*17,683,401*	*73.0*	*14,607*	*21,634*	*.8699*	*.9486*
FORT COLLINS - LOVELAND	171.8	203.0	18.2	77.1	21.4	2,947,874	75.0	26,533	38,234	1,476,558	74.1	13,358	19,151	.0721	.0795
Larimer	171.8	203.0	18.2	77.1	21.4	2,947,874	75.0	26,533	38,234	1,476,558	74.1	13,358	19,151	.0721	.0795
GREELEY	137.2	156.8	14.3	57.4	17.9	1,782,389	57.8	23,200	31,052	759,405	62.2	9,613	13,230	.0476	.0487
Weld	137.2	156.8	14.3	57.4	17.9	1,782,389	57.8	23,200	31,052	759,405	62.2	9,613	13,230	.0476	.0487
PUEBLO	126.7	128.2	1.2	49.2	4.2	1,580,733	43.1	23,407	32,129	820,517	45.5	11,949	16,677	.0488	.0447
Pueblo	126.7	128.2	1.2	49.2	4.2	1,580,733	43.1	23,407	32,129	820,517	45.5	11,949	16,677	.0488	.0447
TOTAL METRO COUNTIES	2,566.0	2,899.2	13.0	1,141.7	16.4	49,178,372	72.3	29,093	43,075	23,581,804	71.1	14,048	20,655	1.1787	1.2703
TOTAL STATE	3,183.5	3,592.7	12.9	1,401.5	16.0	57,958,753	70.7	28,095	41,355	28,662,734	69.9	13,961	20,451	1.4258	1.5251
CONNECTICUT															
BRIDGEPORT - STAMFORD - NORWALK - DANBURY	811.4	819.1	.9	295.4	3.1	18,011,737	52.9	41,091	60,974	8,599,359	54.2	19,464	29,111	.4628	.4450
Fairfield	811.4	819.1	.9	295.4	3.1	18,011,737	52.9	41,091	60,974	8,599,359	54.2	19,464	29,111	.4628	.4450
HARTFORD - NEW BRITAIN - MIDDLETOWN - BRISTOL	1,054.8	1,060.9	.6	397.0	3.7	19,525,579	52.5	33,461	49,183	9,797,631	54.3	16,595	24,679	.5249	.5040
Hartford	802.3	796.6	–.7	303.0	2.5	15,149,377	52.3	33,647	49,998	7,710,533	53.4	17,001	25,447	.4086	.3907
Middlesex	133.7	140.6	5.2	53.4	9.0	2,537,866	58.8	32,623	47,526	1,241,765	61.3	15,715	23,254	.0651	.0652
Tolland	118.8	123.7	4.1	40.6	-6.6	1,838,336	45.8	33,093	45,279	845,333	52.1	14,584	20,821	.0512	.0481
NEW HAVEN - WATERBURY - MERIDEN	765.7	772.5	.9	288.5	3.6	13,886,472	57.7	31,616	48,133	6,745,391	57.2	15,399	23,381	.3627	.3563
New Haven	765.7	772.5	.9	288.5	3.6	13,886,472	57.7	31,616	48,133	6,745,391	57.2	15,399	23,381	.3627	.3563
NEW LONDON - NORWICH	244.3	249.7	2.2	91.7	5.8	4,831,890	66.9	33,396	52,692	2,335,347	64.0	16,421	25,467	.1188	.1223
New London	244.3	249.7	2.2	91.7	5.8	4,831,890	66.9	33,396	52,692	2,335,347	64.0	16,421	25,467	.1188	.1223
TOTAL METRO COUNTIES	2,876.2	2,902.2	.9	1,072.6	3.7	56,255,678	55.0	35,072	52,448	27,477,728	55.7	17,053	25,618	1.4692	1.4276
TOTAL STATE	3,133.1	3,170.2	1.2	1,171.7	4.0	60,892,316	55.4	34,763	51,969	29,542,088	56.1	16,791	25,213	1.5857	1.5445
DELAWARE															
WILMINGTON	529.6	538.4	1.7	194.4	4.3	9,570,402	62.8	31,547	49,230	4,130,945	58.1	14,013	21,250	.2372	.2379
New Castle	400.0	402.6	.7	146.4	3.2	7,329,213	60.9	32,098	50,063	3,229,492	56.7	14,521	22,059	.1839	.1824
Cecil, Md.	*62.8*	*66.4*	*5.7*	*22.9*	*9.6*	*951,465*	*64.8*	*27,631*	[illegible]	*521,380*	*63.0*	*15,308*	*22,768*	*.0257*	*.0264*
Salem, N. J.	*66.8*	*69.4*	*3.9*	*25.1*	*6.4*	*1,289,724*	*72.4*	*31,699*	*51,383*	*380,073*	*64.1*	*9,814*	*15,142*	*.0276*	*.0291*
TOTAL METRO COUNTIES	400.0	402.6	.7	146.4	3.2	7,329,213	60.9	32,098	50,063	3,229,492	56.7	14,521	22,059	.1839	.1824
TOTAL STATE	608.3	625.0	2.7	226.2	5.1	10,183,214	60.0	29,566	45,019	4,844,636	57.2	14,317	21,417	.2661	.2643

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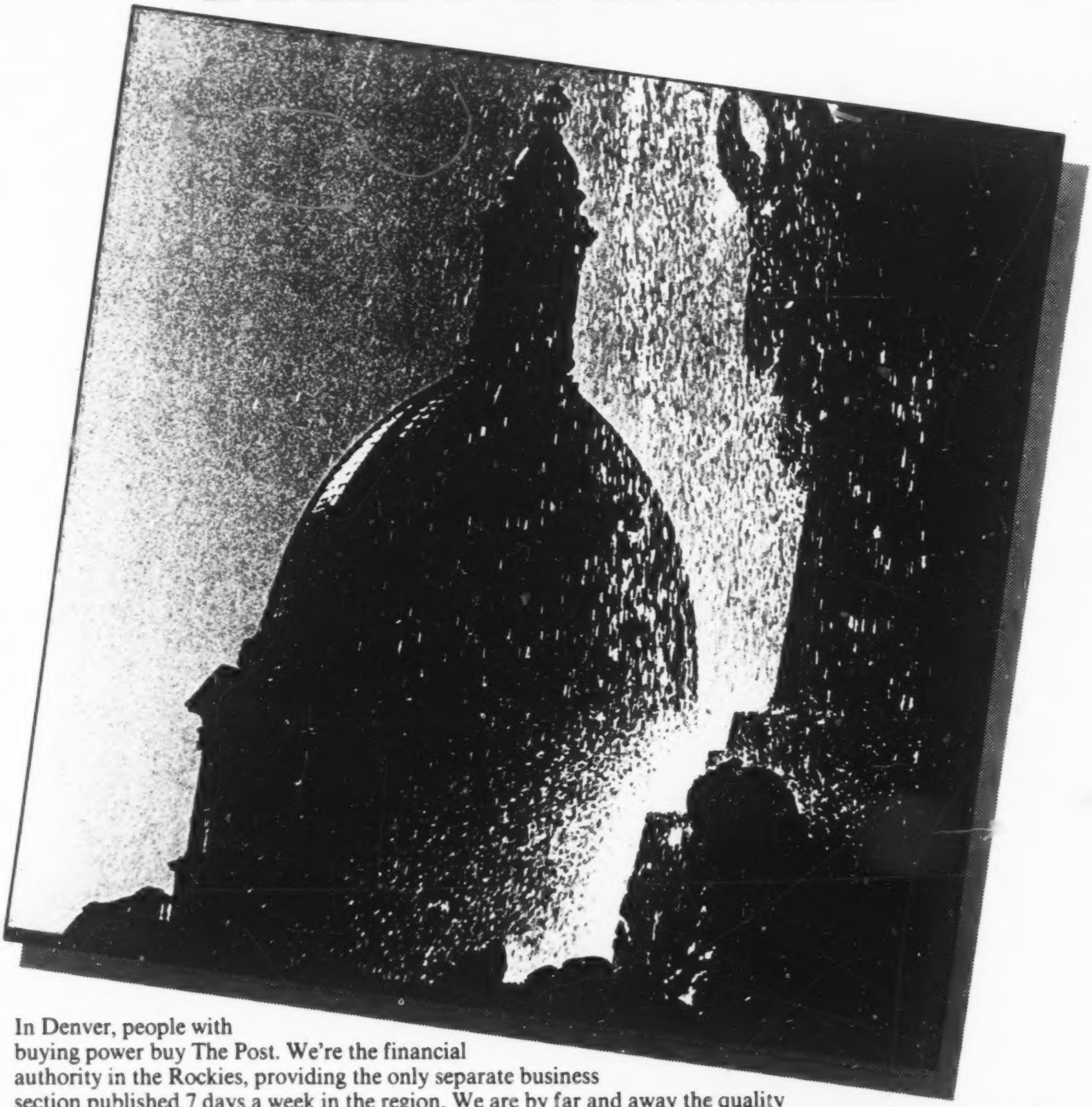

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S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES STATE S&MM METRO AREA County	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
	12/31/83 Total Pop (Thous.)	12/31/88 Total Pop (Thous.)	% Change 1983–1988	12/31/88 Total House-holds (Thous.)	% Change 1983–1988	1988 Total EBI ($000)	% Change 1983–1988	Average Household EBI 1983	Average Household EBI 1988	1988 Total Retail Sales ($000)	% Change 1983–1988	Retail Sales Per Household 1983	Retail Sales Per Household 1988	1983	1988
DISTRICT OF COLUMBIA															
WASHINGTON	**3,363.0**	**3,526.5**	**4.9**	**1,319.0**	**6.7**	**74,666,839**	**63.7**	**36,875**	**56,609**	**33,661,920**	**61.2**	**16,888**	**25,521**	**1.7926**	**1.8242**
District of Columbia	618.4	594.5	–3.9	240.8	–2.9	11,966,501	49.1	32,347	49,695	4,532,084	48.2	12,330	18,821	.3021	.2810
Calvert, Md.	*40.3*	*47.3*	*17.4*	*15.3*	*19.5*	*562,128*	*54.1*	*28,497*	*36,740*	*132,161*	*59.8*	*6,460*	*8,638*	*.0132*	*.0135*
Charles, Md.	*82.7*	*96.9*	*17.2*	*29.8*	*20.2*	*1,164,826*	*54.9*	*30,316*	*39,088*	*504,020*	*61.8*	*12,564*	*16,913*	*.0311*	*.0315*
Frederick, Md.	*126.2*	*142.6*	*13.0*	*47.3*	*14.0*	*1,915,145*	*59.0*	*29,025*	*40,489*	*1,004,430*	*62.3*	*14,912*	*21,235*	*.0523*	*.0531*
Montgomery, Md.	*599.5*	*628.2*	*4.8*	*238.4*	*8.3*	*15,694,580*	*66.3*	*42,883*	*65,833*	*7,228,620*	*63.4*	*20,103*	*30,321*	*.3654*	*.3768*
Prince George's, Md.	*663.0*	*662.5*	*–.1*	*234.7*	*2.4*	*12,591,658*	*59.5*	*34,455*	*53,650*	*6,710,377*	*55.8*	*18,803*	*28,591*	*.3346*	*.3295*
Alexandria city, Va.	*105.2*	*107.8*	*2.5*	*54.1*	*3.6*	*2,988,319*	*64.8*	*34,795*	*55,237*	*1,499,704*	*59.7*	*18,023*	*27,721*	*.0716*	*.0729*
Arlington, Va.	*150.5*	*146.7*	*–2.5*	*71.3*	*–.6*	*4,273,184*	*58.8*	*37,525*	*59,932*	*1,668,718*	*53.5*	*15,162*	*23,404*	*.0981*	*.0958*
Fairfax, Va.	*646.5*	*719.4*	*11.3*	*267.4*	*15.1*	*17,467,671*	*77.7*	*42,325*	*65,324*	*6,902,102*	*75.0*	*16,982*	*25,812*	*.3657*	*.4028*
Fairfax city, Va.	*19.3*	*19.1*	*–1.0*	*7.1*	*.0*	*456,013*	*59.1*	*40,357*	*64,227*	*773,620*	*54.5*	*70,516*	*108,961*	*.0205*	*.0199*
Falls Church city, Va.	*9.1*	*9.3*	*2.2*	*4.3*	*.0*	*275,919*	*59.6*	*40,202*	*64,167*	*354,870*	*54.3*	*53,483*	*82,528*	*.0103*	*.0100*
Loudoun, Va.	*65.1*	*74.2*	*14.0*	*25.5*	*17.5*	*1,164,818*	*61.4*	*33,248*	*45,679*	*441,128*	*65.7*	*12,269*	*17,299*	*.0279*	*.0287*
Manassas city, Va.	*17.0*	*19.3*	*13.5*	*6.7*	*17.5*	*305,282*	*64.3*	*32,592*	*45,564*	*249,579*	*68.0*	*26,070*	*37,251*	*.0092*	*.0097*
Manassas Park city, Va.	*6.7*	*7.0*	*4.5*	*2.0*	*.0*	*67,048*	*28.8*	*26,029*	*33,524*	*36,296*	*38.0*	*13,147*	*18,148*	*.0024*	*.0020*
Prince William, Va.	*166.0*	*194.5*	*17.2*	*57.0*	*16.3*	*3,006,346*	*74.5*	*35,161*	*52,743*	*1,544,205*	*73.2*	*18,192*	*27,091*	*.0736*	*.0807*
Stafford, Va.	*47.5*	*57.2*	*20.4*	*17.3*	*21.0*	*767,401*	*72.8*	*31,047*	*44,358*	*80,006*	*77.0*	*3,161*	*4,625*	*.0146*	*.0163*
TOTAL METRO COUNTIES	**618.4**	**594.5**	**–3.9**	**240.8**	**–2.9**	**11,966,501**	**49.1**	**32,347**	**49,695**	**4,532,084**	**48.2**	**12,330**	**18,821**	**.3021**	**.2810**
TOTAL STATE	**618.4**	**594.5**	**–3.9**	**240.8**	**–2.9**	**11,966,501**	**49.1**	**32,347**	**49,695**	**4,532,084**	**48.2**	**12,330**	**18,821**	**.3021**	**.2810**
FLORIDA															
BRADENTON	**169.6**	**197.5**	**16.5**	**81.3**	**15.6**	**2,862,632**	**73.5**	**23,474**	**35,211**	**1,484,938**	**70.6**	**12,378**	**18,265**	**.0718**	**.0781**
Manatee	169.6	197.5	16.5	81.3	15.6	2,862,632	73.5	23,474	35,211	1,484,938	70.6	12,378	18,265	.0718	.0781
DAYTONA BEACH	**291.4**	**333.7**	**14.5**	**140.4**	**16.6**	**4,726,167**	**76.0**	**22,302**	**33,662**	**2,688,718**	**72.9**	**12,919**	**19,150**	**.1217**	**.1331**
Volusia	291.4	333.7	14.5	140.4	16.6	4,726,167	76.0	22,302	33,662	2,688,718	72.9	12,919	19,150	.1217	.1331
FORT LAUDERDALE - HOLLYWOOD - POMPANO BEACH	**1,121.0**	**1,259.4**	**12.3**	**524.7**	**13.2**	**22,592,746**	**71.3**	**28,460**	**43,058**	**12,321,595**	**68.6**	**15,775**	**23,483**	**.5632**	**.6013**
Broward	1,121.0	1,259.4	12.3	524.7	13.2	22,592,746	71.3	28,460	43,058	12,321,595	68.6	15,775	23,483	.5632	.6013
FORT MYERS - CAPE CORAL	**244.1**	**296.9**	**21.6**	**124.5**	**24.4**	**4,666,947**	**85.7**	**25,100**	**37,486**	**2,663,392**	**83.0**	**14,541**	**21,393**	**.1114**	**.1291**
Lee	244.1	296.9	21.6	124.5	24.4	4,666,947	85.7	25,100	37,486	2,663,392	83.0	14,541	21,393	.1114	.1291
FORT PIERCE	**181.8**	**223.5**	**22.9**	**89.7**	**25.6**	**3,054,325**	**77.0**	**24,164**	**34,050**	**1,576,394**	**77.6**	**12,433**	**17,574**	**.0750**	**.0841**
Martin	77.7	96.1	23.7	40.6	26.9	1,263,494	62.6	24,281	31,121	699,409	71.2	12,766	17,927	.0336	.0358
St. Lucie	104.1	127.4	22.4	49.1	24.6	1,790,831	88.8	24,068	36,473	876,985	83.0	12,163	17,861	.0414	.0483
FORT WALTON BEACH	**117.2**	**126.5**	**7.9**	**46.2**	**11.6**	**1,954,644**	**73.2**	**27,266**	**42,308**	**1,073,900**	**69.3**	**15,318**	**23,245**	**.0502**	**.0534**
Okaloosa	117.2	126.5	7.9	46.2	11.6	1,954,644	73.2	27,266	42,308	1,073,900	69.3	15,318	23,245	.0502	.0534
GAINESVILLE	**188.0**	**209.6**	**11.5**	**79.0**	**15.5**	**2,936,430**	**78.5**	**24,051**	**37,170**	**1,683,703**	**74.7**	**14,092**	**21,313**	**.0758**	**.0832**
Alachua	165.8	185.1	11.6	71.0	15.6	2,694,263	79.7	24,415	37,947	1,560,782	75.3	14,498	21,983	.0688	.0760
Bradford	22.2	24.5	10.4	8.0	14.3	242,167	65.9	20,859	30,271	122,921	66.8	10,527	15,365	.0070	.0072

The best-selling newspaper in Va. and Md. comes from Washington, D.C.

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Source: S&MM "Survey of Buying Power" July 1984

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
STATE S&MM METRO AREA County	12/31/83 Total Pop. (Thous.)	12/31/88 Total Pop. (Thous.)	% Change 1983–1988	12/31/88 Total House-holds (Thous.)	% Change 1983–1988	1988 Total EBI ($000)	% Change 1983–1988	Average Household EBI 1983	Average Household EBI 1988	1988 Total Retail Sales ($000)	% Change 1983–1988	Retail Sales Per Household 1983	Retail Sales Per Household 1988	1983	1988
FL (cont.)															
JACKSONVILLE	**759.9**	**814.2**	**7.1**	**308.1**	**9.8**	**12,287,088**	**67.1**	**26,205**	**39,880**	**6,792,483**	**64.4**	**14,726**	**22,046**	**.3268**	**.3391**
Clay	82.0	102.4	24.9	31.2	23.8	1,420,930	90.6	29,578	45,543	842,857	87.0	17,884	27,015	.0343	.0407
Duval	580.8	596.8	2.8	234.2	6.2	9,259,367	61.8	25,950	39,536	5,220,774	59.3	14,863	22,292	.2551	.2557
Nassau	37.9	44.9	18.5	15.7	22.7	570,340	76.2	25,291	36,327	221,836	76.6	9,816	14,130	.0133	.0150
St. Johns	59.2	70.1	18.4	27.0	22.2	1,036,451	84.4	25,433	38,387	507,016	82.1	12,600	18,778	.0241	.0277
LAKELAND - WINTER HAVEN	**351.1**	**391.7**	**11.6**	**145.5**	**14.7**	**4,730,176**	**60.0**	**23,321**	**32,510**	**2,707,677**	**61.7**	**13,204**	**18,609**	**.1355**	**.1383**
Polk	351.1	391.7	11.6	145.5	14.7	4,730,176	60.0	23,321	32,510	2,707,677	61.7	13,204	18,609	.1355	.1383
MELBOURNE - TITUSVILLE - PALM BAY	**300.7**	**338.2**	**12.5**	**139.0**	**16.3**	**4,175,872**	**45.5**	**24,017**	**30,042**	**2,331,992**	**55.1**	**12,585**	**16,777**	**.1251**	**.1205**
Brevard	300.7	338.2	12.5	139.0	16.3	4,175,872	45.5	24,017	30,042	2,331,992	55.1	12,585	16,777	.1251	.1205
MIAMI - HIALEAH	**1,764.5**	**1,958.5**	**11.0**	**710.8**	**10.0**	**28,373,586**	**63.2**	**26,909**	**39,918**	**15,946,220**	**62.7**	**15,178**	**22,434**	**.7708**	**.7930**
Dade	1,764.5	1,958.5	11.0	710.8	10.0	28,373,586	63.2	26,909	39,918	15,946,220	62.7	15,178	22,434	.7708	.7930
MIAMI - FORT LAUDERDALE CONSOLIDATED AREA	***2,885.5***	***3,217.9***	***11.5***	***1,235.5***	***11.4***	***50,966,332***	***66.7***	***27,557***	***41,252***	***28,267,815***	***65.2***	***15,427***	***22,880***	***1.3340***	***1.3943***
NAPLES	**106.1**	**133.5**	**25.8**	**56.2**	**30.4**	**1,842,398**	**59.9**	**26,737**	**32,783**	**1,345,915**	**72.4**	**18,109**	**23,949**	**.0535**	**.0570**
Collier	106.1	133.5	25.8	56.2	30.4	1,842,398	59.9	26,737	32,783	1,345,915	72.4	18,109	23,949	.0535	.0570
OCALA	**145.3**	**175.9**	**21.1**	**68.5**	**24.3**	**1,887,224**	**70.4**	**20,105**	**27,551**	**1,175,126**	**73.9**	**12,266**	**17,155**	**.0533**	**.0583**
Marion	145.3	175.9	21.1	68.5	24.3	1,887,224	70.4	20,105	27,551	1,175,126	73.9	12,266	17,155	.0533	.0583
ORLANDO	**804.5**	**933.7**	**16.1**	**348.1**	**18.4**	**13,652,805**	**75.6**	**26,447**	**39,221**	**8,111,165**	**74.7**	**15,792**	**23,301**	**.3526**	**.3879**
Orange	523.3	591.0	12.9	224.6	16.3	8,936,660	75.6	26,359	39,789	5,534,544	73.7	16,503	24,642	.2342	.2558
Osceola	64.0	80.8	26.3	30.9	28.2	974,862	87.1	21,625	31,549	519,915	86.2	11,589	16,826	.0238	.0279
Seminole	217.2	261.9	20.6	92.6	20.6	3,741,283	72.9	28,182	40,403	2,056,706	74.8	15,324	22,211	.0946	.1042
PANAMA CITY	**104.9**	**114.7**	**9.3**	**43.7**	**13.2**	**1,000,008**	**32.5**	**19,556**	**22,883**	**974,119**	**48.4**	**17,001**	**22,291**	**.0417**	**.0382**
Bay	104.9	114.7	9.3	43.7	13.2	1,000,008	32.5	19,556	22,883	974,119	48.4	17,001	22,291	.0417	.0382
PENSACOLA	**306.5**	**328.9**	**7.3**	**120.4**	**11.0**	**5,018,444**	**74.3**	**26,540**	**41,681**	**2,629,570**	**68.5**	**14,381**	**21,840**	**.1272**	**.1359**
Escambia	243.9	256.7	5.2	94.7	9.0	3,916,212	70.9	26,372	41,354	2,246,502	66.4	15,536	23,722	.1040	.1092
Santa Rosa	62.6	72.2	15.3	25.7	19.0	1,102,232	87.5	27,217	42,888	383,068	82.2	9,734	14,905	.0232	.0267
SARASOTA	**233.5**	**274.1**	**17.4**	**123.7**	**19.2**	**4,362,644**	**68.9**	**24,878**	**35,268**	**2,625,245**	**70.7**	**14,818**	**21,223**	**.1142**	**.1225**
Sarasota	233.5	274.1	17.4	123.7	19.2	4,362,644	68.9	24,878	35,268	2,625,245	70.7	14,818	21,223	.1142	.1225
TALLAHASSEE	**204.6**	**224.6**	**9.8**	**82.9**	**13.1**	**3,095,870**	**70.0**	**24,837**	**37,345**	**1,751,387**	**69.2**	**14,118**	**21,127**	**.0828**	**.0876**
Gadsden	42.3	43.4	2.6	13.3	4.7	277,517	26.6	17,261	20,866	146,941	36.8	8,459	11,048	.0111	.0096
Leon	162.3	181.2	11.6	69.6	14.9	2,818,353	76.0	26,425	40,494	1,604,446	73.0	15,304	23,052	.0717	.0780
TAMPA - ST. PETERSBURG - CLEARWATER	**1,787.8**	**2,019.3**	**12.9**	**835.8**	**14.0**	**30,951,413**	**73.5**	**24,338**	**37,032**	**16,409,853**	**70.4**	**13,136**	**19,634**	**.7782**	**.8399**
Hernando	57.4	74.4	29.6	31.4	34.2	830,546	83.7	19,321	26,451	401,064	89.1	9,064	12,773	.0199	.0235
Hillsborough	703.8	782.6	11.2	300.1	13.8	11,765,400	73.8	25,686	39,205	7,466,000	71.1	16,555	24,878	.3155	.3400
Pasco	233.3	285.5	22.4	118.0	21.4	3,513,694	81.4	19,931	29,777	1,280,535	79.3	7,350	10,852	.0794	.0906
Pinellas	793.3	876.8	10.5	386.3	10.8	14,841,773	71.1	24,883	38,420	7,262,254	67.4	12,438	18,800	.3634	.3858
WEST PALM BEACH - BOCA RATON - DELRAY BEACH	**664.5**	**782.1**	**17.7**	**334.7**	**21.2**	**15,431,063**	**86.0**	**30,045**	**46,104**	**7,422,571**	**82.7**	**14,711**	**22,177**	**.3372**	**.3887**
Palm Beach	664.5	782.1	17.7	334.7	21.2	15,431,063	86.0	30,045	46,104	7,422,571	82.7	14,711	22,177	.3372	.3887
TOTAL METRO COUNTIES	**9,847.0**	**11,136.5**	**13.1**	**4,403.2**	**14.9**	**169,602,482**	**70.8**	**25,903**	**38,518**	**93,715,963**	**69.3**	**14,443**	**21,284**	**4.3680**	**4.6692**
TOTAL STATE	**10,815.5**	**12,244.4**	**13.2**	**4,830.7**	**15.0**	**182,214,261**	**70.3**	**25,469**	**37,720**	**99,845,561**	**69.0**	**14,067**	**20,669**	**4.7093**	**5.0257**
GEORGIA															
ALBANY	**117.1**	**123.0**	**5.0**	**41.2**	**6.5**	**1,490,844**	**57.9**	**24,404**	**36,186**	**840,775**	**54.9**	**14,029**	**20,407**	**.0437**	**.0433**
Dougherty	103.2	107.1	3.8	36.3	5.8	1,271,210	55.1	23,900	35,020	829,088	54.7	15,628	22,840	.0398	.0389
Lee	13.9	15.9	14.4	4.9	11.4	219,634	76.2	28,331	44,823	11,687	69.9	1,563	2,385	.0039	.0044
ATHENS	**137.2**	**149.8**	**9.2**	**54.4**	**10.3**	**1,821,612**	**62.6**	**22,719**	**33,486**	**1,044,189**	**62.5**	**13,034**	**19,195**	**.0518**	**.0532**
Clarke	76.5	82.3	7.6	31.1	9.1	1,123,772	66.6	23,673	36,134	854,622	64.0	18,285	27,480	.0341	.0353
Jackson	26.9	28.7	6.7	9.7	5.4	303,273	53.9	21,419	31,265	146,031	54.4	10,280	15,055	.0089	.0088
Madison	19.5	22.0	12.8	7.7	14.9	164,149	36.5	17,943	21,318	21,811	48.3	2,195	2,833	.0046	.0043
Oconee	14.3	16.8	17.5	5.9	20.4	230,418	79.9	26,142	39,054	21,725	78.7	2,481	3,682	.0042	.0048
ATLANTA	**2,320.0**	**2,564.0**	**10.5**	**952.4**	**13.4**	**41,920,957**	**71.9**	**29,039**	**44,016**	**20,779,502**	**67.8**	**14,751**	**21,818**	**1.0341**	**1.1012**
Barrow	23.3	25.9	11.2	9.2	13.6	245,565	49.5	20,277	26,692	135,542	55.1	10,786	14,733	.0077	.0076
Butts	14.9	16.4	10.1	4.9	11.4	174,357	60.9	24,624	35,583	59,395	60.1	8,431	12,121	.0047	.0046
Cherokee	60.7	73.5	21.1	24.5	22.5	863,224	72.0	25,093	35,234	247,402	73.6	7,125	10,098	.0196	.0214
Clayton	166.5	188.8	13.4	67.1	17.1	2,989,097	78.4	29,235	44,547	1,864,482	75.8	18,508	27,787	.0768	.0851
Cobb	340.7	401.5	17.8	154.3	21.9	8,306,003	93.3	33,939	53,830	4,193,901	87.4	17,681	27,180	.1777	.2108
Coweta	41.7	45.2	8.4	15.8	10.5	527,846	55.7	23,715	33,408	257,867	58.6	11,373	16,321	.0150	.0148
De Kalb	503.5	530.1	5.3	202.6	8.9	8,823,476	57.4	30,113	43,551	5,168,964	58.6	17,515	25,513	.2455	.2436
Douglas	65.1	76.7	17.8	25.0	21.4	1,023,504	78.1	27,902	40,940	366,640	76.3	10,096	14,666	.0232	.0258
Fayette	37.8	48.4	28.0	16.5	32.0	917,392	103.6	36,040	55,600	130,472	96.7	5,306	7,907	.0145	.0184
Forsyth	32.3	38.2	18.3	13.7	22.3	500,598	75.0	25,534	36,540	144,374	75.8	7,333	10,538	.0110	.0121
Fulton	583.3	580.2	–.5	232.7	2.2	9,759,555	59.6	26,857	41,941	5,517,936	55.6	15,574	23,713	.2704	.2659
Gwinnett	213.5	270.0	26.5	95.5	31.0	4,520,773	93.2	32,102	47,338	1,424,385	91.5	10,201	14,915	.0873	.1052
Henry	41.6	48.9	17.5	16.5	20.4	583,002	61.6	26,336	35,333	159,250	65.6	7,021	9,652	.0138	.0143
Newton	37.6	41.7	10.9	13.7	12.3	472,608	62.8	23,790	34,497	205,660	62.5	10,376	15,012	.0127	.0131
Paulding	29.4	34.0	15.6	12.1	19.8	363,285	65.0	21,805	30,024	82,093	66.2	4,890	6,785	.0085	.0089
Rockdale	43.6	53.0	21.6	17.4	24.3	787,406	87.4	30,011	45,253	303,540	84.5	11,748	17,445	.0168	.0197
Spalding	50.7	54.3	7.1	18.6	8.8	655,362	67.6	22,870	35,235	364,748	63.5	13,045	19,610	.0184	.0190
Walton	33.8	37.2	10.1	12.3	12.8	407,904	66.3	22,500	33,163	152,851	65.3	8,483	12,427	.0105	.0109

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
STATE S&MM METRO AREA County	12/31/83 Total Pop. (Thous.)	12/31/88 Total Pop. (Thous.)	% Change 1983–1988	12/31/88 Total House-holds (Thous.)	% Change 1983–1988	1988 Total EBI ($000)	% Change 1983–1988	Average Household EBI 1983	Average Household EBI 1988	1988 Total Retail Sales ($000)	% Change 1983–1988	Retail Sales Per Household 1983	Retail Sales Per Household 1988	1983	1988
GA (cont.)															
AUGUSTA	**365.5**	**395.5**	**8.2**	**139.7**	**10.6**	**5,380,990**	**70.4**	**24,997**	**38,518**	**2,740,655**	**64.9**	**13,162**	**19,618**	**.1410**	**.1476**
Columbia	48.3	59.6	23.4	20.6	27.2	792,428	80.8	27,048	38,467	202,345	80.4	6,924	9,823	.0164	.0186
McDuffie	19.5	20.6	5.6	7.3	7.4	165,302	32.2	18,394	22,644	120,954	40.7	12,642	16,569	.0066	.0058
Richmond	187.4	198.7	6.0	67.7	7.5	2,678,333	68.1	25,288	39,562	1,708,127	63.9	16,547	25,231	.0765	.0792
Aiken, S. C.	*110.3*	*116.6*	*5.7*	*44.1*	*9.4*	*1,744,927*	*74.4*	*24,833*	*39,568*	*709,229*	*68.2*	*10,466*	*16,082*	*.0415*	*.0440*
COLUMBUS	**237.0**	**239.8**	**1.2**	**81.3**	**2.9**	**2,666,143**	**46.9**	**22,969**	**32,794**	**1,577,519**	**47.7**	**13,518**	**19,404**	**.0860**	**.0801**
Chattahoochee	21.7	22.2	2.3	3.1	.0	302,656	60.2	60,935	97,631	10,909	54.6	2,276	3,519	.0060	.0060
Muscogee	168.5	170.9	1.4	61.0	3.0	1,899,159	44.1	22,264	31,134	1,363,780	47.3	15,644	22,357	.0660	.0609
Russell, Ala.	*46.8*	*46.7*	*–.2*	*17.2*	*3.0*	*464,328*	*50.9*	*18,421*	*26,996*	*202,830*	*50.5*	*8,068*	*11,792*	*.0140*	*.0132*
MACON - WARNER ROBINS	**273.0**	**285.1**	**4.4**	**101.6**	**6.9**	**4,176,048**	**67.7**	**26,217**	**41,103**	**2,187,613**	**60.7**	**14,330**	**21,532**	**.1110**	**.1138**
Bibb	151.7	153.3	1.1	55.6	3.0	2,061,580	59.0	24,012	37,079	1,432,697	55.8	17,030	25,768	.0640	.0628
Houston	82.8	89.7	8.3	31.4	12.1	1,543,882	78.2	30,944	49,168	609,435	72.0	12,656	19,409	.0346	.0377
Jones	18.5	21.0	13.5	7.1	16.4	286,315	76.9	26,540	40,326	33,328	71.1	3,194	4,694	.0054	.0060
Peach	20.0	21.1	5.5	7.5	8.7	284,271	71.6	24,007	37,903	112,153	65.2	9,836	14,954	.0070	.0073
SAVANNAH	**226.7**	**233.7**	**3.1**	**84.4**	**5.2**	**3,244,047**	**62.7**	**24,857**	**38,437**	**1,885,761**	**58.5**	**14,834**	**22,343**	**.0921**	**.0925**
Chatham	206.3	210.4	2.0	76.3	4.0	2,982,594	62.1	25,067	39,090	1,828,369	58.2	15,745	23,963	.0862	.0862
Effingham	20.4	23.3	14.2	8.1	19.1	261,453	70.2	22,596	32,278	57,392	68.8	4,999	7,085	.0059	.0063
TOTAL METRO COUNTIES	**3,628.8**	**3,942.0**	**8.6**	**1,433.6**	**11.2**	**59,595,977**	**68.4**	**27,452**	**41,571**	**30,644,721**	**64.4**	**14,461**	**21,376**	**1.5390**	**1.6064**
TOTAL STATE	**5,777.4**	**6,204.8**	**7.4**	**2,211.0**	**9.7**	**82,249,354**	**63.5**	**24,969**	**37,200**	**42,600,525**	**61.0**	**13,135**	**19,268**	**2.2398**	**2.2837**
HAWAII															
HONOLULU	**805.8**	**872.2**	**8.2**	**283.6**	**12.2**	**14,204,423**	**66.2**	**33,802**	**50,086**	**6,936,412**	**65.4**	**16,592**	**24,458**	**.3579**	**.3717**
Honolulu	805.8	872.2	8.2	283.6	12.2	14,204,423	66.2	33,802	50,086	6,936,412	65.4	16,592	24,458	.3579	.3717
TOTAL METRO COUNTIES	**805.8**	**872.2**	**8.2**	**283.6**	**12.2**	**14,204,423**	**66.2**	**33,802**	**50,086**	**6,936,412**	**65.4**	**16,592**	**24,458**	**.3579**	**.3717**
TOTAL STATE	**1,033.4**	**1,135.6**	**9.9**	**370.7**	**13.6**	**17,375,428**	**64.8**	**32,331**	**46,872**	**8,864,697**	**65.3**	**16,438**	**23,913**	**.4498**	**.4662**
IDAHO															
BOISE	**190.6**	**215.0**	**12.8**	**82.8**	**16.1**	**3,289,113**	**73.3**	**26,624**	**39,724**	**2,155,385**	**72.8**	**17,496**	**26,031**	**.0884**	**.0958**
Ada	190.6	215.0	12.8	82.8	16.1	3,289,113	73.3	26,624	39,724	2,155,385	72.8	17,496	26,031	.0884	.0958
TOTAL METRO COUNTIES	**190.6**	**215.0**	**12.8**	**82.8**	**16.1**	**3,289,113**	**73.3**	**26,624**	**39,724**	**2,155,385**	**72.8**	**17,496**	**26,031**	**.0884**	**.0958**
TOTAL STATE	**1,003.5**	**1,088.7**	**8.5**	**382.9**	**10.0**	**13,361,537**	**63.9**	**23,417**	**34,896**	**8,267,129**	**63.1**	**14,560**	**21,591**	**.3884**	**.3989**
ILLINOIS															
ALTON - GRANITE CITY	**267.3**	**265.6**	**–.6**	**102.2**	**2.5**	**3,378,330**	**37.3**	**24,674**	**33,056**	**1,832,070**	**42.0**	**12,940**	**17,926**	**.1080**	**.0959**
Jersey	21.4	22.5	5.1	7.8	6.8	212,939	29.2	22,577	27,300	87,597	41.4	8,488	11,230	.0069	.0061
Madison	245.9	243.1	–1.1	94.4	2.2	3,165,391	37.9	24,840	33,532	1,744,473	42.0	13,291	18,480	.1011	.0898
AURORA - ELGIN	**329.6**	**348.2**	**5.6**	**125.9**	**9.1**	**6,088,188**	**63.1**	**32,354**	**48,357**	**2,927,658**	**59.7**	**15,884**	**23,254**	**.1543**	**.1564**
Kane	289.1	303.2	4.9	109.9	8.4	5,370,355	63.6	32,376	48,866	2,793,433	59.7	17,249	25,418	.1392	.1410
Kendall	40.5	45.0	11.1	16.0	14.3	717,833	59.3	32,196	44,865	134,225	59.7	6,005	8,389	.0151	.0154
BLOOMINGTON - NORMAL	**123.9**	**129.8**	**4.8**	**49.2**	**8.8**	**2,153,116**	**63.8**	**29,078**	**43,763**	**1,072,598**	**59.7**	**14,859**	**21,801**	**.0558**	**.0565**
McLean	123.9	129.8	4.8	49.2	8.8	2,153,116	63.8	29,078	43,763	1,072,598	59.7	14,859	21,801	.0558	.0565
CHAMPAIGN - URBANA - RANTOUL	**168.8**	**168.1**	**–.4**	**62.8**	**3.0**	**2,424,982**	**48.0**	**26,866**	**38,614**	**1,376,484**	**48.0**	**15,243**	**21,919**	**.0731**	**.0681**
Champaign	168.8	168.1	–.4	62.8	3.0	2,424,982	48.0	26,866	38,614	1,376,484	48.0	15,243	21,919	.0731	.0681
CHICAGO	**6,028.5**	**5,976.6**	**–.9**	**2,263.6**	**2.3**	**103,547,806**	**53.6**	**30,481**	**45,745**	**46,987,184**	**51.0**	**14,069**	**20,758**	**2.7460**	**2.6217**
Cook	5,148.0	4,993.3	–3.0	1,900.9	.2	81,179,979	47.4	29,024	42,706	36,830,447	45.5	13,339	19,375	2.2598	2.0800
Du Page	719.7	804.6	11.8	293.6	15.6	19,190,957	83.0	40,607	64,270	8,881,980	76.2	19,522	29,745	.4136	.4643
McHenry	160.8	178.7	11.1	64.1	14.9	3,176,870	71.5	33,194	49,561	1,274,757	67.1	13,672	19,887	.0726	.0774
CHICAGO - GARY - LAKE COUNTY CONSOLIDATED AREA	***7,965.4***	***8,007.6***	***.5***	***2,966.6***	***3.5***	***137,573,086***	***55.4***	***30,891***	***46,374***	***60,963,332***	***52.2***	***13,981***	***20,550***	***3.5895***	[illegible]
DAVENPORT - ROCK ISLAND - MOLINE	**388.7**	**394.2**	**1.4**	**153.4**	**4.8**	**7,000,637**	**60.1**	**29,874**	**45,636**	**3,166,365**	**54.9**	**13,960**	**20,641**	**.1785**	**.1763**
Henry	57.4	56.5	–1.6	21.7	2.4	951,435	58.7	28,279	43,845	362,827	52.4	11,231	16,720	.0238	.0231
Rock Island	165.9	165.0	–.5	65.4	2.5	3,333,269	65.1	31,654	50,967	1,362,835	56.1	13,682	20,838	[illegible]	.0799
Scott, Iowa	*165.4*	*172.7*	*4.4*	*66.3*	*8.0*	*2,715,933*	*54.8*	*28,576*	*40,964*	*1,440,703*	*54.5*	*15,190*	*21,730*	*.0753*	*.0733*
DECATUR	**132.0**	**132.5**	**.4**	**52.7**	**3.9**	**2,409,868**	**64.4**	**28,918**	**45,728**	**1,036,251**	**56.5**	**13,062**	**19,663**	**.0594**	**.0595**
Macon	132.0	132.5	.4	52.7	3.9	2,409,868	64.4	28,918	45,728	1,036,251	56.5	13,062	19,663	.0594	.0595
EAST ST. LOUIS - BELLEVILLE	**296.5**	**290.3**	**–2.1**	**106.4**	**.9**	**3,974,484**	**51.2**	**24,935**	**37,354**	**1,910,638**	**47.4**	**12,296**	**17,957**	**.1144**	**.1074**
Clinton	34.1	36.1	5.9	12.8	8.5	511,399	68.3	25,754	39,953	172,887	62.1	9,036	13,507	.0121	.0126
St. Clair	262.4	254.2	–3.1	93.6	.0	3,463,085	49.0	24,832	36,999	1,737,751	46.1	12,707	18,566	.1023	.0948
JOLIET	**381.5**	**417.1**	**9.3**	**141.0**	**12.5**	**6,806,595**	**68.7**	**32,209**	**48,274**	**2,031,442**	**63.5**	**9,915**	**14,407**	**.1504**	**.1574**
Grundy	32.0	33.9	5.9	12.7	8.5	478,492	46.4	27,933	37,677	213,215	48.9	12,242	16,789	.0134	.0125
Will	349.5	383.2	9.6	128.3	12.9	6,328,103	70.6	32,649	49,323	1,818,227	65.4	9,676	14,172	.1370	.1449
KANKAKEE	**104.5**	**106.4**	**1.8**	**39.3**	**5.4**	**1,564,807**	**58.6**	**26,443**	**39,817**	**763,057**	**54.7**	**13,222**	**19,416**	**.0426**	**.0418**
Kankakee	104.5	106.4	1.8	39.3	5.4	1,564,807	58.6	26,443	39,817	763,057	54.7	13,222	19,416	.0426	.0418
LAKE COUNTY	**467.1**	**499.6**	**7.0**	**171.0**	**11.0**	**10,616,925**	**72.6**	**39,926**	**62,087**	**3,939,151**	**65.9**	**15,410**	**23,036**	**.2318**	**.2457**
Lake	467.1	499.6	7.0	171.0	11.0	10,616,925	72.6	39,926	62,087	3,939,151	65.9	15,410	23,036	.2318	.2457
PEORIA	**370.9**	**381.0**	**2.7**	**146.5**	**6.2**	**7,005,385**	**65.4**	**30,684**	**47,818**	**3,347,428**	**58.4**	**13,940**	**20,802**	**.1710**	**.1735**
Peoria	200.3	204.0	1.8	80.1	5.4	3,858,170	66.4	30,505	48,167	1,845,107	58.5	15,315	23,035	.0962	.0977
Tazewell	135.5	139.5	3.0	52.9	6.0	2,566,750	65.0	31,174	48,521	980,628	58.1	12,432	18,537	.0606	.0614
Woodford	35.1	37.5	6.8	13.5	11.6	580,465	61.0	29,789	42,997	221,693	59.1	11,517	16,422	.0142	.0144

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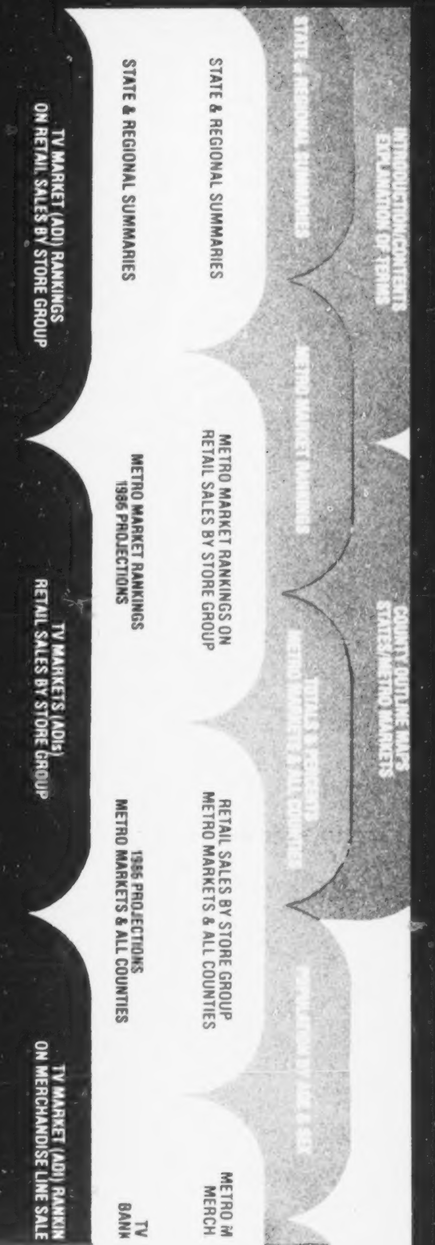
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USER'S GUIDE
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Here are just some of the users and uses for the information found in the new DATA SERVICE.

1 MARKETING/PRODUCT MANAGEMENT

define market potential
evaluate sales performance
determine distribution pattern
examine weaknesses & strengths in relation to existing market
develop index of product demand
determine product potentials
select markets, strategy, & ad support for new products
create buying power indexes for special products

2 SALES MANAGEMENT

map sales territories
set quotas
set objectives for branches, dealers, distributors, wholesalers & retailers
analyze sales variations
route sales force—rate its efficiency
compare potentials/travel time
spot performance weaknesses
modernize sales organization

3 ADVERTISING/MEDIA

set budgets—allocate advertising dollars—spot media decisions
city, country, metro areas
analyze TV markets (ADI's)
compare media coverage/market size
select test markets
apply advertising pressure where needed
check ad results against potential sales

4 MARKET ANALYSIS

check year-to-year changes
spot high income concentrations
relate household incomes to price tags
trace population shifts—review market changes
choose market by demographics
forecast regional and national totals
differentiate markets by retail sales price
select quality markets

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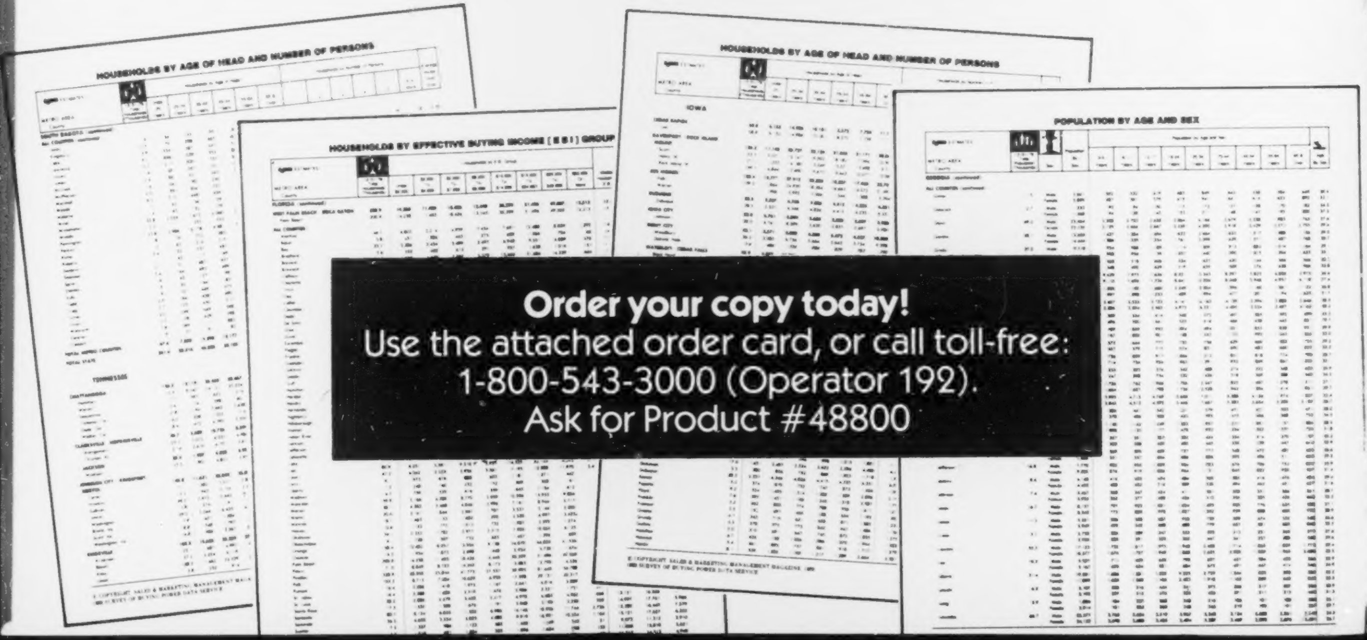
HOUSEHOLDS BY AGE OF HEAD AND NUMBER OF PERSONS
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	12/31/83 Total Pop. (Thous.)	12/31/88 Total Pop. (Thous.)	% Change 1983–1988	12/31/88 Total House-holds (Thous.)	% Change 1983–1988	1988 Total EBI ($000)	% Change 1983–1988	Average Household EBI 1983	Average Household EBI 1988	1988 Total Retail Sales ($000)	% Change 1983–1988	Retail Sales Per Household 1983	Retail Sales Per Household 1988	1983	1988
IL (cont.)															
ROCKFORD	**281.2**	**283.3**	**.7**	**108.7**	**4.0**	**4,751,817**	**56.7**	**29,018**	**43,715**	**2,003,523**	**52.6**	**12,565**	**18,432**	**.1223**	**.1185**
Boone	29.5	30.7	4.1	11.2	6.7	394,311	40.8	26,677	35,206	145,468	44.5	9,588	12,988	.0112	.0100
Winnebago	251.7	252.6	.4	97.5	3.7	4,357,506	58.3	29,279	44,692	1,858,055	53.3	12,897	19,057	.1111	.1085
SPRINGFIELD	**193.6**	**201.1**	**3.9**	**84.0**	**7.4**	**3,060,930**	**49.7**	**26,156**	**36,440**	**1,655,166**	**50.4**	**14,076**	**19,704**	**.0882**	**.0837**
Menard	12.4	13.3	7.3	5.1	10.9	156,309	40.1	24,247	30,549	51,457	46.6	7,629	10,090	.0043	.0040
Sangamon	181.2	187.8	3.6	78.9	7.2	2,904,621	50.2	26,275	36,814	1,603,709	50.5	14,479	20,326	.0839	.0797
TOTAL METRO COUNTIES	**9,389.4**	**9,442.6**	**.6**	**3,548.3**	**3.8**	**162,311,870**	**56.1**	**30,403**	**45,744**	**72,397,444**	**52.7**	**13,870**	**20,403**	**4.2278**	**4.0956**
TOTAL STATE	**11,511.2**	**11,605.7**	**.8**	**4,398.1**	**4.0**	**190,650,908**	**54.9**	**29,113**	**43,348**	**85,834,959**	**52.1**	**13,346**	**19,516**	**5.0462**	**4.8648**
INDIANA															
ANDERSON	**137.3**	**133.9**	**-2.5**	**49.5**	**-.8**	**1,706,478**	**42.7**	**23,958**	**34,474**	**856,813**	**41.4**	**12,140**	**17,309**	**.0526**	**.0474**
Madison	137.3	133.9	-2.5	49.5	-.8	1,706,478	42.7	23,958	34,474	856,813	41.4	12,140	17,309	.0526	.0474
BLOOMINGTON	**101.3**	**104.8**	**3.5**	**38.1**	**7.0**	**1,460,821**	**70.2**	**24,109**	**38,342**	**675,890**	**62.7**	**11,670**	**17,740**	**.0376**	**.0389**
Monroe	101.3	104.8	3.5	38.1	7.0	1,460,821	70.2	24,109	38,342	675,890	62.7	11,670	17,740	.0376	.0389
ELKHART - GOSHEN	**139.7**	**143.0**	**2.4**	**51.3**	**3.6**	**2,079,838**	**62.4**	**25,869**	**40,543**	**1,286,731**	**57.9**	**16,464**	**25,082**	**.0601**	**.0599**
Elkhart	139.7	143.0	2.4	51.3	3.6	2,079,838	62.4	25,869	40,543	1,286,731	57.9	16,464	25,082	.0601	.0599
EVANSVILLE	**282.7**	**295.6**	**4.6**	**112.5**	**6.4**	**4,684,264**	**66.7**	**26,585**	**41,638**	**2,394,701**	**61.7**	**14,010**	**21,286**	**.1217**	**.1247**
Posey	28.0	30.3	8.2	10.4	8.3	394,995	64.5	25,020	37,980	119,688	60.5	7,770	11,508	.0094	.0096
Vanderburgh	166.0	167.9	1.1	66.5	3.1	3,034,091	70.7	27,561	45,625	1,728,754	62.6	16,482	25,996	.0791	.0819
Warrick	46.3	52.8	14.0	18.1	16.0	634,698	57.4	25,846	35,066	200,144	60.3	8,003	11,058	.0157	.0159
Henderson, Ky.	*42.4*	*44.6*	*5.2*	*17.5*	*9.4*	*620,480*	*59.5*	*24,307*	*35,456*	*346,115*	*58.6*	*13,643*	*19,778*	*.0175*	*.0173*
FORT WAYNE	**355.2**	**356.2**	**.3**	**128.2**	**1.5**	**5,158,924**	**54.4**	**26,461**	**40,241**	**2,784,292**	**51.3**	**14,569**	**21,718**	**.1484**	**.1424**
Allen	294.6	294.7	.0	107.0	1.4	4,461,056	56.2	27,063	41,692	2,463,485	52.2	15,345	23,023	.1272	.1229
De Kalb	33.9	34.2	.9	11.9	2.6	378,710	41.1	23,142	31,824	172,362	42.6	10,420	14,484	.0117	.0107
Whitley	26.7	27.3	2.2	9.3	1.1	319,158	46.1	23,742	34,318	148,445	48.1	10,894	15,962	.0095	.0088
GARY - HAMMOND	**636.4**	**644.8**	**1.3**	**219.7**	**2.4**	**8,211,892**	**42.0**	**26,960**	**37,[illegible]78**	**4,380,599**	**43.6**	**14,221**	**19,939**	**.2554**	**.2321**
Lake	506.7	501.0	-1.1	171.6	.0	6,118,129	36.4	26,131	35,653	3,699,844	40.9	15,302	21,561	.2057	.1815
Porter	129.7	143.8	10.9	48.1	12.1	2,093,763	61.2	30,273	43,529	680,755	60.4	9,895	14,153	.0497	.0506
INDIANAPOLIS	**1,180.4**	**1,198.0**	**1.5**	**442.5**	**3.2**	**18,671,036**	**59.0**	**27,397**	**42,194**	**10,222,584**	**55.4**	**15,349**	**23,102**	**.5188**	**.5102**
Boone	38.1	40.3	5.8	14.3	7.5	502,849	45.7	25,941	35,164	261,918	51.9	12,960	18,316	.0150	.0142
Hamilton	92.0	105.7	14.9	35.8	16.2	1,584,305	62.6	31,644	44,254	535,239	68.0	10,344	14,951	.0368	.0383
Hancock	46.4	49.9	7.5	16.9	9.7	645,239	55.0	27,028	38,180	205,385	57.8	8,450	12,153	.0161	.0159
Hendricks	74.5	80.7	8.3	26.5	9.1	1,075,005	54.8	28,581	40,566	381,823	57.6	9,970	14,408	.0275	0271
Johnson	82.2	89.1	8.4	30.9	12.0	1,258,067	65.0	27,618	40,714	587,052	64.2	12,952	18,998	.0323	.0333
Marion	753.3	735.7	-2.3	285.1	.0	12,491,703	60.6	27,267	43,815	7,752,125	54.5	17,592	27,191	.3578	.3507
Morgan	53.8	56.2	4.5	19.0	5.6	670,728	49.2	24,980	35,301	263,821	52.7	9,598	13,885	.0187	.0177
Shelby	40.1	40.4	.7	14.0	.0	443,140	37.0	23,099	31,653	235,221	40.4	11,968	16,802	.0146	.0130
KOKOMO	**102.8**	**101.3**	**-1.5**	**37.7**	**.5**	**1,466,381**	**50.1**	**26,055**	**38,896**	**795,917**	**48.1**	**14,332**	**21,[illegible]12**	**.0433**	**.0406**
Howard	86.2	84.9	-1.5	31.6	.6	1,264,596	52.5	26,409	40,019	722,984	48.9	15,464	22,879	.0374	.0354
Tipton	16.6	16.4	-1.2	6.1	.0	201,785	36.5	24,235	33,080	72,933	40.6	8,502	11,956	.0059	.0052
LAFAYETTE	**123.2**	**125.1**	**1.5**	**43.5**	**3.6**	**1,909,840**	**65.5**	**27,471**	**43,904**	**947,768**	**58.6**	**14,230**	**21,788**	**.0504**	**.0509**
Tippecanoe	123.2	125.1	1.5	43.5	3.6	1,909,840	65.5	27,471	43,904	947,768	58.6	14,230	21,788	.0504	.0509
MUNCIE	**125.1**	**124.6**	**-.4**	**44.4**	**1.1**	**1,696,329**	**57.6**	**24,521**	**38,206**	**969,870**	**53.6**	**14,385**	**21,844**	**.0497**	**.0483**
Delaware	125.1	124.6	-.4	44.4	1.1	1,696,329	57.6	24,521	38,206	969,870	53.6	14,385	21,844	.0497	.0483
SOUTH BEND - MISHAWAKA	**236.7**	**234.0**	**-1.1**	**87.7**	**1.7**	**3,686,147**	**61.5**	**26,471**	**42,031**	**1,898,249**	**56.5**	**14,073**	**21,645**	**.0998**	**.0986**
St. Joseph	236.7	234.0	-1.1	87.7	1.7	3,686,147	61.5	26,471	42,031	1,898,249	56.5	14,073	21,645	.0998	.0986
TERRE HAUTE	**135.3**	**137.1**	**1.3**	**50.1**	**2.0**	**1,927,535**	**62.6**	**24,139**	**38,474**	**1,472,064**	**57.8**	**18,999**	**29,383**	**.0606**	**.0603**
Clay	25.1	25.5	1.6	9.3	.0	335,953	60.1	22,570	36,124	194,718	55.6	13,459	20,937	.0098	.0096
Vigo	110.2	111.6	1.3	40.8	2.5	1,591,582	63.2	24,505	39,009	1,277,346	58.1	20,294	31,308	.0508	.0507
TOTAL METRO COUNTIES	**3,734.5**	**3,787.0**	**1.4**	**1,369.5**	**3.0**	**55,098,717**	**56.7**	**26,437**	**40,233**	**29,814,833**	**53.7**	**14,591**	**21,771**	**1.5628**	**1.5205**
TOTAL STATE	**5,526.3**	**5,611.9**	**1.5**	**2,019.1**	**3.0**	**76,988,783**	**55.3**	**25,273**	**38,130**	**40,542,194**	**53.0**	**13,511**	**20,079**	**2.2033**	**2.1326**
IOWA															
CEDAR RAPIDS	**170.6**	**171.8**	**.7**	**68.2**	**4.1**	**3,208,124**	**64.6**	**29,763**	**47,040**	**1,452,704**	**57.8**	**14,056**	**21,301**	**.0796**	**.0801**
Linn	170.6	171.8	.7	68.2	4.1	3,208,124	64.6	29,763	47,040	1,452,704	57.8	14,056	21,301	.0796	.0801
DAVENPORT - ROCK ISLAND - MOLINE	**388.7**	**394.2**	**1.4**	**153.4**	**4.6**	**7,000,637**	**60.1**	**29,874**	**45,636**	**3,166,365**	**54.9**	**13,960**	**20,641**	**.1785**	**.1763**
Scott	165.4	172.7	4.4	66.3	8.0	2,715,933	54.8	28,576	40,964	1,440,703	54.5	15,190	21,730	.0753	.0733
Henry, Ill.	*57.4*	*56.5*	*-1.6*	*21.7*	*2.4*	*951,435*	*58.7*	*28,279*	*43,845*	*362,827*	*52.4*	*11,231*	*16,720*	*.0238*	*.0231*
Rock Island, Ill.	*165.9*	*165.0*	*-.5*	*65.4*	*2.5*	*3,333,269*	*65.1*	*31,654*	*50,967*	*1,362,835*	*56.1*	*13,682*	*20,838*	*.0794*	*.0799*
DES MOINES	**377.0**	**389.5**	**3.3**	**157.7**	**6.6**	**7,188,196**	**67.2**	**29,076**	**45,581**	**3,751,428**	**60.9**	**15,761**	**23,788**	**.1832**	**.1877**
Dallas	30.7	32.3	5.2	12.7	8.5	447,178	50.6	25,380	35,211	171,070	51.4	9,660	13,470	.0119	.0114
Polk	309.0	316.7	2.5	130.6	5.9	6,116,347	68.0	29,520	46,833	3,397,476	61.2	17,093	26,014	.1576	.1617
Warren	37.3	40.5	8.6	14.4	11.6	624,671	71.8	28,189	43,380	182,882	65.5	8,564	12,700	.0137	.0146
DUBUQUE	**93.7**	**93.4**	**-.3**	**32.7**	**3.2**	**1,125,609**	**37.4**	**25,848**	**34,422**	**720,005**	**41.5**	**16,056**	**22,019**	**.0385**	**.0340**
Dubuque	93.7	93.4	-.3	32.7	3.2	1,125,609	37.4	25,848	34,422	720,005	41.5	16,056	22,019	.0385	.0340
IOWA CITY	**85.1**	**89.2**	**4.8**	**35.9**	**9.1**	**1,734,959**	**77.6**	**29,687**	**48,328**	**845,654**	**70.4**	**15,087**	**23,556**	**.0407**	**.0441**
Johnson	85.1	89.2	4.8	35.9	9.1	1,734,959	77.6	29,687	48,328	845,654	70.4	15,087	23,556	.0407	.0441

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES STATE S&MM METRO AREA County	POPULATION: 12/31/83 Total Pop. (Thous.)	POPULATION: 12/31/88 Total Pop. (Thous.)	POPULATION: % Change 1983–1988	POPULATION: 12/31/88 Total Households (Thous.)	POPULATION: % Change 1983–1988	EFFECTIVE BUYING INCOME: 1988 Total EBI ($000)	EFFECTIVE BUYING INCOME: % Change 1983–1988	EFFECTIVE BUYING INCOME: Average Household EBI 1983	EFFECTIVE BUYING INCOME: Average Household EBI 1988	RETAIL SALES: 1988 Total Retail Sales ($000)	RETAIL SALES: % Change 1983–1988	RETAIL SALES: Retail Sales Per Household 1983	RETAIL SALES: Retail Sales Per Household 1988	BUYING POWER INDEX 1983	BUYING POWER INDEX 1988
IA (cont.)															
SIOUX CITY	**117.8**	**117.9**	**.1**	**45.5**	**2.9**	**1,855,918**	**62.9**	**25,781**	**40,789**	**976,489**	**56.5**	**14,119**	**21,461**	**.0503**	**.0500**
Woodbury	99.9	98.2	−1.7	38.4	1.3	1,553,262	60.3	25,561	40,450	828,496	54.0	14,193	21,575	.0429	.0420
Dakota, Neb.	*17.9*	*19.7*	*10.1*	*7.1*	*12.7*	*302,656*	*77.2*	*27,104*	*42,628*	*147,993*	*71.8*	*13,670*	*20,844*	*.0074*	*.0080*
WATERLOO - CEDAR FALLS	**163.9**	**165.5**	**1.0**	**62.2**	**4.2**	**2,849,935**	**63.8**	**29,142**	**45,819**	**1,376,773**	**56.9**	**14,694**	**22,135**	**.0737**	**.0737**
Black Hawk	138.4	139.1	.5	52.6	4.0	2,453,779	64.1	29,545	46,650	1,237,458	57.0	15,574	23,526	.0639	.0639
Bremer	25.5	26.4	3.5	9.6	5.5	396,156	61.8	26,901	41,266	139,315	56.3	9,797	14,512	.0098	.0098
TOTAL METRO COUNTIES	**1,241.9**	**1,266.2**	**2.0**	**494.7**	**5.4**	**21,752,018**	**62.9**	**28,452**	**43,970**	**11,091,373**	**57.8**	**14,981**	**22,420**	**.5701**	**.5712**
TOTAL STATE	**2,934.0**	**2,961.3**	**.9**	**1,152.7**	**4.0**	**43,514,068**	**54.5**	**25,408**	**37,750**	**22,256,366**	**52.5**	**13,166**	**19,308**	**1.2230**	**1.1779**
KANSAS															
KANSAS CITY	**1,452.0**	**1,496.4**	**3.1**	**582.2**	**5.8**	**24,714,594**	**55.4**	**28,910**	**42,450**	**13,486,893**	**55.6**	**15,755**	**23,165**	**.6835**	**.6676**
Johnson	289.4	315.7	9.1	123.2	12.7	6,786,941	62.2	38,285	55,089	3,582,507	64.0	19,981	29,079	.1696	.1737
Leavenworth	57.4	60.4	5.2	19.9	8.2	840,484	55.1	29,450	42,235	257,916	54.3	9,087	12,961	[illegible]	.0203
Miami	22.6	23.9	5.8	9.0	9.8	287,955	40.8	24,942	31,995	95,673	46.3	7,973	10,630	.0080	.0074
Wyandotte	168.9	166.1	−1.7	64.5	1.4	2,499,352	55.7	25,239	38,750	1,209,340	50.3	12,650	18,749	.0690	.0663
Cass, Mo.	*54.6*	*59.4*	*8.8*	*20.9*	*10.6*	*695,674*	*44.3*	*25,508*	*33,286*	*278,815*	*51.7*	*9,724*	*13,340*	*.0197*	*.0187*
Clay, Mo.	*139.7*	*144.3*	*3.3*	*56.0*	*6.7*	*2,290,264*	*50.2*	*29,040*	*40,898*	*1,400,445*	*51.0*	*17,669*	*25,008*	*.0679*	*.0646*
Jackson, Mo.	*615.3*	*613.6*	*−.3*	*247.6*	*2.4*	*10,142,525*	*57.1*	*26,719*	*40,963*	*6,217,930*	*54.7*	*16,631*	*25,113*	*.2925*	*.2847*
Lafayette, Mo.	*30.5*	*31.2*	*2.3*	*11.4*	*1.8*	*316,419*	*29.7*	*21,783*	*27,756*	*150,050*	*38.2*	*9,694*	*13,162*	*.0106*	*.0091*
Platte, Mo.	*51.3*	*58.3*	*13.6*	*21.3*	*15.8*	*634,765*	*30.8*	*26,372*	*29,801*	*195,111*	*44.5*	*7,340*	*9,160*	*.0181*	*.0163*
Ray, Mo.	*22.3*	*23.5*	*5.4*	*8.4*	*6.3*	*220,215*	*27.2*	*21,908*	*26,216*	*99,106*	*39.4*	*8,997*	*11,798*	*.0074*	*.0065*
LAWRENCE	**70.9**	**75.2**	**6.1**	**27.8**	**9.0**	**1,173,880**	**71.4**	**26,855**	**42,226**	**519,698**	**65.0**	**12,351**	**18,694**	**.0287**	**.0302**
Douglas	70.9	75.2	6.1	27.8	9.0	1,173,880	71.4	26,855	42,226	519,698	65.0	12,351	18,694	.0287	.0302
TOPEKA	**156.0**	**157.4**	**.9**	**64.1**	**4.1**	**3,070,123**	**64.8**	**30,243**	**47,896**	**1,361,847**	**57.2**	**14,063**	**21,246**	**.0751**	**.0756**
Shawnee	156.0	157.4	.9	64.1	4.1	3,070,123	64.8	30,243	47,896	1,361,847	57.2	14,063	21,246	.0751	.0756
WICHITA	**424.7**	**443.4**	**4.4**	**176.6**	**7.7**	**8,616,022**	**68.7**	**31,160**	**48,788**	**3,933,446**	**63.1**	**14,719**	**22,273**	**.2068**	**.2143**
Butler	47.8	52.0	8.8	19.5	11.4	658,599	44.1	26,112	33,774	304,717	53.9	11,317	15,627	.0190	.0179
Sedgwick	376.9	391.4	3.8	157.1	7.3	7,957,423	71.1	31,764	50,652	3,628,729	63.9	15,125	23,098	.1878	.1964
TOTAL METRO COUNTIES	**1,189.9**	**1,242.1**	**4.4**	**485.1**	**7.7**	**23,274,757**	**64.0**	**31,501**	**47,579**	**10,960,427**	**60.8**	**15,127**	**22,594**	**.5779**	**.5878**
TOTAL STATE	**2,430.2**	**2,528.7**	**4.1**	**986.4**	**6.7**	**39,573,388**	**56.8**	**27,306**	**40,119**	**18,605,349**	**56.2**	**12,888**	**18,862**	**1.0492**	**1.0320**

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*S&MM 1984 Retail Sales Estimates.

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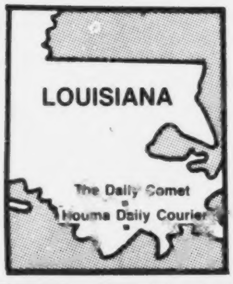
S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
STATE S&MM METRO AREA County	12/31/83 Total Pop. (Thous.)	12/31/88 Total Pop. (Thous.)	% Change 1983–1988	12/31/88 Total Households (Thous.)	% Change 1983–1988	1988 Total EBI ($000)	% Change 1983–1988	Average Household EBI 1983	Average Household EBI 1988	1988 Total Retail Sales ($000)	% Change 1983–1988	Retail Sales Per Household 1983	Retail Sales Per Household 1988	1983	1988
KENTUCKY															
CLARKSVILLE - HOPKINSVILLE	**157.0**	**168.7**	**7.5**	**56.1**	**11.1**	**1,966,104**	**65.9**	**23,469**	**35,046**	**1,126,301**	**63.7**	**13,623**	**20,077**	**.0561**	**.0580**
Christian	68.2	71.9	5.4	23.1	9.5	827,915	65.4	23,719	35,840	425,676	60.7	12,551	18,428	.0232	.0238
Montgomery, Tenn.	*88.8*	*96.8*	*9.0*	*33.0*	*12.2*	*1,138,189*	*66.2*	*23,289*	*34,491*	*700,625*	*65.6*	*14,392*	*21,231*	*.0329*	*.0342*
HUNTINGTON - ASHLAND	**339.5**	**346.0**	**1.9**	**130.1**	**5.1**	**4,160,281**	**54.5**	**21,746**	**31,978**	**2,466,880**	**54.0**	**12,942**	**18,961**	**.1272**	**.1231**
Boyd	55.7	55.7	.0	21.4	2.4	683,222	41.2	23,158	31,926	478,024	44.7	15,807	22,338	.0235	.0213
Carter	26.2	27.7	5.7	9.8	11.4	264,957	67.0	18,030	27,036	160,133	64.2	11,080	16,340	.0081	.0083
Greenup	40.4	42.0	4.0	14.7	7.3	403,568	34.6	21,865	27,454	128,083	43.9	6,497	8,713	.0121	.0108
Lawrence, Ohio	*65.2*	*66.7*	*2.3*	*25.1*	*6.4*	*887,377*	*67.8*	*22,409*	*35,354*	*338,552*	*59.9*	*8,972*	*13,488*	*.0223*	*.0227*
Cabell, W. Va.	*103.7*	*102.5*	*–1.2*	*40.9*	*2.0*	*1,341,586*	*53.1*	*21,848*	*32,802*	*1,105,800*	*53.6*	*17,954*	*27,037*	*.0458*	*.0439*
Wayne, W. Va.	*48.3*	*51.4*	*6.4*	*18.2*	*9.0*	*579,571*	*68.2*	*20,638*	*31,845*	*256,288*	*66.8*	*9,201*	*14,082*	*.0154*	*.0161*
LEXINGTON-FAYETTE	**328.8**	**343.5**	**4.5**	**133.4**	**7.8**	**5,368,497**	**68.5**	**25,751**	**40,244**	**3,268,896**	**63.7**	**16,140**	**24,504**	**.1469**	**.1519**
Bourbon	19.2	19.0	–1.0	7.1	.0	198,566	39.5	20,054	27,967	92,524	43.3	9,095	13,032	.0062	.0057
Clark	29.2	30.4	4.1	11.4	6.5	405,088	59.5	23,739	35,534	260,471	58.2	15,385	22,848	.0122	.0119
Fayette	210.1	217.7	3.6	87.9	7.3	3,700,335	69.7	26,628	42,097	2,574,531	64.1	19,154	29,289	.1044	.1083
Jessamine	29.2	33.3	14.0	11.6	18.4	498,024	93.2	26,308	42,933	186,534	85.1	10,284	16,081	.0106	.0124
Scott	22.7	23.9	5.3	8.5	9.0	258,115	50.7	21,958	30,366	81,127	53.1	6,792	9,544	.0070	.0068
Woodford	18.4	19.2	4.3	6.9	7.8	308,369	72.1	27,990	44,691	73,709	64.4	7,005	10,682	.0065	.0068
LOUISVILLE	**964.7**	**977.9**	**1.4**	**369.6**	**3.9**	**15,055,912**	**62.8**	**25,995**	**40,736**	**8,051,498**	**57.9**	**14,330**	**21,784**	**.4096**	**.4093**
Bullitt	48.0	54.6	13.8	17.4	17.6	617,135	71.3	24,335	35,468	125,003	74.0	4,854	7,184	.0136	.0147
Jefferson	675.5	664.5	–1.6	262.4	1.6	10,933,416	60.3	26,399	41,667	6,306,666	56.3	15,617	24,035	.3058	.3009
Oldham	31.9	37.5	17.6	11.6	22.1	594,383	92.6	32,479	51,240	168,560	85.2	9,579	14,531	.0116	.0136
Shelby	24.7	26.7	8.1	9.6	11.6	372,602	74.7	24,803	38,813	165,165	70.0	11,296	17,205	.0092	.0098
Clark, Ind.	*92.1*	*96.4*	*4.7*	*34.6*	*6.1*	*1,282,533*	*64.7*	*23,886*	*37,067*	*786,888*	*59.9*	*15,096*	*22,742*	*.0371*	*.0375*
Floyd, Ind.	*62.9*	*65.5*	*4.1*	*23.2*	*4.5*	*850,328*	*58.1*	*24,224*	*36,652*	*360,947*	*56.5*	*10,392*	*15,558*	*.0228*	*.0225*
Harrison, Ind.	*29.6*	*32.7*	*10.5*	*10.8*	*10.2*	*405,515*	*74.9*	*23,655*	*37,548*	*138,269*	*68.6*	*8,368*	*12,803*	*.0095*	*.0103*
OWENSBORO	**87.3**	**89.3**	**2.3**	**34.3**	**6.2**	**1,256,772**	**61.1**	**24,156**	**36,641**	**807,552**	**58.1**	**15,815**	**23,544**	**.0371**	**.0369**
Daviess	87.3	89.3	2.3	34.3	6.2	1,256,772	61.1	24,156	36,641	807,552	58.1	15,815	23,544	.0371	.0369
TOTAL METRO COUNTIES	**1,698.6**	**1,734.0**	**2.1**	**657.0**	**5.3**	**26,094,474**	**62.6**	**25,707**	**39,718**	**14,555,781**	**59.0**	**14,672**	**22,155**	**.7205**	**.7220**
TOTAL STATE	**3,753.2**	**3,890.2**	**3.7**	**1,441.2**	**6.7**	**49,998,906**	**62.7**	**22,752**	**34,693**	**27,515,428**	**59.8**	**12,748**	**19,092**	**1.4135**	**1.4235**
LOUISIANA															
ALEXANDRIA	**142.2**	**151.9**	**6.8**	**54.6**	**10.8**	**1,862,690**	**61.4**	**23,410**	**34,115**	**995,809**	**60.5**	**12,585**	**18,238**	**.0525**	**.0533**
Rapides	142.2	151.9	6.8	54.6	10.8	1,862,690	61.4	23,410	34,115	995,809	60.5	12,585	18,238	.0525	.0533
BATON ROUGE	**543.5**	**614.9**	**13.1**	**220.4**	**17.2**	**9,485,074**	**77.6**	**28,411**	**43,036**	**4,440,096**	**72.1**	**13,724**	**20,146**	**.2258**	**.2479**
Ascension	56.7	66.3	16.9	22.0	20.9	786,443	66.7	25,917	35,747	387,423	67.9	12,679	17,610	.0208	.0221
East Baton Rouge	398.8	445.6	11.7	164.0	15.9	7,224,591	76.0	29,005	44,052	3,707,523	71.5	15,277	22,607	.1765	.1922
Livingston	67.7	80.8	19.4	27.2	23.6	1,169,228	96.2	27,092	42,986	271,000	86.6	6,601	9,963	.0222	.0265
West Baton Rouge	20.3	22.2	9.4	7.2	14.3	304,812	80.1	26,863	42,335	74,150	75.0	6,725	10,299	.0063	.0071
HOUMA - THIBODAUX	**191.6**	**213.3**	**11.3**	**72.1**	**15.2**	**3,093,079**	**74.1**	**28,379**	**42,900**	**1,589,723**	**70.8**	**14,871**	**22,049**	**.0780**	**.0841**
Lafourche	88.6	97.4	9.9	32.8	13.9	1,363,036	70.9	27,698	41,556	622,534	68.4	12,835	18,980	.0340	.0361
Terrebonne	103.0	115.9	12.5	39.3	16.3	1,730,043	76.7	28,959	44,021	967,189	72.3	16,606	24,610	.0440	.0480
LAFAYETTE	**213.8**	**248.2**	**16.1**	**89.7**	**20.4**	**4,028,552**	**84.8**	**29,259**	**44,911**	**2,074,868**	**80.7**	**15,408**	**23,131**	**.0940**	**.1072**
Lafayette	169.2	197.3	16.6	73.2	21.0	3,431,839	85.5	30,574	46,883	1,916,713	81.3	17,476	26,185	.0808	.0926
St. Martin	44.6	50.9	14.1	16.5	17.9	596,713	80.8	23,577	36,164	158,155	74.4	6,476	9,585	.0132	.0146

Buying Power In Louisiana

Of the top 8 metropolitan areas in Louisiana, the Houma/Thibodaux market ranks first in automotive, drug and restaurant retail sales per household. This market ranks second in retail sales per household for food, general merchandise and furniture, household furnishings and appliances and third in total retail sales.

Source: "Sales & Marketing Management's 1984 Survey Of Buying Power", 12/31/83; Circulation 82/83.



To reach the Terrebonne and La Fourche market, **The Daily Comet**, Thibodaux and the **Houma Daily Courier** deliver more of this market than any other newspaper.

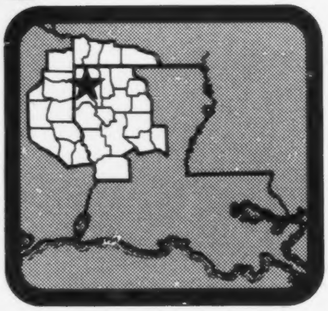
The Daily Comet
Thibodaux, Louisiana
(504) 447-4055

Houma Daily Courier
Houma, Louisiana
(504) 879-1558

NYT NEW YORK TIMES REGIONAL NEWSPAPER GROUP

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
STATE S&MM METRO AREA County	12/31/83 Total Pop. (Thous.)	12/31/88 Total Pop. (Thous.)	% Change 1983–1988	12/31/88 Total Households (Thous.)	% Change 1983–1988	1988 Total EBI ($000)	% Change 1983–1988	Average Household EBI 1983	Average Household EBI 1988	1988 Total Retail Sales ($000)	% Change 1983–1988	Retail Sales Per Household 1983	Retail Sales Per Household 1988	1983	1988
LA (cont.)															
LAKE CHARLES	**177.0**	**192.4**	**8.7**	**69.6**	**12.3**	**2,733,675**	**61.7**	**27,262**	**39,277**	**1,499,649**	**62.6**	**14,873**	**21,547**	**.0745**	**.0761**
Calcasieu	177.0	192.4	8.7	69.6	12.3	2,733,675	61.7	27,262	39,277	1,499,649	62.6	14,873	21,547	.0745	.0761
MONROE	**146.7**	**157.3**	**7.2**	**57.3**	**11.0**	**1,788,698**	**52.5**	**22,729**	**31,216**	**1,102,415**	**55.0**	**13,782**	**19,239**	**.0556**	**.0542**
Ouachita	146.7	157.3	7.2	57.3	11.0	1,788,698	52.5	22,729	31,216	1,102,415	55.0	13,782	19,239	.0556	.0542
NEW ORLEANS	**1,330.5**	**1,435.1**	**7.9**	**541.6**	**11.2**	**20,763,631**	**63.4**	**26,075**	**38,338**	**10,144,350**	**60.3**	**12,988**	**18,730**	**.5457**	**.5563**
Jefferson	487.7	534.7	9.6	200.9	13.3	8,083,583	60.1	28,484	40,237	4,624,907	61.3	16,174	23,021	.2223	.2254
Orleans	563.1	570.4	1.3	226.4	4.6	7,482,675	53.1	22,588	33,051	3,993,057	52.5	12,096	17,637	.2189	.2101
St. Bernard	68.9	75.7	9.9	26.5	13.7	995,178	61.8	26,390	37,554	339,603	60.8	9,062	12,815	.0245	.0249
St. Charles	41.4	47.6	15.0	16.1	18.4	729,032	78.2	30,089	45,281	189,299	75.6	7,926	11,758	.0150	.0167
St. John the Baptist	37.3	43.9	17.7	13.9	21.9	675,196	93.5	30,614	48,575	155,477	83.9	7,415	11,185	.0128	.0151
St. Tammany	132.1	162.8	23.2	57.8	27.9	2,797,967	100.9	30,812	48,408	842,007	91.7	9,715	14,568	.0522	.0641
SHREVEPORT	**349.7**	**373.5**	**6.8**	**141.9**	**10.4**	**5,461,320**	**64.5**	**25,839**	**38,487**	**2,707,098**	**62.0**	**13,008**	**19,078**	**.1433**	**.1466**
Bossier	87.1	96.2	10.4	34.7	14.5	1,073,494	48.9	23,800	30,936	422,393	54.9	8,999	12,173	.0298	.0289
Caddo	262.6	277.3	5.6	107.2	9.2	4,387,826	68.8	26,468	40,931	2,284,705	63.3	14,245	21,313	.1135	.1177
TOTAL METRO COUNTIES	**3,095.0**	**3,386.6**	**9.4**	**1,247.2**	**13.0**	**49,216,719**	**67.8**	**26,582**	**39,462**	**24,554,008**	**64.7**	**13,511**	**19,687**	**1.2694**	**1.3257**
TOTAL STATE	**4,471.7**	**4,850.0**	**8.5**	**1,755.7**	**12.1**	**65,369,224**	**66.2**	**25,125**	**37,233**	**31,728,573**	**63.4**	**12,398**	**18,072**	**1.7151**	**1.7746**
MAINE															
BANGOR	**137.9**	**139.3**	**1.0**	**49.4**	**4.2**	**1,692,504**	**54.5**	**23,110**	**34,261**	**1,410,551**	**55.8**	**19,102**	**28,554**	**.0580**	**.0564**
Penobscot	137.9	139.3	1.0	49.4	4.2	1,692,504	54.5	23,110	34,261	1,410,551	55.8	19,102	28,554	.0580	.0564
LEWISTON - AUBURN	**100.3**	**101.0**	**.7**	**38.1**	**4.1**	**1,295,224**	**58.0**	**22,400**	**33,995**	**965,223**	**57.8**	**16,717**	**25,334**	**.0416**	**.0410**
Androscoggin	100.3	101.0	.7	38.1	4.1	1,295,224	58.0	22,400	33,995	965,223	57.8	16,717	25,334	.0416	.0410
PORTLAND	**221.0**	**228.2**	**3.3**	**89.3**	**6.8**	**3,679,572**	**68.7**	**26,088**	**41,205**	**3,094,170**	**65.8**	**22,328**	**34,649**	**.1128**	**.1171**
Cumberland	221.0	228.2	3.3	89.3	6.8	3,679,572	68.7	26,088	41,205	3,094,170	65.8	22,328	34,649	.1128	.1171
TOTAL METRO COUNTIES	**459.2**	**468.5**	**2.0**	**176.8**	**5.5**	**6,667,300**	**62.8**	**24,441**	**37,711**	**5,469,944**	**61.6**	**20,190**	**30,939**	**.2124**	**.2145**
TOTAL STATE	**1,154.2**	**1,192.4**	**3.3**	**447.8**	**6.8**	**15,539,036**	**61.4**	**22,977**	**34,701**	**10,929,502**	**61.2**	**16,174**	**24,407**	**.4761**	**.4790**



ARK-LA-TEX

NEWSPAPER PRODUCTION CO.
AGENT FOR
The Times Shreveport Journal

SHREVEPORT
LEADING CITY IN THE ARK-LA-TEX

In the **SHREVEPORT MARKET** . . . you get quality coverage from The Times and Shreveport Journal. You're getting coverage and readership of this quality newspaper audience which makes up the Ark-La-Tex area. The Times-Journal reaches **37%** of the households in this 23-county area in North Louisiana, East Texas and South Arkansas. **67%** coverage in the **METRO** area.

As the big second market in Louisiana, **SHREVEPORT** is the dominating city for **1,010,500** people in **360,700** households with effective buying income of **8.5** billion and producing retail sales of **4.1** billion. Be sure that the **TIMES-JOURNAL** are included in your next advertising schedule — the dominant medium in the market.

CIRCULATION:

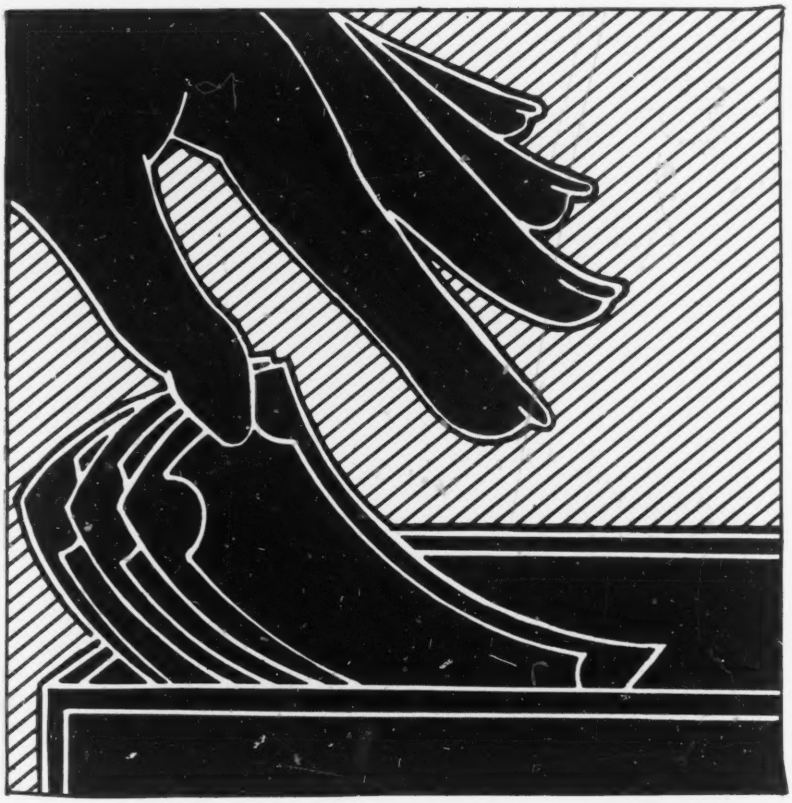
M&E 109,112 MORNING 81,460
SUNDAY 112,949 EVENING 27,652

ABC PUB. STATEMENT DEC. 25, 1983
Represented by Gannett Newspaper Advertising Sales

Sales & Mkt. Mgt. July 1984

NEW ORLEANS

MONEY



MARKET

New Orleans is a major money market. We rank among the top 40 markets in the nation in effective buying income and total retail sales. If you want top ranked coverage of this market, turn to The Times-Picayune/The States-Item.

5 Weekday Net 80%   4 Sunday Net 86%

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THE TIMES·PICAYUNE
THE STATES·ITEM

Represented nationally by Newhouse Newspapers.

source: 1983 Liquor Handbook; Belden CMS, Feb.-Dec. 1983

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

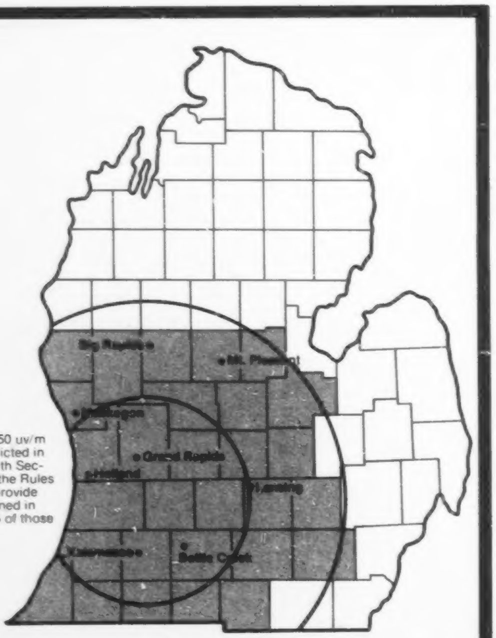
S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
STATE S&MM METRO AREA County	12/31/83 Total Pop. (Thous.)	12/31/88 Total Pop. (Thous.)	% Change 1983–1988	12/31/88 Total Households (Thous.)	% Change 1983–1988	1988 Total EBI ($000)	% Change 1983–1988	Average Household EBI 1983	Average Household EBI 1988	1988 Total Retail Sales ($000)	% Change 1983–1968	Retail Sales Per Household 1983	Retail Sales Per Household 1988	1983	1988
MARYLAND															
BALTIMORE	**2,248.6**	**2,323.6**	**3.3**	**848.1**	**6.1**	**35,222,855**	**54.4**	**28,546**	**41,531**	**16,734,255**	**54.0**	**13,593**	**19,731**	**.9557**	**.9272**
Anne Arundel	401.7	438.2	9.1	149.7	12.8	7,483,865	68.2	33,531	49,992	3,507,493	67.0	15,826	23,430	.1827	.1917
Baltimore	664.8	677.1	1.9	262.4	5.3	11,546,098	48.4	31,230	44,002	6,918,087	50.7	18,423	26,365	.3396	.3199
Baltimore city	755.5	727.3	−3.7	271.5	−1.4	8,450,210	41.7	21,656	31,124	3,662,931	41.5	9,402	13,491	.2576	.2305
Carroll	106.8	121.6	13.9	40.2	16.5	1,572,005	56.7	29,077	39,105	572,620	59.5	10,404	14,244	.0398	.0401
Harford	155.6	169.7	9.1	56.8	12.3	2,815,972	73.1	32,151	49,577	984,720	68.1	11,575	17,337	.0630	.0672
Howard	136.2	158.2	16.2	56.9	20.0	3,052,875	72.7	37,294	53,653	982,801	73.3	11,963	17,272	.0639	.0695
Queen Anne's	28.0	31.5	12.5	10.6	10.4	301,830	33.9	23,484	28,475	105,603	43.0	7,694	9,963	.0091	.0083
CUMBERLAND	**105.9**	**105.9**	**.0**	**39.2**	**.8**	**1,215,318**	**45.9**	**21,420**	**31,003**	**627,148**	**44.3**	**11,171**	**15,999**	**.0379**	**.0349**
Allegany	77.9	76.8	−1.4	28.6	−1.0	883,577	40.8	21,719	30,894	521,253	41.4	12,760	18,226	.0296	.0264
Mineral, W. Va.	*28.0*	*29.1*	*3.9*	*10.6*	*6.0*	*331,741*	*61.4*	*20,555*	*31,296*	*105,895*	*60.9*	*6,579*	*9,990*	*.0083*	*.0085*
HAGERSTOWN	**114.6**	**116.8**	**1.9**	**42.5**	**3.7**	**1,233,306**	**30.4**	**23,065**	**29,019**	**862,432**	**37.8**	**15,267**	**20,293**	**.0460**	**.0398**
Washington	114.6	116.8	1.9	42.5	3.7	1,233,306	30.4	23,065	29,019	862,432	37.8	15,267	20,293	.0460	.0398
TOTAL METRO COUNTIES	**4,015.6**	**4,161.1**	**3.6**	**1,507.6**	**6.3**	**70,219,540**	**57.4**	**31,459**	**46,577**	**34,218,928**	**56.1**	**15,458**	**22,698**	**1.8536**	**1.8242**
TOTAL STATE	**4,327.7**	**4,491.6**	**3.8**	**1,627.0**	**6.4**	**74,031,617**	**56.8**	**30,865**	**45,502**	**36,485,508**	**55.6**	**15,332**	**22,425**	**1.9739**	**1.9380**
MASSACHUSETTS															
BOSTON - LAWRENCE - SALEM - LOWELL - BROCKTON	**3,652.8**	**3,670.7**	**.5**	**1,385.5**	**3.7**	**64,776,264**	**56.0**	**31,077**	**46,753**	**34,680,184**	**56.3**	**16,610**	**25,031**	**1.7626**	**1.7187**
Essex	635.2	640.8	.9	246.4	4.3	11,266,973	58.6	30,069	45,726	6,446,189	58.2	17,242	26,161	.3096	.3057
Middlesex	1,357.4	1,350.7	−.5	502.4	2.8	25,806,473	56.6	33,730	51,366	12,743,989	56.1	16,704	25,366	.6754	.6587
Norfolk	607.1	609.7	.4	225.2	3.8	12,239,611	58.6	35,560	54,350	6,081,514	57.9	17,745	27,005	.3147	.3105
Plymouth	429.0	462.8	7.9	161.9	11.7	6,585,514	56.9	28,951	40,676	3,875,893	61.8	16,519	23,940	.1870	.1875
Suffolk	624.1	606.7	−2.8	249.6	.2	8,877,693	47.6	24,156	35,568	5,532,599	49.2	14,887	22,166	.2759	.2563
NEW BEDFORD - FALL RIVER - ATTLEBORO	**485.9**	**503.4**	**3.6**	**185.9**	**6.5**	**6,512,021**	**50.9**	**24,737**	**35,030**	**3,983,219**	**55.1**	**14,719**	**21,427**	**.1989**	**.1915**
Bristol	485.9	503.4	3.6	185.9	6.5	6,512,021	50.9	24,737	35,030	3,983,219	55.1	14,719	21,427	.1989	.1915
PITTSFIELD	**142.5**	**139.5**	**−2.1**	**54.2**	**.9**	**2,269,331**	**54.3**	**27,395**	**41,870**	**1,507,422**	**53.6**	**18,276**	**27,812**	**.0686**	**.0657**
Berkshire	142.5	139.5	−2.1	54.2	.9	2,269,331	54.3	27,395	41,870	1,507,422	53.6	18,276	27,812	.0686	.0657
SPRINGFIELD	**581.3**	**581.1**	**.0**	**215.1**	**3.2**	**7,765,113**	**43.0**	**26,055**	**36,100**	**5,095,800**	**47.9**	**16,529**	**23,690**	**.2531**	**.2324**
Hampden	438.8	433.4	−1.2	164.3	1.9	5,750,818	40.0	25,481	35,002	4,048,255	45.8	17,221	24,639	.1957	.1767
Hampshire	142.5	147.7	3.6	50.8	7.6	2,014,295	52.3	28,013	39,651	1,047,545	56.6	14,169	20,621	.0574	.0557
WORCESTER - FITCHBURG - LEOMINSTER	**650.9**	**660.1**	**1.4**	**245.5**	**4.8**	**9,598,437**	**49.5**	**27,420**	**39,098**	**5,540,722**	**53.2**	**15,442**	**22,569**	**.2845**	**.2704**
Worcester	650.9	660.1	1.4	245.5	4.8	9,598,437	49.5	27,420	39,098	5,540,722	53.2	15,442	22,569	.2845	.2704
TOTAL METRO COUNTIES	**5,513.4**	**5,554.8**	**.8**	**2,086.2**	**4.0**	**90,921,166**	**53.7**	**29,479**	**43,582**	**50,807,347**	**54.9**	**16,345**	**24,354**	**2.5677**	**2.4787**
TOTAL STATE	**5,764.9**	**5,840.8**	**1.3**	**2,203.9**	**4.6**	**95,196,397**	**54.2**	**29,293**	**43,195**	**53,977,564**	**55.8**	**16,441**	**24,492**	**2.6911**	**2.6098**

Reach Maryland through its best-selling newspaper. The Washington Post.

The Washington Metro Area (MSA) includes 35% of Maryland's population, 42% of its total retail sales and 42% of its buying income. And The Washington Post is so popular here that it has more Maryland circulation than any morning, evening *or* Sunday paper published within the state.

☐ For more information, call Nick Cannistraro, Vice President, Marketing and Advertising, 202/334-4171.

Source: S&MM "Survey of Buying Power" July 1984



1.0 mv/m and 50 uv/m Contours predicted in accordance with Section 73.313 of the Rules of the F.C.C. provide service as defined in Section 73.315 of those Rules.

93 jfm

Zero in on Western Michigan adults.

We're winning over more of Western Michigan's active adults by playing their favorite contemporary sounds with all the power of the nation's strongest FM station.

We are Western Michigan's hottest new station for young adults 18-34.

Call your McGavren Guild Radio representative about the most talked-about new music station in Western Michigan.

AM-TV-FM

A Felzer Station

WJFM

GRAND RAPIDS AND WESTERN MICHIGAN

McGavren Guild Radio, National Representative

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES STATE S&MM METRO AREA County	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
	12/31/83 Total Pop. (Thous.)	12/31/88 Total Pop. (Thous.)	% Change 1983–1988	12/31/88 Total House-holds (Thous.)	% Change 1983–1988	1988 Total EBI ($000)	% Change 1983–1988	Average Household EBI 1983	Average Household EBI 1988	1988 Total Retail Sales ($000)	% Change 1983–1988	Retail Sales Per Household 1983	Retail Sales Per Household 1988	1983	1988
MICHIGAN															
ANN ARBOR	**268.7**	**273.0**	**1.6**	**98.7**	**3.1**	**4,705,992**	**57.6**	**31,203**	**47,680**	**2,183,493**	**53.0**	**14,917**	**22,123**	**.1231**	**.1200**
Washtenaw	268.7	273.0	1.6	98.7	3.1	4,705,992	57.6	31,203	47,680	2,183,493	53.0	14,917	22,123	.1231	.1200
BATTLE CREEK	**135.9**	**132.4**	**−2.6**	**49.9**	**.0**	**2,126,244**	**58.7**	**26,858**	**42,610**	**874,411**	**50.9**	**11,615**	**17,523**	**.0551**	**.0531**
Calhoun	135.9	132.4	−2.6	49.9	.0	2,126,244	58.7	26,858	42,610	874,411	50.9	11,615	17,523	.0551	.0531
BENTON HARBOR	**165.7**	**162.3**	**−2.1**	**60.2**	**.7**	**2,592,815**	**62.4**	**26,697**	**43,070**	**1,191,393**	**53.4**	**12,987**	**19,791**	**.0680**	**.0669**
Berrien	165.7	162.3	−2.1	60.2	.7	2,592,815	62.4	26,697	43,070	1,191,393	53.4	12,987	19,791	.0680	.0669

S&MM'S FOUR SURVEY ISSUES

Each year *Sales & Marketing Management* publishes four *Survey* issues, which, taken together, provide a comprehensive and convenient information system for both consumer and industrial marketers. The data contained in the four *Survey* issues facilitate the analysis and selection of local geographic markets as well as target customer markets, the development of appropriate sales strategies for reaching those markets, and the comparison of the costs of selling in the geographical markets.

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES STATE S&MM METRO AREA County	POPULATION 12/31/83 Total Pop. (Thous.)	12/31/88 Total Pop. (Thous.)	% Change 1983–1988	12/31/88 Total Households (Thous.)	% Change 1983–1988	EFFECTIVE BUYING INCOME 1988 Total EBI ($000)	% Change 1983–1988	Average Household EBI 1983	Average Household EBI 1988	RETAIL SALES 1988 Total Retail Sales ($000)	% Change 1983–1988	Retail Sales Per Household 1983	Retail Sales Per Household 1988	BUYING POWER INDEX 1983	BUYING POWER INDEX 1988
MI (cont.)															
DETROIT	**4,346.9**	**4,298.4**	**–1.1**	**1,580.3**	**1.9**	**68,263,389**	**48.6**	**29,604**	**43,196**	**33,355,227**	**46.1**	**14,716**	**21,107**	**1.9325**	**1.7952**
Lapeer	74.8	81.2	8.6	25.5	10.9	990,787	54.3	27,909	38,854	384,729	54.8	10,805	15,087	.0264	.0259
Livingston	108.7	120.4	10.8	38.1	11.7	1,849,101	65.8	32,699	48,533	629,466	61.9	11,398	16,521	.0429	.0446
Macomb	697.7	702.1	.6	249.4	4.0	9,993,449	39.1	29,944	40,070	5,850,995	41.9	17,184	23,460	.3178	.2842
Monroe	134.5	136.0	1.1	45.6	3.4	2,479,111	70.2	33,023	54,366	855,293	61.8	11,985	18,756	.0561	.0580
Oakland	1,014.0	1,016.5	.2	381.8	3.6	20,638,498	55.4	36,028	54,056	10,050,950	51.2	18,034	26,325	.5393	.5194
St. Clair	139.6	140.7	.8	48.9	1.9	2,123,396	61.2	27,440	43,423	966,341	54.7	13,011	19,762	.0558	.0552
Wayne	2,177.6	2,101.5	–3.5	791.0	–.4	30,189,047	44.2	26,375	38,166	14,617,453	42.3	12,941	18,480	.8942	.8079
DETROIT - ANN ARBOR CONSOLIDATED AREA	***4,615.6***	***4,571.4***	***–1.0***	***1,679.0***	***1.9***	***72,969,381***	***49.2***	***29,697***	***43,460***	***35,538,720***	***46.5***	***14,728***	***21,167***	***2.0556***	***1.9152***
FLINT	**437.8**	**440.4**	**.6**	**161.3**	**3.9**	**6,798,646**	**52.9**	**28,639**	**42,149**	**3,945,788**	**50.6**	**16,874**	**24,462**	**.1988**	**.1897**
Genesee	437.8	440.4	.6	161.3	3.9	6,798,646	52.9	28,639	42,149	3,945,788	50.6	16,874	24,462	.1988	.1897
GRAND RAPIDS	**610.4**	**630.7**	**3.3**	**228.4**	**6.4**	**10,429,302**	**68.8**	**28,786**	**45,662**	**4,872,395**	**60.9**	**14,111**	**21,333**	**.2611**	**.2687**
Kent	448.3	461.9	3.0	172.2	6.5	7,674,012	68.3	28,197	44,565	3,933,286	60.8	15,129	22,841	.1979	.2030
Ottawa	162.1	168.8	4.1	56.2	6.2	2,755,290	70.3	30,588	49,027	939,109	61.4	11,000	16,710	.0632	.0657
JACKSON	**150.0**	**148.3**	**–1.1**	**51.9**	**1.0**	**2,312,209**	**60.6**	**28,015**	**44,551**	**943,511**	**52.5**	**12,035**	**18,179**	**.0592**	**.0581**
Jackson	150.0	148.3	–1.1	51.9	1.0	2,312,209	60.6	28,015	44,551	943,511	52.5	12,035	18,179	.0592	.0581
KALAMAZOO	**212.4**	**214.2**	**.8**	**79.4**	**3.5**	**3,943,451**	**68.1**	**30,577**	**49,666**	**1,942,537**	**60.3**	**15,803**	**24,465**	**.0990**	**.1012**
Kalamazoo	212.4	214.2	.8	79.4	3.5	3,943,451	68.1	30,577	49,666	1,942,537	60.3	15,803	24,465	.0990	.1012
LANSING - EAST LANSING	**421.1**	**434.4**	**3.2**	**153.0**	**5.1**	**7,257,723**	**64.9**	**30,232**	**47,436**	**3,330,665**	**58.8**	**14,402**	**21,769**	**.1833**	**.1855**
Clinton	56.8	57.9	1.9	18.7	2.7	845,704	56.8	29,638	45,225	237,391	51.6	8,605	12,695	.0203	.0198
Eaton	92.6	98.1	5.9	35.2	9.0	1,364,688	50.3	28,113	38,770	732,212	51.4	14,978	20,801	.0396	.0379
Ingham	271.7	278.4	2.5	99.1	4.2	5,047,331	70.8	31,065	50,932	2,361,062	62.1	15,316	23,825	.1234	.1278

Look at WKZO Radio—the big buy for radio in Western Michigan.

The Kalamazoo ADI is rich, with more than $15.3 billion in effective buying income and $7 billion in total retail sales.* And once again, WKZO Radio is Kalamazoo's undisputed leader in reaching and selling the mature, affluent radio listeners.

WKZO Radio is Kalamazoo's top-ranked adult station.

WKZO Radio overwhelms the competition for adults in Kalamazoo. Our 18+ AQH audience is more than 57% bigger than our nearest competitor's, Monday through Sunday. Our 18+ cume, 6 a.m. to Midnight, Monday through Sunday, is greater than the next two stations combined. And our 18+ exclusive cume, the measure of listener loyalty, is more than double that of the next closest station.**

So if you want to reach more adults in Western Michigan, take a close look at WKZO Radio. Call your McGavren Guild representative today for a copy of the latest Birch Radio Standard Market Report.

* S&MM© 1984 Survey of Buying Power
**The Birch Report, Kalamazoo-Portage TSA, May-June 1984. Data subject to qualifications listed in report.

OCEANA
NEWAYGO
MECOSTA
MONTCALM
MUSKEGON
KENT
OTTAWA
IONIA
ALLEGAN
BARRY
VAN BUREN
KALAMAZOO
CALHOUN
●KALAMAZOO
ST. JOSEPH
BRANCH

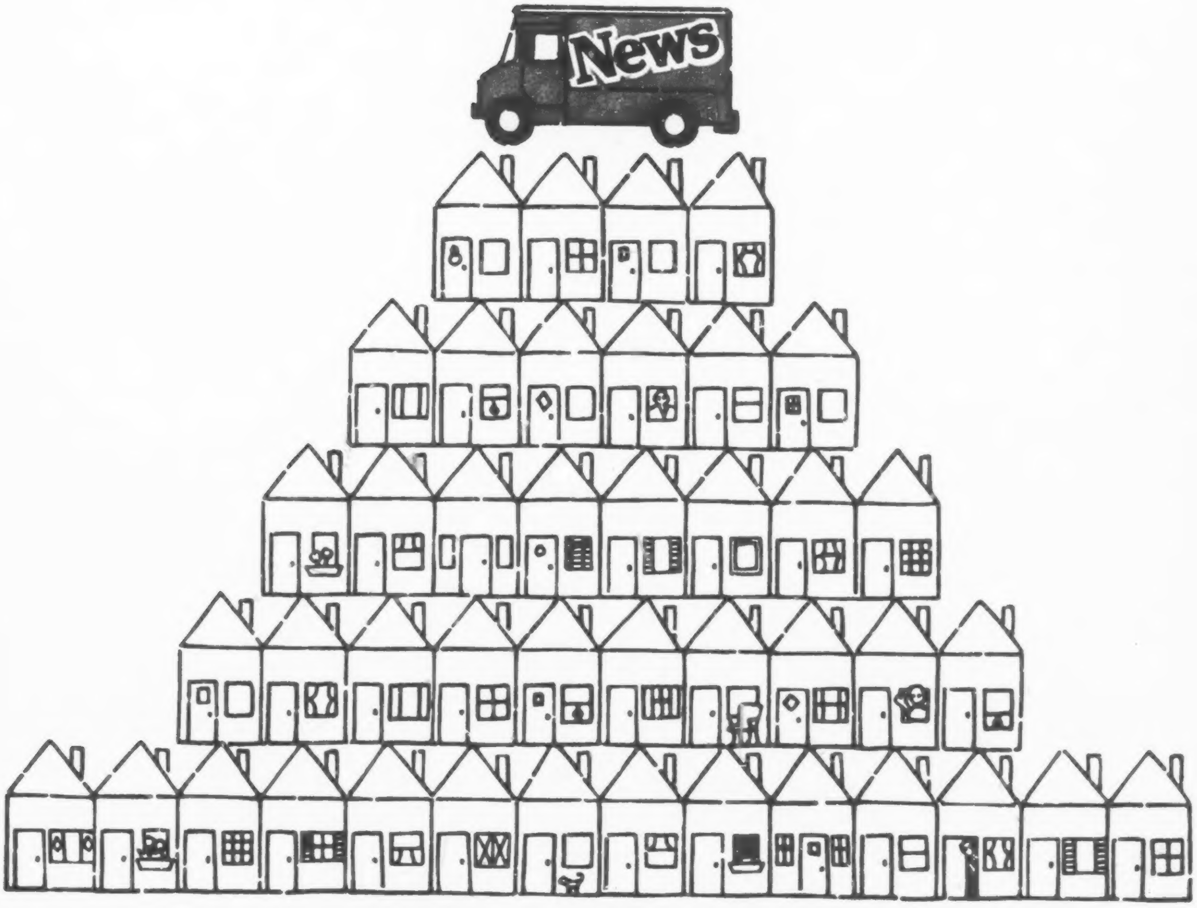
AM–TV–FM

A Fetzer Station

WKZO

CBS RADIO FOR KALAMAZOO
AND GREATER WESTERN MICHIGAN

McGavren Guild Radio, National Representative



Who's on top in household penetration in the 3-county Detroit market?

(The #1 advertising vehicle, of course.)

There are a lot of doors an advertiser has to open to reach the big 3-county Detroit market. But there's only one newspaper that has the key to more of those doors: The Detroit News.

Here's the inside story.

- The News Daily Household Coverage is 41%.
- The News Sunday Household Coverage is 53%.

This is quality coverage. And this is what The News delivers. So whatever you have to sell, don't sell yourself short. To make sure you drive your message home, use the number 1 vehicle. The Detroit News.

The Detroit News

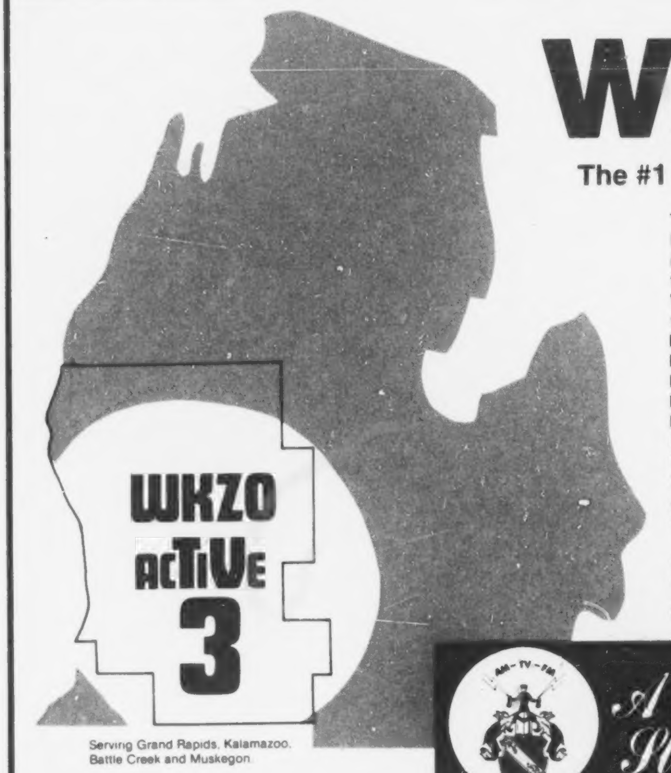
MICHIGAN'S LARGEST NEWSPAPER

A MEMBER OF ENA THE EVENING NEWS ASSOCIATION

Source: ABC Audit Report for 12 months ending 3/31/83.

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES STATE S&MM METRO AREA County	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
	12/31/83 Total Pop. (Thous.)	12/31/88 Total Pop. (Thous.)	% Change 1983–1988	12/31/88 Total Households (Thous.)	% Change 1983–1988	1988 Total EBI ($000)	% Change 1983–1988	Average Household EBI 1983	Average Household EBI 1988	1988 Total Retail Sales ($000)	% Change 1983–1988	Retail Sales Per Household 1983	Retail Sales Per Household 1988	1983	1988
MI (cont.)															
MUSKEGON	**153.5**	**154.4**	**.6**	**55.7**	**2.8**	**2,274,599**	**64.6**	**25,498**	**40,837**	**932,822**	**55.9**	**11,039**	**16,747**	**.0577**	**.0579**
Muskegon	153.5	154.4	.6	55.7	2.8	2,274,599	64.6	25,498	40,837	932,822	55.9	11,039	16,747	.0577	.0579
SAGINAW - BAY CITY - MIDLAND	**414.7**	**417.9**	**.8**	**147.2**	**3.2**	**6,102,631**	**54.1**	**27,749**	**41,458**	**3,085,476**	**49.8**	**14,437**	**20,961**	**.1724**	**.1650**
Bay	115.9	114.8	-.9	41.3	1.5	1,600,590	50.5	26,138	38,755	840,473	47.6	13,994	20,350	.0471	.0442
Midland	74.5	75.8	1.7	26.9	5.1	1,460,113	70.8	33,399	54,279	451,821	60.8	10,973	16,796	.0318	.0330
Saginaw	224.3	227.3	1.3	79.0	3.4	3,041,928	49.0	26,713	38,505	1,793,182	48.2	15,834	22,699	.0935	.0878
TOTAL METRO COUNTIES	**7,317.1**	**7,306.4**	**–.1**	**2,666.0**	**2.6**	**116,807,001**	**53.7**	**29,263**	**43,814**	**56,657,718**	**49.7**	**14,573**	**21,252**	**3.2102**	**3.0613**
TOTAL STATE	**9,129.3**	**9,161.7**	**.4**	**3,324.7**	**2.9**	**139,500,468**	**54.1**	**28,023**	**41,959**	**67,046,475**	**50.1**	**13,825**	**20,166**	**3.8476**	**3.6810**
MINNESOTA															
DULUTH	**264.2**	**264.6**	**.2**	**100.3**	**1.8**	**4,223,549**	**61.6**	**26,537**	**42,109**	**1,831,411**	**53.7**	**12,095**	**18,259**	**.1088**	**.1072**
St. Louis	220.5	222.0	.7	83.8	2.2	3,578,501	62.0	26,946	42,703	1,572,649	54.0	12,450	18,767	.0921	.0910
Douglas, Wisc.	*43.7*	*42.6*	*–2.5*	*16.5*	*.0*	*645,048*	*59.5*	*24,503*	*39,094*	*258,762*	*51.8*	*10,331*	*15,683*	*.0167*	*.0162*
FARGO - MOORHEAD	**145.3**	**155.4**	**7.0**	**58.7**	**10.8**	**2,239,710**	**50.9**	**28,008**	**38,155**	**1,422,623**	**54.2**	**17,406**	**24,235**	**.0676**	**.0653**
Clay	49.7	50.2	1.0	17.6	4.1	610,920	44.3	25,055	34,711	314,937	46.4	12,728	17,894	.0188	.0172
Cass, N. D.	*95.6*	*105.2*	*10.0*	*41.1*	*13.9*	*1,628,790*	*53.5*	*29,390*	*39,630*	*1,107,686*	*56.6*	*19,596*	*26,951*	*.0488*	*.0481*
MINNEAPOLIS - ST. PAUL	**2,200.2**	**2,316.9**	**5.3**	**876.1**	**8.1**	**43,600,695**	**69.6**	**31,728**	**49,767**	**22,038,007**	**64.3**	**16,550**	**25,155**	**1.0777**	**1.1241**
Anoka	210.8	232.0	10.1	76.5	13.8	3,963,182	78.1	33,110	51,806	1,575,754	71.8	13,649	20,598	.0889	.0971
Carver	40.0	44.0	10.0	14.7	11.4	742,297	76.5	31,861	50,496	219,421	70.0	9,780	14,927	.0156	.0170
Chisago	28.8	33.0	14.6	10.5	12.9	368,417	56.3	25,339	35,087	207,489	62.3	13,748	19,761	.0108	.0110
Dakota	214.9	244.0	13.5	85.7	17.4	4,582,296	83.5	34,205	53,469	2,486,140	79.9	18,928	29,010	.1067	.1210
Hennepin	938.9	955.2	1.7	392.7	5.1	19,956,995	66.1	32,135	50,820	11,180,445	61.2	18,553	28,471	.5129	.5234
Isanti	25.8	28.8	11.6	9.9	17.9	339,637	64.9	24,519	34,307	111,988	65.1	8,073	11,312	.0083	.0086
Ramsey	456.7	460.5	.8	182.2	4.2	8,698,308	65.3	30,095	47,740	4,417,166	59.6	15,830	24,244	.2216	.2244
Scott	48.2	54.4	12.9	17.3	14.6	768,613	63.9	31,066	44,428	266,785	62.7	10,862	15,421	.0183	.0191
Washington	124.4	139.6	12.2	45.9	15.9	2,609,634	84.0	35,820	56,855	916,233	78.5	12,965	19,962	.0540	.0609
Wright	65.7	75.7	15.2	23.7	15.0	788,533	52.1	25,170	33,271	403,532	57.7	12,425	17,027	.0232	.0231
St. Croix, Wisc.	*46.0*	*49.7*	*8.0*	*17.0*	*11.1*	*782,783*	*75.5*	*29,145*	*46,046*	*253,054*	*67.2*	*9,893*	*14,886*	*.0174*	*.0185*



Serving Grand Rapids, Kalamazoo, Battle Creek and Muskegon

WKZO-TV

The #1 buy in Michigan's #1 growth market!

The most recent U.S. Census shows Kalamazoo-Grand Rapids has grown 11.3% since 1970. It's the fastest growing of any Michigan market ranked among the nation's top 100.

While Kalamazoo-Grand Rapids-Battle Creek ranks in the top 40 ADI TV households, we rank:

- 20th in general merchandise sales
- 20th in department store sales
- 33rd in building material and hardware sales
- 34th in eating and drinking places sales
- 34th in effective buying income

Between 1982 and 1987, the market's effective buying income will jump from $15 billion to $20 billion. That is a 76% growth compared with the much smaller projected gains for the rest of Michigan, the east north central region, and the U.S.

Talk with the people at Avery-Knodel about WKZO-TV—the best way to reach your prime audience in Michigan's fastest growing market.

S & MM© 1984 Survey of Buying Power

A Fetzer Station

WKZO-TV

Channel 3 **A CBS Affiliate** **100,000 WATTS 1000 FT. TOWER**

KALAMAZOO-GRAND RAPIDS AND GREATER WESTERN MICHIGAN

Avery-Knodel Television National Representatives

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES STATE S&MM METRO AREA County	POPULATION 12/31/83 Total Pop. (Thous.)	12/31/88 Total Pop. (Thous.)	% Change 1983–1988	12/31/88 Total Households (Thous.)	% Change 1983–1988	EFFECTIVE BUYING INCOME 1988 Total EBI ($000)	% Change 1983–1988	Average Household EBI 1983	1988	RETAIL SALES 1988 Total Retail Sales ($000)	% Change 1983–1988	Retail Sales Per Household 1983	1988	BUYING POWER INDEX 1983	1988
MN (cont.)															
ROCHESTER	94.2	97.2	3.2	36.3	6.1	1,772,133	68.5	30,747	48,819	1,065,203	62.8	19,135	29,344	.0472	.0486
Olmsted	94.2	97.2	3.2	36.3	6.1	1,772,133	68.5	30,747	48,819	1,065,203	62.8	19,135	29,344	.0472	.0486
ST. CLOUD	173.2	186.8	7.9	59.0	10.3	2,168,829	59.6	25,399	36,760	1,423,540	56.0	17,055	24,128	.0668	.0670
Benton	26.8	29.0	8.2	10.0	11.1	396,097	76.3	24,959	39,610	176,431	69.4	11,569	17,643	.0097	.0105
Sherburne	33.9	39.6	16.8	11.9	16.7	439,302	61.4	26,687	36,916	123,546	62.8	7,441	10,382	.0105	.0110
Stearns	112.5	118.2	5.1	37.1	8.2	1,333,430	54.7	25,132	35,942	1,123,563	53.4	21,354	30,285	.0466	.0455
TOTAL METRO COUNTIES	2,691.8	2,823.4	4.9	1,055.8	7.6	50,948,295	66.1	30,874	48,256	26,161,282	62.9	16,363	24,779	1.2852	1.3294
TOTAL STATE	4,168.4	4,331.9	3.9	1,598.5	6.2	66,139,863	60.1	27,461	41,376	34,767,429	57.3	14,689	21,750	1.7999	1.7917
MISSISSIPPI															
BILOXI - GULFPORT	192.6	205.7	6.8	73.6	10.7	2,810,845	74.7	24,199	38,191	1,437,973	68.0	12,869	19,538	.0724	.0773
Hancock	27.9	32.5	16.5	11.6	20.8	397,397	84.7	22,413	34,258	137,104	78.3	8,012	11,819	.0089	.0102
Harrison	164.7	173.2	5.2	62.0	9.0	2,413,448	73.1	24,500	38,927	1,300,869	67.0	13,689	20,982	.0635	.0671
JACKSON	385.5	416.2	8.0	148.6	11.8	6,207,437	77.5	26,312	41,773	2,855,840	66.6	12,897	19,218	.1514	.1626
Hinds	260.9	273.2	4.7	100.3	8.4	4,181,329	71.8	26,306	41,688	2,295,236	63.4	15,181	22,884	.1101	.1148
Madison	45.5	50.8	11.6	16.7	16.0	610,693	85.5	22,864	36,568	195,265	76.8	7,670	11,693	.0137	.0154
Rankin	79.1	92.2	16.6	31.6	21.5	1,415,415	92.8	28,241	44,792	365,339	83.3	7,666	11,561	.0276	.0324
PASCAGOULA	127.7	140.9	10.3	48.5	14.1	2,201,737	84.3	28,114	45,397	801,313	75.1	10,767	16,522	.0482	.0538
Jackson	127.7	140.9	10.3	48.5	14.1	2,201,737	84.3	28,114	45,397	801,313	75.1	10,767	16,522	.0482	.0538
TOTAL METRO COUNTIES	765.1	829.3	8.4	292.6	12.2	12,066,080	77.8	26,017	41,237	5,322,526	68.3	12,123	18,190	.2908	.3140
TOTAL STATE	2,605.1	2,720.3	4.4	943.0	7.2	30,092,300	62.7	21,031	31,911	14,963,187	57.5	10,800	15,868	.8586	.8618
MISSOURI															
COLUMBIA	105.8	113.7	7.5	41.9	10.3	1,926,648	77.2	28,617	45,982	998,866	70.7	15,398	23,839	.0471	.0509
Boone	105.8	113.7	7.5	41.9	10.3	1,926,648	77.2	28,617	45,982	998,866	70.7	15,398	23,839	.0471	.0509
JOPLIN	131.1	135.5	3.4	51.3	3.0	1,562,955	50.8	20,806	30,467	1,191,627	51.6	15,787	23,229	.0533	.0510
Jasper	88.4	90.1	1.9	34.6	1.5	1,079,768	50.4	21,054	31,207	994,729	51.0	19,312	28,749	.0395	.0378
Newton	42.7	45.4	6.3	16.7	6.4	483,187	51.8	20,268	28,933	196,898	54.3	8,129	11,790	.0138	.0132
KANSAS CITY	1,452.0	1,496.4	3.1	582.2	5.8	24,714,594	55.4	28,910	42,450	13,486,893	55.6	15,755	23,165	.6835	.6676
Cass	54.6	59.4	8.8	20.9	10.6	695,674	44.3	25,508	33,286	278,815	51.7	9,724	13,340	.0197	.0187
Clay	139.7	144.3	3.3	56.0	6.7	2,290,264	50.2	29,040	40,898	1,400,445	51.0	17,669	25,008	.0679	.0646
Jackson	615.3	613.6	–.3	247.6	2.4	10,142,525	57.1	26,719	40,963	6,217,930	54.7	16,631	25,113	.2925	.2847
Lafayette	30.5	31.2	2.3	11.4	1.8	316,419	29.7	21,783	27,756	150,050	38.2	9,694	13,162	.0106	.0091
Platte	51.3	58.3	13.6	21.3	15.8	634,765	30.8	26,372	29,801	195,111	44.5	7,340	9,160	.0181	.0163
Ray	22.3	23.5	5.4	8.4	6.3	220,215	27.2	21,908	26,216	99,106	39.4	8,997	11,798	.0074	.0065
Johnson, Kans.	*289.4*	*315.7*	*9.1*	*123.2*	*12.7*	*6,786,941*	*62.2*	*38,285*	*55,089*	*3,582,507*	*64.0*	*19,981*	*29,079*	*.1696*	*.1737*
Leavenworth, Kans.	*57.4*	*60.4*	*5.2*	*19.9*	*8.2*	*840,484*	*55.1*	*29,450*	*42,235*	*257,916*	*54.3*	*9,087*	*12,961*	*.0207*	*.0203*
Miami, Kans.	*22.6*	*23.9*	*5.8*	*9.0*	*9.8*	*287,955*	*40.8*	*24,942*	*31,995*	*95,673*	*46.3*	*7,973*	*10,630*	*.0080*	*.0074*
Wyandotte, Kans.	*168.9*	*166.1*	*–1.7*	*64.5*	*1.4*	*2,499,352*	*55.7*	*25,239*	*38,750*	*1,209,340*	*50.3*	*12,650*	*18,749*	*.0690*	*.0663*
ST. JOSEPH	86.7	85.0	–2.0	32.0	–1.5	1,203,273	54.4	23,972	37,602	796,651	50.8	16,254	24,895	.0375	.0358
Buchanan	86.7	85.0	–2.0	32.0	–1.5	1,203,273	54.4	23,972	37,602	796,651	50.8	16,254	24,895	.0375	.0358
ST. LOUIS	1,812.0	1,862.4	2.8	698.5	5.4	31,609,642	61.8	29,496	45,254	15,869,480	57.9	15,166	22,719	.8278	.8276
Franklin	77.1	84.3	9.3	28.5	9.6	935,967	51.7	23,736	32,841	561,687	54.6	13,971	19,708	.0291	.0284
Jefferson	159.4	177.9	11.6	58.7	13.1	2,420,558	68.9	27,611	41,236	826,210	66.5	9,562	14,075	.0569	.0599
St. Charles	160.4	184.1	14.8	62.9	18.7	3,218,937	86.8	32,505	51,175	1,290,275	80.5	13,491	20,513	.0688	.0787
St. Louis	968.8	975.9	.7	367.7	4.1	19,108,861	59.3	33,961	51,969	10,046,422	56.3	18,198	27,322	.5024	.4955
St. Louis city	425.6	418.7	–1.6	172.8	1.1	5,681,386	58.5	20,979	32,878	3,055,754	54.2	11,594	17,684	.1633	.1586
Monroe, Ill.	*20.7*	*21.5*	*3.9*	*7.9*	*6.8*	*243,933*	*32.2*	*24,929*	*30,878*	*89,132*	*43.7*	*8,382*	*11,283*	*.0073*	*.0065*
ST. LOUIS - EAST ST. LOUIS - ALTON CONSOLIDATED AREA	*2,375.8*	*2,418.3*	*1.8*	*907.1*	*4.6*	*38,962,456*	*58.2*	*28,388*	*42,953*	*19,612,188*	*55.2*	*14,561*	*21,621*	*1.0502*	*1.0309*
SPRINGFIELD	219.1	234.3	6.9	91.0	9.5	3,428,862	70.0	24,273	37,680	2,154,153	64.3	15,778	23,672	.0951	.0993
Christian	25.1	28.7	14.3	10.2	14.6	374,527	81.1	23,230	36,718	116,336	75.2	7,459	11,405	.0083	.0093
Greene	194.0	205.6	6.0	80.8	8.9	3,054,335	68.7	24,398	37,801	2,037,817	63.7	16,776	25,221	.0868	.0900
TOTAL METRO COUNTIES	3,247.7	3,339.7	2.8	1,272.4	5.2	53,787,309	59.9	27,825	42,272	29,263,102	57.0	15,418	22,998	1.4697	1.4580
TOTAL STATE	4,990.3	5,153.2	3.3	1,937.4	5.1	72,084,551	56.2	25,030	37,207	40,510,962	55.0	14,173	20,910	2.0753	2.0291

Legislation changes designation

In an announcement made only hours before this issue went to press, the Office of Management and Budget (OMB) redefined the former **St. Louis-East St. Louis-Alton** consolidated area **(CMSA)** as a single Metropolitan Statistical Area **(MSA).** This is a change in definition only and does not affect the market's geographical make-up. Data for the former consolidated area are identical to the data assigned to the new MSA. CMSA data are listed above and on page C-114 of the July 23 *Survey of Buying Power.* In terms of metro market rankings, the newly designated MSA is now the tenth-largest such area, just ahead of Atlanta.

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
STATE S&MM METRO AREA County	12/31/83 Total Pop. (Thous.)	12/31/88 Total Pop. (Thous.)	% Change 1983–1988	12/31/88 Total House-holds (Thous.)	% Change 1983–1988	1988 Total EBI ($000)	% Change 1983–1988	Average Household EBI 1983	Average Household EBI 1988	1988 Total Retail Sales ($000)	% Change 1983–1988	Retail Sales Per Household 1983	Retail Sales Per Household 1988	1983	1988
MONTANA															
BILLINGS	**117.5**	**130.1**	**10.7**	**52.0**	**14.5**	**2,114,100**	**77.6**	**26,221**	**40,656**	**1,730,184**	**73.9**	**21,912**	**33,273**	**.0608**	**.0664**
Yellowstone	117.5	130.1	10.7	52.0	14.5	2,114,100	77.6	26,221	40,656	1,730,184	73.9	21,912	33,273	.0608	.0664
GREAT FALLS	**80.5**	**79.6**	**−1.1**	**31.4**	**1.9**	**1,194,364**	**56.9**	**24,715**	**38,037**	**885,367**	**53.5**	**18,722**	**28,196**	**.0378**	**.0365**
Cascade	80.5	79.6	−1.1	31.4	1.9	1,194,364	56.9	24,715	38,037	885,367	53.5	18,722	28,196	.0378	.0365
TOTAL METRO COUNTIES	**198.0**	**209.7**	**5.9**	**83.4**	**9.4**	**3,308,464**	**69.5**	**25,612**	**39,670**	**2,615,551**	**66.4**	**20,623**	**31,362**	**.0986**	**.1029**
TOTAL STATE	**822.6**	**872.9**	**6.1**	**336.5**	**9.0**	**11,541,707**	**61.8**	**23,107**	**34,299**	**7,973,053**	**62.1**	**15,925**	**23,694**	**.3474**	**.3525**
NEBRASKA															
LINCOLN	**201.8**	**214.1**	**6.1**	**84.8**	**10.0**	**4,091,913**	**75.2**	**30,286**	**48,254**	**1,864,753**	**69.3**	**14,285**	**21,990**	**.0950**	**.1019**
Lancaster	201.8	214.1	6.1	84.8	10.0	4,091,913	75.2	30,286	48,254	1,864,753	69.3	14,285	21,990	.0950	.1019
OMAHA	**597.2**	**613.4**	**2.7**	**232.8**	**5.9**	**11,114,652**	**67.8**	**30,138**	**47,743**	**4,950,597**	**61.1**	**13,985**	**21,265**	**.2707**	**.2777**
Douglas	400.8	405.6	1.2	159.1	4.6	7,728,683	66.1	30,599	48,578	3,683,841	59.7	15,170	23,154	.1923	.1952
Sarpy	93.8	104.7	11.6	34.1	15.2	1,777,944	83.0	32,817	52,139	503,346	77.8	9,565	14,761	.0359	.0403
Washington	16.3	17.2	5.5	6.3	8.6	232,025	49.3	26,800	36,829	87,800	52.0	9,961	13,937	.0063	.0059
Pottawattamie, Iowa	*86.3*	*85.9*	*−.5*	*33.3*	*3.1*	*1,376,000*	*63.2*	*26,108*	*41,321*	*675,610*	*58.7*	*13,180*	*20,289*	*.0362*	*.0363*
TOTAL METRO COUNTIES	**730.6**	**761.3**	**4.2**	**291.4**	**7.6**	**14,133,221**	**70.6**	**30,590**	**48,501**	**6,287,733**	**63.9**	**14,159**	**21,578**	**.3369**	**.3513**
TOTAL STATE	**1,603.4**	**1,649.9**	**2.9**	**624.8**	**5.1**	**24,046,067**	**55.4**	**26,037**	**38,486**	**12,509,698**	**54.2**	**13,653**	**20,022**	**.6736**	**.6553**
NEVADA															
LAS VEGAS	**529.3**	**620.6**	**17.2**	**252.2**	**21.4**	**10,183,800**	**82.0**	**26,934**	**40,380**	**5,976,944**	**80.5**	**15,938**	**23,699**	**.2488**	**.2820**
Clark	529.3	620.6	17.2	252.2	21.4	10,183,800	82.0	26,934	40,380	5,976,944	80.5	15,938	23,699	.2488	.2820
RENO	**213.4**	**241.4**	**13.1**	**103.7**	**17.2**	**4,406,812**	**73.4**	**28,721**	**42,496**	**3,137,320**	**72.9**	**20,498**	**30,254**	**.1185**	**.1286**
Washoe	213.4	241.4	13.1	103.7	17.2	4,406,812	73.4	28,721	42,496	3,137,320	72.9	20,498	30,254	.1185	.1286
TOTAL METRO COUNTIES	**742.7**	**862.0**	**16.1**	**355.9**	**20.1**	**14,590,612**	**79.3**	**27,468**	**40,996**	**9,114,264**	**77.8**	**17,300**	**25,609**	**.3673**	**.4106**
TOTAL STATE	**904.6**	**1,049.8**	**16.1**	**430.7**	**20.1**	**17,377,775**	**78.7**	**27,116**	**40,348**	**10,643,527**	**77.5**	**16,726**	**24,712**	**.4372**	**.4877**

KOLN-TV/KGIN-TV
#1 IN NEWS

The dominance of KOLN-TV/KGIN-TV news in the Lincoln-Hastings-Kearney ADI was further enhanced by the 1984 County Coverage Arbitron figures.

Even more important is the popularity of KOLN-TV/KGIN-TV 6 pm and 10 pm news in the home counties of the four stations in our market.

Lancaster County — KOLN-TV's Home County
76,600 TV Households

	6 pm News Share	10 pm News Share
KOLN-TV+	**38**	**41**
KHGI-TV+	0	0
KHAS-TV	0	0

Hall County — KGIN-TV's Home County
18,400 TV Households

	6 pm News Share	10 pm News Share
KOLN-TV+	**47**	**48**
KHGI-TV+	21	18
KHAS-TV	12	22

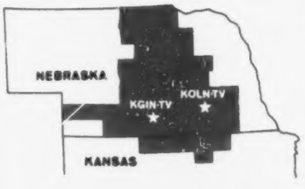
Buffalo County — KHGI-TV's Home County
12,950 TV Households

	6 pm News Share	10 pm News Share
KOLN-TV+	**38**	**36**
KHGI-TV+	45	42
KHAS-TV	5	8

Adams County — KHAS-TV's Home County
12,250 TV Households

	6 pm News Share	10 pm News Share
KOLN-TV+	**32**	**38**
KHGI-TV+	15	15
KHAS-TV	40	37

You've got to cover the Lincoln-Hastings-Kearney market if you want to cover Nebraska. Get all the facts from your Avery-Knodel representative.



A Felzer Station

KOLN-TV/KGIN-TV
Channel 10 A CBS Affiliate Channel 11
LINCOLN, NEBRASKA / GRAND ISLAND, NEBRASKA
1500 FT. TOWER / 1069 FT. TOWER
Avery-Knodel Television National Representatives

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
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NEW HAMPSHIRE															
MANCHESTER - NASHUA	**288.6**	**305.7**	**5.9**	**112.4**	**9.6**	**5,127,945**	**68.2**	**29,718**	**45,622**	**3,029,317**	**67.2**	**17,664**	**26,951**	**.1358**	**.1418**
Hillsborough	288.6	305.7	5.9	112.4	9.6	5,127,945	68.2	29,718	45,622	3,029,317	67.2	17,664	26,951	.1358	.1418
PORTSMOUTH - DOVER - ROCHESTER	**295.1**	**320.7**	**8.7**	**116.6**	**12.2**	**5,464,877**	**77.6**	**29,615**	**46,869**	**3,391,079**	**73.5**	**18,816**	**29,083**	**.1406**	**.1534**
Rockingham	206.5	227.6	10.2	83.3	14.0	4,054,096	80.0	30,819	48,669	2,569,497	75.4	20,045	30,846	.1030	.1138
Strafford	88.6	93.1	5.1	33.3	8.1	1,410,781	71.2	26,759	42,366	821,582	67.8	15,898	24,672	.0376	.0396
TOTAL METRO COUNTIES	**583.7**	**626.4**	**7.3**	**229.0**	**10.9**	**10,592,822**	**72.9**	**29,666**	**46,257**	**6,420,396**	**70.4**	**18,243**	**28,037**	**.2764**	**.2952**
TOTAL STATE	**964.5**	**1,025.9**	**6.4**	**377.7**	**9.2**	**15,621,002**	**64.5**	**27,460**	**41,358**	**10,030,527**	**64.1**	**17,672**	**26,557**	**.4403**	**.4523**
NEW JERSEY															
ATLANTIC CITY	**295.5**	**321.2**	**8.7**	**127.0**	**11.8**	**4,569,822**	**55.7**	**25,838**	**35,983**	**3,174,520**	**60.4**	**17,423**	**24,996**	**.1380**	**.1379**
Atlantic	202.9	215.5	6.2	82.8	8.5	2,910,835	47.0	25,951	35,155	2,030,547	54.1	17,274	24,524	.0930	.0888
Cape May	92.6	105.7	14.1	44.2	18.5	1,658,987	73.7	25,606	37,534	1,143,973	73.0	17,727	25,882	.0450	.0491
BERGEN - PASSAIC	**1,277.4**	**1,260.0**	**–1.4**	**471.0**	**1.8**	**25,893,795**	**54.6**	**36,220**	**54,976**	**12,959,673**	**52.9**	**18,331**	**27,515**	**.6824**	**.6559**
Bergen	833.2	819.3	–1.7	311.7	1.6	19,022,893	56.4	39,664	61,029	9,269,674	53.8	19,652	29,739	.4843	.4694
Passaic	444.2	440.7	–.8	159.3	2.2	6,870,902	49.8	29,441	43,132	3,689,999	50.6	15,730	23,164	.1981	.1865
JERSEY CITY	**548.4**	**537.8**	**–1.9**	**206.1**	**–.5**	**6,982,101**	**39.7**	**24,130**	**33,877**	**2,914,895**	**43.2**	**9,827**	**14,143**	**.2054**	**.1836**
Hudson	548.4	537.8	–1.9	206.1	–.5	6,982,101	39.7	24,130	33,877	2,914,895	43.2	9,827	14,143	.2054	.1836
MIDDLESEX - SOMERSET - HUNTERDON	**905.5**	**933.4**	**3.1**	**331.4**	**6.6**	**18,307,804**	**58.7**	**37,100**	**55,244**	**7,712,752**	**57.4**	**15,759**	**23,273**	**.4482**	**.4442**
Hunterdon	95.2	105.6	10.9	36.7	15.0	2,116,065	72.5	38,447	57,658	845,638	70.2	15,580	23,042	.0470	.0505
Middlesex	603.4	615.0	1.9	218.8	5.4	11,372,912	55.3	35,266	51,979	5,037,817	55.2	15,636	23,025	.2904	.2827
Somerset	206.9	212.8	2.9	75.9	6.3	4,818,827	61.3	41,831	63,489	1,829,297	58.2	16,197	24,101	.1108	.1110
MONMOUTH - OCEAN	**910.5**	**993.7**	**9.1**	**378.3**	**13.1**	**17,734,752**	**68.3**	**31,502**	**46,880**	**8,011,273**	**66.6**	**14,377**	**21,177**	**.4253**	**.4462**
Monmouth	522.2	548.6	5.1	199.3	8.6	10,652,367	64.6	35,264	53,449	4,478,192	62.1	15,056	22,470	.2532	.2587
Ocean	388.3	445.1	14.6	179.0	18.5	7,082,385	74.2	26,931	39,566	3,533,081	72.7	13,552	19,738	.1721	.1875
NEWARK	**1,868.8**	**1,860.4**	**–.4**	**675.0**	**2.2**	**35,558,737**	**56.2**	**34,464**	**52,680**	**14,800,092**	**53.8**	**14,567**	**21,926**	**.8907**	**.8635**
Essex	826.4	794.9	–3.8	291.7	–1.7	13,063,145	47.7	29,806	44,783	5,387,493	46.3	12,403	18,469	.3532	.3254
Morris	417.7	432.5	3.5	150.3	7.0	10,266,102	68.9	43,254	68,304	4,367,221	64.8	18,866	29,057	.2329	.2423
Sussex	130.8	151.1	15.5	51.5	19.2	2,667,970	79.9	34,334	51,805	843,153	76.0	11,087	16,372	.0551	.0615
Union	493.9	481.9	–2.4	181.5	.8	9,561,520	50.4	35,313	52,681	4,202,225	49.5	15,613	23,153	.2495	.2343
TRENTON	**310.8**	**315.1**	**1.4**	**114.2**	**4.6**	**5,373,051**	**51.9**	**32,397**	**47,049**	**2,676,098**	**53.1**	**16,002**	**23,433**	**.1465**	**.1402**
Mercer	310.8	315.1	1.4	114.2	4.6	5,373,051	51.9	32,397	47,049	2,676,098	53.1	16,002	23,433	.1465	.1402
VINELAND - MILLVILLE - BRIDGETON	**137.0**	**142.4**	**3.9**	**49.6**	**6.4**	**1,554,064**	**39.2**	**23,952**	**31,332**	**998,160**	**45.4**	**14,733**	**20,124**	**.0530**	**.0482**
Cumberland	137.0	142.4	3.9	49.6	6.4	1,554,064	39.2	23,952	31,332	998,160	45.4	14,733	20,124	.0530	.0482
TOTAL METRO COUNTIES	**7,484.6**	**7,661.9**	**2.4**	**2,813.4**	**5.4**	**136,341,183**	**56.5**	**32,662**	**48,461**	**63,050,769**	**55.8**	**15,170**	**22,411**	**3.5295**	**3.4542**
TOTAL STATE	**7,484.6**	**7,661.9**	**2.4**	**2,813.4**	**5.4**	**136,341,183**	**56.5**	**32,662**	**48,461**	**63,050,769**	**55.8**	**15,170**	**22,411**	**3.5295**	**3.4542**
NEW MEXICO															
ALBUQUERQUE	**455.8**	**506.3**	**11.1**	**196.2**	**14.9**	**7,358,410**	**66.4**	**25,900**	**37,505**	**4,106,875**	**65.9**	**14,499**	**20,932**	**.1963**	**.2052**
Bernalillo	455.8	506.3	11.1	196.2	14.9	7,358,410	66.4	25,900	37,505	4,106,875	65.9	14,499	20,932	.1963	.2052
LAS CRUCES	**106.4**	**120.6**	**13.3**	**41.9**	**17.4**	**1,300,708**	**66.2**	**21,928**	**31,043**	**732,659**	**68.8**	**12,159**	**17,486**	**.0368**	**.0389**
Dona Ana	106.4	120.6	13.3	41.9	17.4	1,300,708	66.2	21,928	31,043	732,659	68.8	12.159	17,486	.0368	.0389
SANTA FE	**100.8**	**111.6**	**10.7**	**42.9**	**14.4**	**1,848,983**	**70.0**	**28,995**	**43,100**	**981,696**	**69.8**	**15,420**	**22,883**	**.0465**	**.0497**
Los Alamos	18.2	19.1	4.9	7.2	7.5	508,185	73.3	43,761	70,581	116,505	66.9	10,421	16,181	.0095	.0104
Santa Fe	82.6	92.5	12.0	35.7	15.9	1,340,798	68.8	25,783	37,557	865,191	70.2	16,508	24,235	.0370	.0393
TOTAL METRO COUNTIES	**663.0**	**738.5**	**11.4**	**281.0**	**15.2**	**16,508,101**	**67.0**	**25,795**	**37,395**	**5,821,230**	**66.9**	**14,298**	**20,716**	**.2796**	**.2938**
TOTAL STATE	**1,416.7**	**1,570.8**	**10.9**	**567.6**	**14.3**	**19,613,475**	**65.9**	**23,817**	**34,555**	**11,394,399**	**65.4**	**13,875**	**20,075**	**.5484**	**.5717**

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S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES STATE S&MM METRO AREA County	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
	12/31/83 Total Pop. (Thous.)	12/31/88 Total Pop. (Thous.)	% Change 1983–1988	12/31/88 Total House-holds (Thous.)	% Change 1983–1988	1988 Total EBI ($000)	% Change 1983–1988	Average Household EBI 1983	Average Household EBI 1988	1988 Total Retail Sales ($000)	% Change 1983–1988	Retail Sales Per Household 1983	Retail Sales Per Household 1988	1983	1988
NEW YORK															
ALBANY - SCHENECTADY - TROY	861.9	890.6	3.3	335.4	5.7	13,568,860	51.5	28,228	40,456	6,584,333	52.5	13,610	19,631	.3748	.3590
Albany	291.8	299.9	2.8	116.3	5.0	5,031,173	53.1	29,653	43,260	2,719,996	53.4	16,000	23,388	.1402	.1350
Greene	44.1	48.0	8.8	18.6	12.0	523,749	41.1	22,367	28,159	264,110	47.9	10,755	14,199	.0162	.0152
Montgomery	53.6	53.8	.4	20.2	1.0	754,372	52.2	24,785	37,345	325,022	50.5	10,797	16,090	.0206	.0197
Rensselaer	154.7	158.4	2.4	57.0	4.6	2,383,781	57.8	27,725	41,821	783,924	55.6	9,243	13,753	.0584	.0573
Saratoga	168.7	182.8	8.4	65.4	12.0	2,746,065	59.4	29,499	41,989	1,251,776	60.4	13,364	19,140	.0711	.0715
Schenectady	149.0	147.7	–.9	57.9	1.8	2,129,720	35.9	27,552	36,783	1,239,505	43.2	15,215	21,408	.0683	.0603
BINGHAMTON	266.6	270.9	1.6	100.9	4.5	4,251,916	54.2	28,549	42,140	2,099,809	52.7	14,236	20,811	.1165	.1124
Broome	214.4	215.4	.5	81.2	3.2	3,333,474	50.4	28,154	41,053	1,837,517	51.0	15,462	22,630	.0965	.0914
Tioga	52.2	55.5	6.3	19.7	10.1	918,442	69.4	30,285	46,621	262,292	65.7	8,842	13,314	.0200	.0210
BUFFALO	993.5	964.7	–2.9	362.2	–.5	12,870,914	31.0	26,994	35,535	6,983,908	37.5	13,950	19,282	.4236	.3619
Erie	993.5	964.7	–2.9	362.2	–.5	12,870,914	31.0	26,994	35,535	6,983,908	37.5	13,950	19,282	.4236	.3619
BUFFALO - NIAGARA FALLS CONSOLIDATED AREA	*1,221.7*	*1,193.2*	*–2.3*	*447.6*	*.2*	*15,684,980*	*30.7*	*26,869*	*35,042*	*8,475,529*	*37.6*	*13,790*	*18,935*	*.5170*	*.4419*
ELMIRA	98.2	98.6	.4	35.9	2.6	1,190,733	37.1	24,806	33,168	584,425	41.3	11,817	16,279	.0375	.0333
Chemung	98.2	98.6	.4	35.9	2.6	1,190,733	37.1	24,806	33,168	584,425	41.3	11,817	16,279	.0375	.0333
GLENS FALLS	114.5	120.4	5.2	41.9	6.3	1,485,595	50.7	25,027	35,456	900,829	54.2	14,828	21,499	.0457	.0439
Warren	57.9	61.9	6.9	22.1	7.3	803,564	52.8	25,526	36,360	647,422	55.5	20,215	29,295	.0268	.0260
Washington	56.6	58.5	3.4	19.8	5.3	682,031	48.2	24,480	34,446	253,407	51.0	8,924	12,798	.0189	.0179
NASSAU - SUFFOLK	2,665.9	2,763.0	3.6	911.3	7.1	59,669,855	69.1	41,462	65,478	25,136,178	63.3	18,081	27,583	1.3732	1.4251
Nassau	1,318.0	1,328.6	.8	451.4	4.2	31,885,606	64.8	44,643	70,637	14,949,814	59.9	21,575	33,119	.7637	.7738
Suffolk	1,347.9	1,434.4	6.4	459.9	10.1	27,784,249	74.3	38,163	60,414	10,186,364	68.6	14,459	22,149	.6095	.6513
NEW YORK	8,241.8	8,315.8	.9	3,325.7	2.7	129,086,760	44.3	27,629	38,815	48,962,716	47.8	10,229	14,723	3.4578	3.1849
Bronx	1,073.7	1,063.0	–1.0	400.7	.5	10,007,367	26.3	19,862	24,975	3,566,656	36.5	6,549	8,901	.3273	.2769
Kings	2,135.1	2,080.4	–2.6	816.4	.5	25,680,772	40.6	22,486	31,456	7,790,147	43.9	6,666	9,542	.7104	.6368
New York (Manhattan)	1,468.7	1,493.1	1.7	757.3	3.0	30,512,573	44.1	28,801	40,291	17,437,901	48.0	16,030	23,026	.8770	.8081
Putnam	86.3	98.8	14.5	33.2	18.1	1,596,711	60.5	35,413	48,094	559,407	66.2	11,978	16,850	.0371	.0384
Queens	1,947.1	1,984.9	1.9	752.3	2.3	29,044,051	40.4	28,139	38,607	8,311,068	44.8	7,807	11,048	.7548	.6827
Richmond	387.6	432.1	11.5	145.3	13.6	7,552,692	72.2	34,284	51,980	1,969,188	68.7	9,126	13,553	.1565	.1677
Rockland	275.6	294.1	6.7	94.2	10.4	6,063,335	70.9	41,583	64,367	2,034,821	66.3	14,342	21,601	.1304	.1376
Westchester	867.7	869.4	.2	326.3	3.5	18,629,259	49.2	39,617	57,092	7,293,528	50.5	15,376	22,352	.4643	.4367
NEW YORK - NORTHERN NEW JERSEY - LONG ISLAND CONSOLIDATED AREA	*17,507.4*	*17,784.8*	*1.6*	*6,693.5*	*3.9*	*315,623,909*	*53.3*	*31,956*	*47,154*	*131,275,035*	*53.9*	*13,240*	*19,612*	*8.0623*	*7.7662*
NIAGARA FALLS	228.2	228.5	.1	85.4	3.4	2,814,066	29.5	26,317	32,952	1,491,621	38.1	13,080	17,466	.0934	.0800
Niagara	228.2	228.5	.1	85.4	3.4	2,814,066	29.5	26,317	32,952	1,491,621	38.1	13,080	17,466	.0934	.0800

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S&MM ESTIMATES STATE S&MM METRO AREA County	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
	12/31/83 Total Pop. (Thous.)	12/31/88 Total Pop. (Thous.)	% Change 1983–1988	12/31/88 Total Households (Thous.)	% Change 1983–1988	1988 Total EBI ($000)	% Change 1983–1988	Average Household EBI 1983	Average Household EBI 1988	1988 Total Retail Sales ($000)	% Change 1983–1988	Retail Sales Per Household 1983	Retail Sales Per Household 1988	1983	1988
NY (cont.)															
ORANGE COUNTY	**277.7**	**301.6**	**8.6**	**99.3**	**9.8**	**4,378,368**	**60.1**	**30,243**	**44,092**	**2,178,097**	**60.7**	**14,989**	**21,935**	**.1165**	**.1178**
Orange	277.7	301.6	8.6	99.3	9.8	4,378,368	60.1	30,243	44,092	2,178,097	60.7	14,989	21,935	.1165	.1178
POUGHKEEPSIE	**259.0**	**277.3**	**7.1**	**96.4**	**10.4**	**5,085,863**	**69.7**	**34,329**	**52,758**	**2,138,771**	**66.4**	**14,721**	**22,186**	**.1189**	**.1247**
Dutchess	259.0	277.3	7.1	96.4	10.4	5,085,863	69.7	34,329	52,758	2,138,771	66.4	14,721	22,186	.1169	.1247
ROCHESTER	**995.9**	**1,031.6**	**3.6**	**383.8**	**6.5**	**17,281,979**	**51.7**	**31,610**	**45,029**	**8,075,476**	**53.0**	**14,647**	**21,041**	**.4625**	**.4440**
Livingston	59.2	62.2	5.1	20.8	7.8	852,177	54.7	28,537	40,970	352,839	56.0	11,720	16,963	.0226	.0220
Monroe	713.4	730.3	2.4	279.7	5.8	13,419,838	53.7	33,039	47,979	6,079,823	54.5	14,887	21,737	.3475	.3360
Ontario	94.5	102.1	8.0	35.7	9.5	1,287,091	42.8	27,652	36,053	746,371	48.0	15,471	20,907	.0402	.0374
Orleans	39.8	41.7	4.8	14.7	7.3	581,332	51.2	28,055	39,546	170,214	50.9	8,233	11,579	.0145	.0140
Wayne	89.0	95.3	7.1	32.9	8.2	1,141,541	39.1	26,988	34,697	726,229	45.5	16,424	22,074	.0377	.0346
SYRACUSE	**658.4**	**675.7**	**2.6**	**243.9**	**4.8**	**10,458,113**	**52.8**	**29,396**	**42,879**	**5,119,926**	**52.4**	**14,429**	**20,992**	**.2877**	**.2764**
Madison	67.4	70.3	4.3	23.3	6.9	746,559	35.8	25,219	32,041	345,111	42.9	11,079	14,812	.0236	.0212
Onondaga	469.6	477.9	1.8	177.8	4.1	7,593,203	50.4	29,569	42,706	4,070,149	51.5	15,727	22,892	.2162	.2053
Oswego	121.4	127.5	5.0	42.8	6.5	2,118,351	70.4	30,925	49,494	704,666	63.4	10,729	16,464	.0479	.0499
UTICA - ROME	**320.3**	**320.1**	**–.1**	**115.2**	**1.8**	**4,121,702**	**43.7**	**25,335**	**35,779**	**2,193,147**	**46.0**	**13,273**	**19,038**	**.1266**	**.1163**
Herkimer	67.7	69.1	2.1	24.5	2.1	919,599	55.4	24,660	37,535	357,145	52.7	9,746	14,577	.0243	.0237
Oneida	252.6	251.0	–.6	90.7	1.7	3,202,103	40.7	25,517	35,304	1,836,002	44.7	14,222	20,243	.1023	.0926
TOTAL METRO COUNTIES	**15,981.9**	**16,258.8**	**1.7**	**6,137.3**	**3.9**	**266,264,724**	**50.3**	**29,985**	**43,385**	**112,449,236**	**51.7**	**12,549**	**18,322**	**7.0347**	**6.6797**
TOTAL STATE	**17,740.7**	**18,100.9**	**2.0**	**6,789.0**	**4.2**	**288,491,225**	**50.1**	**29,491**	**42,494**	**123,607,480**	**51.6**	**12,513**	**18,207**	**7.6953**	**7.3047**
NORTH CAROLINA															
ASHEVILLE	**165.6**	**171.7**	**3.7**	**68.8**	**7.2**	**2,242,436**	**58.3**	**22,061**	**32,594**	**1,460,641**	**59.1**	**14,297**	**21,230**	**.0677**	**.0672**
Buncombe	165.6	171.7	3.7	68.8	7.2	2,242,436	58.3	22,061	32,594	1,460,641	59.1	14,297	21,230	.0677	.0672
BURLINGTON	**98.5**	**100.2**	**1.7**	**38.9**	**5.1**	**1,322,012**	**53.5**	**23,281**	**33,985**	**863,176**	**55.8**	**14,978**	**22,190**	**.0409**	**.0397**
Alamance	98.5	100.2	1.7	38.9	5.1	1,322,012	53.5	23,281	33,985	863,176	55.8	14,978	22,190	.0409	.0397
CHARLOTTE - GASTONIA - ROCK HILL	**1,013.3**	**1,073.2**	**5.9**	**402.5**	**9.1**	**15,346,166**	**63.3**	**25,481**	**38,127**	**8,478,044**	**63.0**	**14,103**	**21,063**	**.4193**	**.4279**
Cabarrus	89.7	95.5	6.5	35.3	8.6	1,351,595	70.3	24,415	38,289	729,494	67.5	13,398	20,666	.0356	.0376
Gaston	165.5	170.0	2.7	61.7	5.3	2,237,853	59.5	23,942	36,270	1,255,324	58.9	13,478	20,346	.0641	.0638
Lincoln	45.8	50.6	10.5	18.7	14.0	615,839	65.6	22,676	32,933	251,201	64.9	9,287	13,433	.0158	.0163
Mecklenburg	420.9	444.8	5.7	174.4	9.3	6,842,143	58.9	26,988	39,232	4,288,901	61.2	16,674	24,592	.1955	.1960
Rowan	101.3	104.3	3.0	40.3	6.6	1,526,147	68.4	23,974	37,870	655,806	64.5	10,544	16,273	.0381	.0394
Union	76.0	83.8	10.3	28.5	13.1	962,925	58.7	24,081	33,787	472,406	63.8	11,447	16,576	.0268	.0273
York, S. C.	*114.1*	*124.2*	*8.9*	*43.6*	*12.7*	*1,809,664*	*79.4*	*26,071*	*41,506*	*824,912*	*73.6*	*12,280*	*18,920*	*.0434*	*.0475*
FAYETTEVILLE	**260.5**	**276.4**	**6.1**	**89.7**	**10.2**	**3,364,196**	**69.7**	**24,359**	**37,505**	**1,847,313**	**67.2**	**13,574**	**20,594**	**.0927**	**.0969**
Cumberland	260.5	276.4	6.1	89.7	10.2	3,364,196	69.7	24,359	37,505	1,847,313	67.2	13,574	20,594	.0927	.0969

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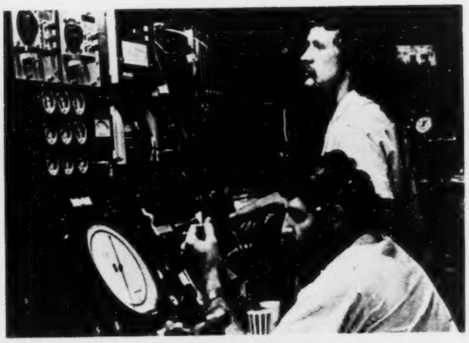
S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
STATE S&MM METRO AREA County	12/31/83 Total Pop (Thous.)	12/31/88 Total Pop. (Thous.)	% Change 1983–1988	12/31/88 Total Households (Thous.)	% Change 1983–1988	1988 Total EBI ($000)	% Change 1983–1988	Average Household EBI 1983	Average Household EBI 1988	1988 Total Retail Sales ($000)	% Change 1983–1988	Retail Sales Per Household 1983	Retail Sales Per Household 1988	1983	1988
NC (cont.)															
GREENSBORO - WINSTON-SALEM - HIGH POINT	880.3	918.5	4.3	355.2	7.9	13,868,314	64.8	25,555	39,044	7,829,403	62.5	14,631	22,042	.3770	.3849
Davidson	118.0	124.5	5.5	46.8	9.3	1,650,098	66.0	23,231	35,259	694,375	64.3	9,873	14,837	.0421	.0432
Davie	26.3	28.6	8.7	10.8	12.5	349,586	58.9	22,914	32,369	137,335	63.5	8,747	12,716	.0090	.0092
Forsyth	250.7	260.1	3.7	103.4	7.2	4,667,361	72.5	28,035	45,139	2,595,208	66.3	16,174	25,099	.1189	.1250
Guilford	323.6	332.2	2.7	128.9	6.2	5,038,544	58.6	26,175	39,089	3,576,012	59.4	18,480	27,743	.1523	.1514
Randolph	96.0	101.7	5.9	38.8	9.3	1,206,011	53.8	22,094	31,083	536,627	58.5	9,536	13,831	.0335	.0329
Stokes	36.1	40.2	11.4	14.6	15.9	528,741	83.2	22,908	36,215	108,700	77.8	4,853	7,445	.0108	.0121
Yadkin	29.6	31.2	5.4	11.9	9.2	427,973	74.7	22,479	35,964	181,146	68.3	9,874	15,222	.0104	.0111
HICKORY	211.8	224.2	5.9	83.9	9.2	3,027,943	66.6	23,658	36,090	1,655,350	65.0	13,062	19,730	.0824	.0851
Alexander	26.9	29.6	10.0	10.6	12.8	344,336	66.4	22,009	32,485	103,730	65.8	6,655	9,786	.0084	.0087
Burke	75.7	79.9	5.5	29.9	9.1	1,054,093	69.2	22,731	35,254	398,459	66.3	8,743	13,326	.0258	.0269
Catawba	109.2	114.7	5.0	43.4	8.5	1,629,514	65.1	24,681	37,546	1,153,161	64.5	17,526	26,571	.0482	.0495
JACKSONVILLE	120.0	127.5	6.3	37.0	11.4	1,012,342	35.4	22,522	27,361	619,565	49.1	12,520	16,745	.0368	.0338
Onslow	120.0	127.5	6.3	37.0	11.4	1,012,342	35.4	22,522	27,361	619,565	49.1	12,520	16,745	.0368	.0338
RALEIGH - DURHAM	600.3	653.1	8.8	251.0	12.9	10,540,800	74.4	27,185	41,995	5,482,594	72.1	14,327	21,843	.2614	.2814
Durham	157.8	164.5	4.2	64.5	7.9	2,895,149	76.3	27,469	44,886	1,522,407	69.1	15,055	23,603	.0714	.0763
Franklin	31.2	32.9	5.4	11.7	9.3	307,503	53.5	18,719	26,282	117,005	56.2	7,003	10,000	.0089	.0086
Orange	82.6	90.1	9.1	34.6	13.8	1,216,261	62.3	24,658	35,152	486,535	65.7	9,661	14,062	.0306	.0313
Wake	328.7	365.6	11.2	140.2	15.5	6,121,887	77.4	28,424	43,665	3,356,647	75.2	15,782	23,942	.1505	.1652
WILMINGTON	109.7	118.2	7.7	46.0	11.4	1,561,014	61.3	23,433	33,935	1,158,478	[illegible]	17,078	25,184	.0479	.0490
New Hanover	109.7	118.2	7.7	46.0	11.4	1,561,014	61.3	23,433	33,935	1,158,478	64.2	17,078	25,184	.0479	.0490
TOTAL METRO COUNTIES	3,345.9	3,538.8	5.8	1,329.4	9.4	50,475,559	64.7	25,206	37,969	28,569,652	63.9	14,338	21,491	1.3827	1.4184
TOTAL STATE	6,120.3	6,438.5	5.2	2,390.5	8.7	82,417,090	62.3	23,087	34,477	46,745,760	62.2	13,103	19,555	2.3390	2.3708
NORTH DAKOTA															
BISMARCK	89.2	102.2	14.6	37.0	16.7	1,510,964	62.2	29,394	40,837	814,991	62.4	15,835	22,027	.0402	.0414
Burleigh	61.4	70.7	15.1	25.9	17.2	1,239,035	72.2	32,552	47,839	638,307	68.9	17,103	24,645	.0301	.0324
Morton	27.8	31.5	13.3	11.1	15.6	271,929	28.0	22,124	24,498	176,684	42.5	12,918	15,917	.0101	.0090



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S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES STATE S&MM METRO AREA County	POPULATION 12/31/83 Total Pop. (Thous.)	12/31/88 Total Pop. (Thous.)	% Change 1983–1988	12/31/88 Total House-holds (Thous.)	% Change 1983–1988	EFFECTIVE BUYING INCOME 1988 Total EBI ($000)	% Change 1983–1988	Average Household EBI 1983	Average Household EBI 1988	RETAIL SALES 1988 Total Retail Sales ($000)	% Change 1983–1988	Retail Sales Per Household 1983	Retail Sales Per Household 1988	BUYING POWER INDEX 1983	BUYING POWER INDEX 1988
ND (cont.)															
FARGO - MOORHEAD	**145.3**	**155.4**	**7.0**	**58.7**	**10.8**	**2,239,710**	**50.9**	**28,008**	**38,155**	**1,422,623**	**54.2**	**17,406**	**24,235**	**.0676**	**.0653**
Cass	95.6	105.2	10.0	41.1	13.9	1,628,790	53.5	29,390	39,630	1,107,686	56.6	19,596	26,951	.0488	.0481
Clay, Minn.	*49.7*	*50.2*	*1.0*	*17.6*	*4.1*	*610,920*	*44.3*	*25,055*	*34,711*	*314,937*	*46.4*	*12,728*	*17,894*	*.0188*	*.0172*
GRAND FORKS	**69.1**	**73.0**	**5.6**	**25.5**	**8.5**	**1,415,135**	**73.5**	**34,704**	**55,495**	**641,784**	**64.8**	**16,570**	**25,168**	**.0334**	**.0351**
Grand Forks	69.1	73.0	5.6	25.5	8.5	1,415,135	73.5	34,704	55,495	641,784	64.8	16,570	25,168	.0334	.0351
TOTAL METRO COUNTIES	**253.9**	**280.4**	**10.4**	**103.6**	**13.5**	**4,554,889**	**62.2**	**30,759**	**43,966**	**2,564,461**	**60.4**	**17,512**	**24,753**	**.1224**	**.1246**
TOTAL STATE	**687.0**	**733.9**	**6.8**	**266.8**	**9.1**	**10,857,921**	**58.9**	**27,938**	**40,697**	**5,380,897**	**57.4**	**13,978**	**20,168**	**.2915**	**.2909**
OHIO															
AKRON	**650.5**	**645.3**	**–.8**	**248.3**	**2.5**	**9,649,698**	**51.2**	**26,332**	**38,863**	**4,805,170**	**48.4**	**13,366**	**19,352**	**.2742**	**.2581**
Portage	139.0	142.8	2.7	50.6	6.3	2,174,828	65.6	27,587	42,981	736,593	58.9	9,737	14,557	.0517	.0524
Summit	511.5	502.5	–1.8	197.7	1.5	7,474,870	47.5	26,025	37,809	4,068,577	46.6	14,253	20,580	.2225	.2057
CANTON	**405.8**	**407.7**	**.5**	**153.0**	**3.9**	**5,741,564**	**52.7**	**25,543**	**37,527**	**2,996,423**	**50.2**	**13,551**	**19,584**	**.1655**	**.1578**
Carroll	26.7	28.2	5.6	10.2	10.9	354,316	66.3	23,163	34,737	153,823	62.0	10,321	15,081	.0092	.0095
Stark	379.1	379.5	.1	142.8	3.5	5,387,248	51.9	25,702	37,726	2,842,600	49.6	13,766	19,906	.1563	.1483
CINCINNATI	**1,395.0**	**1,403.2**	**.6**	**538.0**	**3.6**	**23,231,935**	**61.6**	**27,699**	**43,182**	**11,098,473**	**56.5**	**13,662**	**20,629**	**.6067**	**.6020**
Clermont	135.5	146.1	7.8	52.1	11.6	1,665,801	44.6	24,672	31,973	845,542	54.5	11,717	16,229	.0502	.0476
Hamilton	850.6	833.7	–2.0	333.0	1.2	15,118,712	61.8	28,404	45,402	7,322,030	54.8	14,375	21,988	.3925	.3870
Warren	103.2	108.8	5.4	37.9	8.9	1,774,559	72.2	29,605	46,822	565,627	64.0	9,913	14,924	.0396	.0415
Dearborn, Ind.	*36.2*	*38.6*	*6.6*	*13.2*	*8.2*	*521,336*	*70.6*	*25,050*	*39,495*	*189,366*	*64.7*	*9,426*	*14,346*	*.0125*	*.0132*
Boone, Ky.	*50.3*	*56.6*	*12.5*	*20.0*	*16.3*	*728,024*	*59.1*	*26,607*	*36,401*	*784,563*	*64.2*	*27,777*	*39,228*	*.0263*	*.0268*
Campbell, Ky.	*81.2*	*80.2*	*–1.2*	*29.4*	*1.7*	*1,262,872*	*63.3*	*26,764*	*42,955*	*489,395*	*57.5*	*10,752*	*16,646*	*.0313*	*.0313*
Kenton, Ky.	*138.0*	*139.2*	*.9*	*52.4*	*4.2*	*2,160,631*	*64.4*	*26,130*	*41,233*	*901,950*	*59.0*	*11,276*	*17,213*	*.0543*	*.0546*
CINCINNATI - HAMILTON CONSOLIDATED AREA	***1,663.4***	***1,684.6***	***1.3***	***641.2***	***4.4***	***27,540,732***	***62.1***	***27,671***	***42,952***	***12,693,132***	***56.9***	***13,176***	***19,796***	***.7109***	***.7080***
CLEVELAND	**1,843.3**	**1,793.4**	**–2.7**	**704.9**	**.2**	**28,521,457**	**47.9**	**27,405**	**40,462**	**14,103,722**	**45.7**	**13,755**	**20,008**	**.8151**	**.7524**
Cuyahoga	1,426.3	1,353.0	–5.1	549.5	–2.1	21,695,467	45.2	26,629	39,482	10,875,807	42.9	13,561	19,792	.6343	.5739
Geauga	77.6	82.0	5.7	27.4	9.6	1,331,026	58.3	33,637	48,578	532,010	59.9	13,310	19,416	.0331	.0329
Lake	216.9	223.0	2.8	82.1	6.2	3,492,611	52.7	29,591	42,541	1,770,414	51.5	15,115	21,564	.0970	.0931
Medina	122.5	135.4	10.5	45.9	14.5	2,002,353	65.5	30,171	43,624	925,491	63.4	14,126	20,163	.0507	.0525
CLEVELAND - AKRON - LORAIN CONSOLIDATED AREA	***2,770.4***	***2,716.8***	***–1.9***	***1,053.3***	***1.1***	***42,264,844***	***49.3***	***27,164***	***40,126***	***20,621,828***	***46.7***	***13,483***	***19,578***	***1.1983***	***1.1153***
COLUMBUS	**1,263.4**	**1,289.8**	**2.1**	**505.2**	**5.3**	**20,817,378**	**64.0**	**26,465**	**41,206**	**10,286,065**	**58.2**	**13,558**	**20,360**	**.5442**	**.5476**
Delaware	57.5	62.6	8.9	22.1	12.8	1,049,997	79.3	29,883	47,511	266,518	70.3	7,985	12,060	.0214	.0234
Fairfield	100.0	108.6	8.6	39.0	12.1	1,488,805	65.2	25,898	38,174	570,953	62.5	10,095	14,640	.0368	.0378
Franklin	871.5	874.1	.3	354.9	3.6	14,873,514	63.2	26,607	41,909	8,150,366	57.5	15,107	22,965	.4005	.4001
Licking	124.8	130.2	4.3	49.2	7.7	2,057,240	70.1	26,457	41,814	768,844	62.0	10,384	15,627	.0485	.0504
Madison	34.1	35.6	4.4	12.5	8.7	357,546	39.3	22,313	28,604	174,142	47.9	10,241	13,931	.0114	.0104
Pickaway	44.3	45.2	2.0	15.8	6.0	562,965	55.2	24,347	35,631	212,755	52.4	9,367	13,466	.0150	.0147
Union	31.2	33.5	7.4	11.7	9.3	427,311	60.1	24,949	36,522	142,487	58.3	8,410	12,178	.0106	.0108
DAYTON - SPRINGFIELD	**925.6**	**923.6**	**–.2**	**363.5**	**3.1**	**14,513,929**	**56.6**	**26,299**	**39,928**	**7,120,511**	**52.8**	**13,217**	**19,589**	**.3954**	**.3829**
Clark	145.4	143.2	–1.5	55.3	1.8	1,949,706	49.5	24,010	35,257	969,330	47.7	12,084	17,529	.0569	.0532
Greene	130.6	131.2	.5	47.3	3.5	2,276,951	64.8	30,237	48,138	849,782	58.3	11,747	17,966	.0542	.0546
Miami	91.0	91.7	.8	34.9	4.5	1,454,084	64.9	26,406	41,664	567,340	57.1	10,813	16,256	.0358	.0360
Montgomery	558.6	557.5	–.2	226.0	3.1	8,833,188	54.9	26,028	39,085	4,734,059	52.5	14,171	20,947	.2485	.2391
HAMILTON - MIDDLETOWN	**268.4**	**281.4**	**4.8**	**103.2**	**8.6**	**4,308,797**	**64.8**	**27,519**	**41,752**	**1,594,659**	**59.6**	**10,517**	**15,452**	**.1042**	**.1060**
Butler	268.4	281.4	4.8	103.2	8.6	4,308,797	64.8	27,519	41,752	1,594,659	59.6	10,517	15,452	.1042	.1060
LIMA	**156.6**	**158.1**	**1.0**	**58.8**	**4.4**	**2,059,844**	**50.3**	**24,341**	**35,031**	**1,115,613**	**48.7**	**13,327**	**18,973**	**.0618**	**.0583**
Allen	113.0	113.2	.2	42.4	3.7	1,526,917	51.4	24,662	36,012	877,657	48.8	14,419	20,699	.0462	.0437
Auglaize	43.6	44.9	3.0	16.4	6.5	532,927	47.3	23,486	32,496	237,956	48.2	10,428	14,510	.0156	.0146
LORAIN - ELYRIA	**276.6**	**278.1**	**.5**	**100.1**	**3.8**	**4,093,689**	**54.4**	**27,496**	**40,896**	**1,712,936**	**50.7**	**11,791**	**17,112**	**.1090**	**.1048**
Lorain	276.6	278.1	.5	100.1	3.8	4,093,689	54.4	27,496	40,896	1,712,936	50.7	11,791	17,112	.1090	.1048
MANSFIELD	**129.6**	**127.0**	**–2.0**	**48.6**	**1.0**	**1,831,332**	**53.7**	**24,765**	**37,682**	**1,006,043**	**48.9**	**14,047**	**20,700**	**.0535**	**.0509**
Richland	129.6	127.0	–2.0	48.6	1.0	1,831,332	53.7	24,765	37,682	1,006,043	48.9	14,047	20,700	.0535	.0509
PARKERSBURG - MARIETTA	**159.7**	**162.3**	**1.6**	**61.4**	**5.0**	**2,211,734**	**61.0**	**23,486**	**36,023**	**1,504,192**	**58.6**	**16,212**	**24,498**	**.0671**	**.0669**
Washington	66.3	69.1	4.2	25.5	8.1	868,510	58.8	23,172	34,059	444,914	56.3	12,061	17,448	.0247	.0244
Wood, W. Va.	*93.4*	*93.2*	*–.2*	*35.9*	*2.9*	*1,343,274*	*62.4*	*23,699*	*37,417*	*1,059,278*	*59.6*	*19,018*	*29,506*	*.0424*	*.0425*
STEUBENVILLE - WEIRTON	**157.9**	**157.3**	**–.4**	**59.6**	**2.8**	**2,061,869**	**44.7**	**24,569**	**34,595**	**934,396**	**46.1**	**11,024**	**15,678**	**.0601**	**.0552**
Jefferson	88.3	86.4	–2.2	33.5	1.5	1,050,513	35.4	23,503	31,359	499,441	38.4	10,938	14,909	.0332	.0289
Brooke, W. Va.	*30.0*	*30.7*	*2.3*	*11.1*	*5.7*	*438,339*	*63.0*	*25,606*	*39,490*	*166,117*	*61.7*	*9,782*	*14,965*	*.0110*	*.0110*
Hancock, W. Va.	*39.6*	*40.2*	*1.5*	*15.0*	*3.4*	*573,017*	*50.6*	*26,244*	*38,201*	*268,833*	*53.0*	*12,118*	*17,923*	*.0159*	*.0153*
TOLEDO	**617.1**	**625.3**	**1.3**	**240.4**	**4.7**	**9,774,504**	**59.6**	**26,681**	**40,659**	**5,096,318**	**55.2**	**14,305**	**21,199**	**.2669**	**.2628**
Fulton	38.9	40.3	3.6	14.4	7.5	644,169	71.6	28,022	44,734	238,375	62.7	10,933	16,554	.0151	.0156
Lucas	465.6	465.4	.0	183.6	3.3	7,387,017	57.5	26,395	40,234	4,077,466	53.8	14,915	22,208	.2072	.2017
Wood	112.6	119.6	6.2	42.4	10.4	1,743,318	64.9	27,535	41,116	780,477	60.6	12,654	18,407	.0446	.0455
YOUNGSTOWN - WARREN	**521.0**	**513.3**	**–1.5**	**195.7**	**1.7**	**7,333,079**	**49.4**	**25,515**	**37,471**	**3,733,674**	**47.8**	**13,134**	**19,079**	**.2136**	**.1995**
Mahoning	280.0	274.1	–2.1	105.2	1.1	3,322,398	37.4	23,234	31,582	2,031,279	43.1	13,635	19,309	.1117	.0992
Trumbull	241.0	239.2	–.7	90.5	2.5	4,010,681	61.0	28,204	44,317	1,702,395	53.7	12,544	18,811	.1019	.1003
TOTAL METRO COUNTIES	**8,449.9**	**8,437.3**	**–.1**	**3,262.0**	**3.0**	**131,147,008**	**55.5**	**26,650**	**40,204**	**64,097,177**	**51.7**	**13,350**	**19,650**	**3.5973**	**3.4633**
TOTAL STATE	**10,767.4**	**10,807.7**	**.4**	**4,138.5**	**3.6**	**160,575,634**	**55.1**	**25,906**	**38,800**	**76,963,251**	**51.6**	**12,702**	**18,597**	**4.4198**	**4.2548**

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
STATE S&MM METRO AREA County	12/31/83 Total Pop. (Thous.)	12/31/88 Total Pop. (Thous.)	% Change 1983–1988	12/31/88 Total House-holds (Thous.)	% Change 1983–1988	1988 Total EBI ($000)	% Change 1983–1988	Average Household EBI 1983	Average Household EBI 1988	1988 Total Retail Sales ($000)	% Change 1983–1988	Retail Sales Per Household 1983	Retail Sales Per Household 1988	1983	1988
OKLAHOMA															
ENID	67.8	74.7	10.2	29.4	13.1	1,187,962	65.0	27,695	40,407	680,583	65.5	15,812	23,149	.0316	.0328
Garfield	67.8	74.7	10.2	29.4	13.1	1,187,962	65.0	27,695	40,407	680,583	65.5	15,812	23,149	.0316	.0328
LAWTON	116.9	126.0	7.8	40.5	12.5	1,746,742	75.9	27,583	43,129	769,833	71.5	12,470	19,008	.0425	.0459
Comanche	116.9	126.0	7.8	40.5	12.5	1,746,742	75.9	27,583	43,129	769,833	71.5	12,470	19,008	.0425	.0459
OKLAHOMA CITY	954.6	1,063.6	11.4	408.1	13.2	16,824,206	66.3	28,047	41,226	8,561,069	65.0	14,392	20,978	.4292	.4484
Canadian	71.0	85.9	21.0	28.9	22.5	1,318,003	79.0	31,205	45,606	478,096	75.9	11,518	16,543	.0286	.0323
Cleveland	159.4	183.2	14.9	66.4	18.1	2,873,929	72.9	29,576	43,282	956,648	73.3	9,824	14,407	.0632	.0687
Logan	31.6	36.9	16.8	12.7	16.5	420,819	62.8	23,720	33,135	113,011	63.8	6,329	8,899	.0100	.0105
McClain	24.9	29.9	20.1	10.1	18.8	364,754	73.3	24,764	36,114	141,833	73.3	9,626	14,043	.0086	.0096
Oklahoma	604.1	655.5	8.5	263.9	10.7	10,872,642	62.6	28,059	41,200	6,440,448	62.6	16,626	24,405	.2950	.3016
Pottawatomie	63.6	72.2	13.5	26.1	13.0	974,059	74.0	24,227	37,320	431,033	70.2	10,962	16,515	.0238	.0257
TULSA	733.6	831.7	13.4	319.9	15.2	12,953,078	65.1	28,246	40,491	6,682,648	66.1	14,487	20,890	.3323	.3475
Creek	68.2	75.6	10.9	26.2	9.6	977,424	63.9	24,949	37,306	318,502	61.6	8,244	12,157	.0235	.0242
Osage	45.4	53.8	18.5	19.4	18.3	665,317	63.7	24,786	34,295	138,518	67.8	5,032	7,140	.0147	.0154
Rogers	57.2	69.0	20.6	23.3	20.7	826,573	59.8	26,798	35,475	273,751	64.9	8,600	11,749	.0201	.0212
Tulsa	510.1	567.4	11.2	229.7	14.4	9,628,822	64.6	29,139	41,919	5,839,887	66.1	17,507	25,424	.2578	.2681
Wagoner	52.7	65.9	25.0	21.3	23.1	854,942	80.8	27,338	40,138	111,990	79.9	3,599	5,258	.0162	.0186
TOTAL METRO COUNTIES	1,908.0	2,136.8	12.0	811.4	13.9	32,991,015	66.0	27,911	40,659	16,826,632	65.6	14,272	20,738	.8453	.8838
TOTAL STATE	3,345.6	3,754.4	12.2	1,415.0	13.6	51,779,450	63.9	25,356	36,593	25,936,648	64.4	12,666	18,330	1.3611	1.4114
OREGON															
EUGENE - SPRINGFIELD	270.5	277.4	2.6	112.8	6.1	3,753,672	58.0	22,349	33,277	2,501,043	56.7	15,011	22,172	.1144	.1126
Lane	270.5	277.4	2.6	112.8	6.1	3,753,672	58.0	22,349	33,277	2,501,043	56.7	15,011	22,172	.1144	.1126
MEDFORD	138.1	145.9	5.6	57.0	9.0	1,675,287	53.5	20,869	29,391	1,269,414	56.5	15,507	22,270	.0557	.0546
Jackson	138.1	145.9	5.6	57.0	9.0	1,675,287	53.5	20,869	29,391	1,269,414	56.5	15,507	22,270	.0557	.0546
PORTLAND	1,125.6	1,174.3	4.3	477.8	7.2	20,336,500	71.6	26,602	42,563	11,312,460	65.5	15,335	23,676	.5230	.5479
Clackamas	248.9	259.5	4.3	96.0	7.7	4,199,910	67.6	28,131	43,749	1,816,225	65.0	12,355	18,919	.1028	.1062
Multnomah	553.7	559.2	1.0	242.7	3.7	9,389,916	65.5	24,242	38,689	5,928,514	60.0	15,831	24,427	.2626	.2656
Washington	264.6	292.8	10.7	116.4	14.3	5,962,433	86.5	31,400	51,224	3,159,702	78.0	17,441	27,145	.1361	.1539
Yamhill	58.4	62.8	7.5	22.7	9.7	784,241	64.0	23,094	34,548	408,019	61.6	12,201	17,974	.0215	.0222
PORTLAND - VANCOUVER CONSOLIDATED AREA	*1,333.1*	*1,403.8*	*5.3*	*563.8*	*8.1*	*23,612,636*	*70.5*	*26,562*	*41,881*	*12,580,665*	*65.5*	*14,577*	*22,314*	*.6028*	*.6305*
SALEM	254.4	262.0	3.0	99.5	5.4	3,112,763	50.7	21,881	31,284	1,867,742	52.5	12,977	18,771	.0970	.0928
Marion	208.1	214.2	2.9	81.3	5.3	2,568,210	51.4	21,980	31,589	1,687,728	52.8	14,308	20,759	.0822	.0786
Polk	46.3	47.8	3.2	18.2	5.8	544,553	47.7	21,440	29,920	180,014	49.5	6,999	9,891	.0148	.0142
TOTAL METRO COUNTIES	1,788.6	1,859.6	4.0	747.1	6.9	28,878,222	66.1	24,888	38,654	16,950,659	62.0	14,980	22,689	.7901	.8079
TOTAL STATE	2,675.7	2,778.7	3.8	1,100.5	6.6	39,608,565	62.3	23,632	35,991	23,734,509	59.5	14,413	21,567	1.1271	1.1342
PENNSYLVANIA															
ALLENTOWN - BETHLEHEM	651.1	672.1	3.2	259.7	6.7	10,554,782	56.2	27,762	40,642	5,157,052	56.6	13,526	19,858	.2835	.2781
Carbon	54.4	55.7	2.4	22.2	6.2	622,710	37.9	21,609	28,050	240,221	42.6	8,062	10,821	.0185	.0167
Lehigh	277.5	284.4	2.5	112.7	6.0	5,177,155	65.9	29,364	45,937	2,870,595	61.2	16,753	25,471	.1357	.1382
Northampton	230.2	236.4	2.7	89.7	6.2	3,325,014	47.2	26,729	37,068	1,371,220	50.0	10,821	15,287	.0911	.0856
Warren, N. J.	*89.0*	*95.6*	*7.4*	*35.1*	*10.7*	*1,429,903*	*54.5*	*29,203*	*40,738*	*675,016*	*57.5*	*13,517*	*19,231*	*.0382*	*.0376*
ALTOONA	136.9	136.9	.0	52.0	3.0	1,635,648	45.0	22,335	31,455	947,897	45.6	12,894	18,229	.0523	.0480
Blair	136.9	136.9	.0	52.0	3.0	1,635,648	45.0	22,335	31,455	947,897	45.6	12,894	18,229	.0523	.0480
BEAVER COUNTY	203.0	201.1	–.9	74.9	2.2	2,983,835	45.9	27,894	39,838	1,147,539	45.1	10,792	15,321	.0812	.0746
Beaver	203.0	201.1	–.9	74.9	2.2	2,983,835	45.9	27,894	39,838	1,147,539	45.1	10,792	15,321	.0812	.0746
ERIE	285.2	292.3	2.5	107.7	5.9	4,298,965	60.4	26,360	39,916	1,987,829	56.8	12,469	18,457	.1138	.1130
Erie	285.2	292.3	2.5	107.7	5.9	4,298,965	60.4	26,360	39,916	1,987,829	56.8	12,469	18,457	.1138	.1130
HARRISBURG - LEBANON - CARLISLE	572.8	597.1	4.2	231.7	7.8	9,966,541	64.5	28,188	43,015	5,198,763	61.4	14,977	22,437	.2603	.2651
Cumberland	186.4	197.2	5.8	75.1	9.6	3,453,293	67.5	30,091	45,983	2,036,078	64.1	18,108	27,112	.0916	.0948
Dauphin	236.4	242.1	2.4	98.2	5.8	4,475,336	68.8	28,573	45,574	2,267,084	63.2	14,968	23,086	.1120	.1158
Lebanon	111.9	116.4	4.0	43.1	7.5	1,568,274	51.2	25,870	36,387	727,847	51.0	12,023	16,887	.0440	.0421
Perry	38.1	41.4	8.7	15.3	12.5	469,638	51.4	22,801	30,695	167,754	54.6	7,981	10,964	.0127	.0124
JOHNSTOWN	264.7	264.8	.0	98.0	3.2	2,417,000	22.1	20,841	24,663	1,409,565	31.3	11,300	14,383	.0922	.0762
Cambria	181.3	178.4	–1.6	65.9	1.5	1,630,258	19.1	21,089	24,738	1,057,917	29.4	12,601	16,053	.0655	.0531
Somerset	83.4	86.4	3.6	32.1	6.6	786,742	28.7	20,307	24,509	351,648	37.5	8,495	10,955	.0267	.0231
LANCASTER	376.7	396.6	5.3	144.8	9.0	5,781,001	58.3	27,487	39,924	2,875,527	58.0	13,694	19,859	.1564	.1555
Lancaster	376.7	396.6	5.3	144.8	9.0	5,781,001	58.3	27,487	39,924	2,875,527	58.0	13,694	19,859	.1564	.1555
PHILADELPHIA	4,725.1	4,758.0	.7	1,761.3	3.8	78,649,061	57.6	29,410	44,654	34,796,571	55.3	13,204	19,756	2.0387	1.9946
Bucks	504.0	538.0	6.7	189.8	10.4	8,952,224	61.6	32,235	47,167	4,558,411	60.6	16,510	24,017	.2336	.2363
Chester	331.8	353.4	6.5	126.5	10.3	6,702,490	67.2	34,946	52,984	2,310,006	63.5	12,317	18,261	.1499	.1554
Delaware	541.1	522.9	–3.4	193.6	–.3	9,040,438	50.3	30,995	46,696	4,402,590	49.8	15,141	22,741	.2495	.2337
Montgomery	653.1	666.4	2.0	248.7	5.5	13,872,462	61.2	36,501	55,780	6,083,101	57.4	16,386	24,460	.3378	.3371
Philadelphia	1,620.2	1,544.4	–4.7	602.1	–1.6	22,434,017	55.5	23,563	37,260	8,694,246	50.1	9,459	14.440	.5937	.5643
Burlington, N. J.	*381.4*	*407.1*	*6.7*	*138.7*	*10.6*	*6,697,894*	*59.4*	*33,515*	*48,291*	*2,977,034*	*60.0*	*14,840*	*21,464*	*.1696*	*.1702*
Camden, N. J.	*481.7*	*496.8*	*3.1*	*182.4*	*6.5*	*7,522,135*	*51.5*	*29,009*	*41,240*	*3,849,631*	*53.3*	*14,666*	*21,105*	*.2111*	*.2025*
Gloucester, N. J.	*211.8*	*229.0*	*8.1*	*79.5*	*11.7*	*3,427,401*	*61.2*	*29,866*	*43,112*	*1,921,552*	*62.2*	*16,642*	*24,170*	*.0935*	*.0951*
PHILADELPHIA - WILMINGTON - TRENTON CONSOLIDATED AREA	*5,702.5*	*5,753.9*	*.9*	*2,119.5*	*4.0*	*95,146,578*	*57.5*	*29,640*	*44,891*	*42,601,774*	*55.2*	*13,463*	*20,100*	*2.4754*	*2.4209*

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
STATE S&MM METRO AREA County	12/31/83 Total Pop. (Thous.)	12/31/88 Total Pop. (Thous.)	% Change 1983–1988	12/31/88 Total Households (Thous.)	% Change 1983–1988	1988 Total EBI ($000)	% Change 1983–1988	Average Household EBI 1983	Average Household EBI 1988	1988 Total Retail Sales ($000)	% Change 1983–1988	Retail Sales Per Household 1983	Retail Sales Per Household 1988	1983	1988
PA (cont.)															
PITTSBURGH	**2,176.3**	**2,142.6**	**–1.5**	**843.9**	**1.6**	**33,519,815**	**48.2**	**27,235**	**39,720**	**15,446,823**	**47.2**	**12,643**	**18,304**	**.9357**	**.8692**
Allegheny	1,399.5	1,354.8	–3.2	544.9	.0	23,312,828	49.9	28,524	42,784	[illegible]317,244	47.7	13,184	19,485	.6344	.5916
Fayette	161.9	165.3	2.1	62.5	5.6	1,561,267	31.1	20,116	24,980	1,049,516	39.5	12,704	16,792	.0583	.0510
Washington	219.2	221.9	1.2	84.2	4.6	2,975,391	44.2	25,625	35,337	1,312,025	45.3	11,220	15,582	.0858	.0788
Westmoreland	395.7	400.6	1.2	15[illegible]	4.7	5,670,329	48.8	26,190	37,231	2,468,038	49.1	11,375	16,205	.1572	.1478
PITTSBURGH - BEAVER VALLEY CONSOLIDATED AREA	***2,379.3***	***2,343.7***	***–1.5***	***918.8***	***1.7***	***36,503,650***	***48.0***	***27,288***	***39,730***	***16,594,362***	***47.0***	***12,492***	***18,061***	***1.0169***	***.9438***
READING	**319.8**	**329.8**	**3.1**	**129.0**	**6.6**	**4,774,172**	**50.7**	**26,181**	**37,009**	**2,361,345**	**52.2**	**12,825**	**18,305**	**.1344**	**.1283**
Berks	319.8	329.8	3.1	129.0	6.6	4,774,172	50.7	26,181	37,009	2,361,345	52.2	12,825	18,305	.1344	.1283
SCRANTON - WILKES-BARRE	**738.1**	**748.3**	**1.4**	**288.3**	**4.7**	**10,529,907**	**60.9**	**23,757**	**36,524**	**4,924,104**	**56.4**	**11,430**	**17,080**	**.2829**	**.2805**
Columbia	64.4	67.8	5.3	25.1	8.7	937,766	71.7	23,647	37,361	413,243	63.6	10,933	16,464	.0237	.0247
Lackawanna	225.6	222.3	–1.5	85.6	1.8	3,001,262	52.7	23,369	35,061	1,355,886	48.5	10,859	15,840	.0845	.0799
Luzerne	343.3	342.7	–.2	133.8	3.1	5,063,568	63.5	23,855	37,844	2,220,177	56.8	10,907	16,593	.1314	.1311
Monroe	75.6	84.1	11.2	32.8	15.5	1,188,288	67.6	24,968	36,228	756,678	68.1	15,851	23,069	.0331	.0349
Wyoming	29.2	31.4	7.5	11.0	10.0	339,023	50.2	22,569	30,820	178,120	53.5	11,606	16,193	.0102	.0099
SHARON	**128.4**	**128.5**	**.1**	**47.7**	**3.2**	**1,574,383**	**38.5**	**24,608**	**33,006**	**797,607**	**41.7**	**12,185**	**16,721**	**.0496**	**.0442**
Mercer	128.4	128.5	.1	47.7	3.2	1,574,383	38.5	24,608	33,006	797,607	41.7	12,185	16,721	.0496	.0442
STATE COLLEGE	**116.0**	**120.1**	**3.5**	**41.5**	**7.8**	**1,425,981**	**51.8**	**24,399**	**34,361**	**825,542**	**52.8**	**14,034**	**19,893**	**.0437**	**.0420**
Centre	116.0	120.1	3.5	41.5	7.8	1,425,981	51.8	24,399	34,361	825,542	52.8	14,034	19,893	.0437	.0420
WILLIAMSPORT	**120.5**	**123.0**	**2.1**	**46.5**	**5.7**	**1,653,614**	**57.5**	**23,861**	**35,562**	**787,109**	**53.6**	**11,646**	**16,927**	**.0457**	**.0447**
Lycoming	120.5	123.0	2.1	46.5	5.7	1,653,614	57.5	23,861	35,562	787,109	53.6	11,646	16,927	.0457	.0447
YORK	**397.9**	**421.0**	**5.8**	**159.2**	**9.3**	**6,096,129**	**57.3**	**26,620**	**38,292**	**2,718,378**	**57.4**	**11,861**	**17,075**	**.1608**	**.1593**
Adams	72.8	79.0	8.5	28.3	12.3	988,324	57.9	24,842	34,923	383,837	59.4	9,554	13,563	.0258	.0258
York	325.1	342.0	5.2	130.9	8.7	5,107,805	57.2	26,993	39,021	2,334,541	57.1	12,344	17,835	.1350	.1335
TOTAL METRO COUNTIES	**10,048.6**	**10,103.7**	**.5**	**3,850.5**	**3.8**	**156,783,501**	**54.8**	**27,307**	**40,718**	**71,958,418**	**52.9**	**12,688**	**18,688**	**4.2188**	**4.0679**
TOTAL STATE	**11,916.6**	**12,026.2**	**.9**	**4,564.1**	**4.2**	**179,241,239**	**53.7**	**26,609**	**39,272**	**82,749,227**	**52.2**	**12,403**	**18,130**	**4.8894**	**4.6961**
RHODE ISLAND															
PROVIDENCE - PAWTUCKET - WOONSOCKET	**872.3**	**882.1**	**1.1**	**334.8**	**4.4**	**13,422,512**	**57.6**	**26,543**	**40,091**	**7,119,011**	**58.2**	**14,028**	**21,263**	**.3706**	**.3648**
Bristol	47.3	47.7	.8	16.4	3.1	656,271	41.4	29,200	40,017	246,024	47.4	10,498	15,001	.0182	.0165
Kent	158.2	164.0	3.7	60.9	7.0	2,628,387	60.5	28,785	43,159	1,701,599	61.1	18,568	27,941	.0753	.0757
Providence	569.4	567.2	–.4	220.5	2.9	8,549,520	57.3	25,359	38,773	4,285,745	56.6	12,769	19,436	.2341	.2289
Washington	97.4	103.2	6.0	37.0	9.8	1,588,334	62.3	29,034	42,928	885,643	63.9	16,038	23,936	.0430	.0437
TOTAL METRO COUNTIES	**872.3**	**882.1**	**1.1**	**334.8**	**4.4**	**13,422,512**	**57.6**	**26,543**	**40,091**	**7,119,011**	**58.2**	**14,028**	**21,263**	**.3706**	**.3648**
TOTAL STATE	**954.3**	**965.4**	**1.2**	**366.0**	**4.4**	**14,870,319**	**58.4**	**2[illegible],785**	**40,629**	**7,791,469**	**58.6**	**14,017**	**21,288**	**.4068**	**.4016**
SOUTH CAROLINA															
ANDERSON	**142.9**	**155.0**	**8.5**	**58.3**	**12.1**	**1,980,238**	**70.3**	**22,359**	**33,966**	**1,096,621**	**66.4**	**12,676**	**18,810**	**.0536**	**.0566**
Anderson	142.9	155.0	8.5	58.3	12.1	1,980,238	70.3	22,359	33,966	1,096,621	66.4	12,676	18,810	.0536	.0566
CHARLESTON	**473.7**	**524.2**	**10.7**	**179.1**	**14.4**	**5,633,492**	**58.1**	**22,752**	**31,454**	**2,857,824**	**56.6**	**11,654**	**15,957**	**.1629**	**.1634**
Berkeley	111.7	135.2	21.0	45.0	25.0	1,437,490	78.6	22,351	31,944	341,818	81.9	5,220	7,596	.0316	.0356
Charleston	291.4	302.1	3.7	104.6	7.4	3,163,556	43.5	22,635	30,244	2,172,647	49.9	14,881	20,771	.1086	.1014
Dorchester	70.6	86.9	23.1	29.5	27.2	1,032,446	86.5	23,867	34,998	343,359	83.0	8,088	11,639	.0227	.0264
CHARLOTTE - GASTONIA - ROCK HILL	**1,013.3**	**1,073.2**	**5.9**	**402.5**	**9.1**	**15,346,166**	**63.3**	**25,481**	**38,127**	**8,478,044**	**63.0**	**14,103**	**21,063**	**.4193**	**.4279**
York	114.1	124.2	8.9	43.6	12.7	1,809,664	79.4	26,071	41,506	824,912	73.6	12,280	18,920	.0434	.0475
Cabarrus, N. C.	*89.7*	*95.5*	*6.5*	*35.3*	*8.6*	*1,351,595*	*70.3*	*24,415*	*38,289*	*729,494*	*67.5*	*13,398*	*20,666*	*.0356*	*.0376*
Gaston, N. C.	*165.5*	*170.0*	*2.7*	*61.7*	*5.3*	*2,237,853*	*59.5*	*23,942*	*36,270*	*1,255,324*	*58.9*	*13,478*	*20,346*	*.0641*	*.0638*
Lincoln, N. C.	*45.8*	*50.6*	*10.5*	*18.7*	*14.0*	*615,839*	*65.6*	*22,676*	*32,933*	*251,201*	*64.9*	*9,287*	*13,433*	*.0158*	*.0163*
Mecklenburg, N. C.	*420.9*	*444.8*	*5.7*	*174.4*	*9.3*	*6,842,143*	*58.9*	*26,988*	*39,232*	*4,288,901*	*61.2*	*16,674*	*24,592*	*.1955*	*.1960*
Rowan, N. C.	*101.3*	*104.3*	*3.0*	*40.3*	*6.6*	*1,526,147*	*68.4*	*23,974*	*37,870*	*655,806*	*64.5*	*10,544*	*16,273*	*.0381*	*.0394*
Union, N. C.	*76.0*	*83.8*	*10.3*	*28.5*	*13.1*	*962,925*	*58.7*	*24,081*	*33,787*	*472,406*	*63.8*	*11,447*	*16,576*	*.0268*	*.0273*
COLUMBIA	**434.9**	**466.3**	**7.2**	**166.7**	**11.3**	**7,059,712**	**76.3**	**26,728**	**42,350**	**3,473,547**	**68.4**	**13,770**	**20,837**	**.1751**	**.1878**
Lexington	156.9	179.5	14.4	66.2	18.2	2,782,001	87.4	26,515	42,024	948,705	79.4	9,446	14,331	.0586	.0670
Richland	278.0	286.8	3.2	100.5	7.1	4,277,711	69.8	26,855	42,564	2,524,842	64.6	16,351	25,123	.1165	.1208
FLORENCE	**116.2**	**124.4**	**7.1**	**43.6**	**10.7**	**1,278,547**	**57.2**	**20,642**	**29,324**	**846,101**	**57.4**	**13,640**	**19,406**	**.0409**	**.0407**
Florence	116.2	124.4	7.1	43.6	10.7	1,278,547	57.2	20,642	29,324	846,101	57.4	13,640	19,406	.0409	.0407
GREENVILLE – SPARTANBURG	**599.3**	**640.1**	**6.8**	**240.1**	**10.6**	**7,895,639**	**59.5**	**22,797**	**32,885**	**4,638,156**	**59.9**	**13,363**	**19,318**	**.2305**	**.2316**
Greenville	302.3	322.4	6.6	123.0	10.4	3,750,267	50.2	22,414	30,490	2,374,482	54.8	13,773	19,305	.1181	.1142
Pickens	85.1	93.1	9.4	33.2	14.1	1,174,271	72.3	23,415	35,370	544,256	69.6	11,025	16,393	.0299	.0319
Spartanburg	211.9	224.6	6.0	83.9	9.5	2,971,101	67.8	23,119	35,412	1,719,418	64.4	13,654	20,494	.0825	.0855
TOTAL METRO COUNTIES	**1,991.4**	**2,150.8**	**8.0**	**775.5**	**11.8**	**27,402,219**	**66.1**	**23,781**	**35,335**	**14,446,390**	**62.6**	**12,801**	**18,628**	**.7479**	**.7716**
TOTAL STATE	**3,306.8**	**3,539.9**	**7.0**	**1,262.8**	**10.8**	**42,077,261**	**64.6**	**22,430**	**33,321**	**22,195,278**	**62.3**	**12,003**	**17,576**	**1.1753**	**1.2042**
SOUTH DAKOTA															
SIOUX FALLS	**115.5**	**123.6**	**7.0**	**49.6**	**10.7**	**2,355,340**	**74.9**	**30,053**	**47,487**	**1,543,972**	**68.7**	**20,434**	**31,128**	**.0619**	**.0661**
Minnehaha	115.5	123.6	7.0	49.6	10.7	2,355,340	74.9	30,053	47,487	1,543,972	68.7	20,434	31,128	.0619	.0661
TOTAL METRO COUNTIES	**115.5**	**123.6**	**7.0**	**49.6**	**10.7**	**2,355,340**	**74.9**	**30,053**	**47,487**	**1,543,972**	**68.7**	**20,434**	**31,128**	**.0619**	**.0661**
TOTAL STATE	**705.8**	**728.3**	**3.2**	**275.1**	**6.1**	**9,699,847**	**57.3**	**23,768**	**35,259**	**5,692,892**	**57.3**	**13,95[illegible]**	**20,694**	**.2838**	**.2797**

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES

STATE S&MM METRO AREA County	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
	12/31/83 Total Pop. (Thous.)	12/31/88 Total Pop. (Thous.)	% Change 1983–1988	12/31/88 Total Households (Thous.)	% Change 1983–1988	1988 Total EBI ($000)	% Change 1983–1988	Average Household EBI 1983	Average Household EBI 1988	1988 Total Retail Sales ($000)	% Change 1983–1988	Retail Sales Per Household 1983	Retail Sales Per Household 1988	1983	1988
TENNESSEE															
CHATTANOOGA	**433.0**	**442.1**	**2.1**	**164.5**	**4.9**	**5,607,329**	**51.7**	**23,572**	**34,087**	**3,119,911**	**52.3**	**13,065**	**18,966**	**.1678**	**.1604**
Hamilton	289.2	291.5	.8	111.6	4.2	4,099,820	53.9	24,874	36,737	2,463,762	53.1	15,023	22,077	.1224	.1177
Marion	25.2	26.2	4.0	9.3	5.7	293,434	59.2	20,949	31,552	124,323	56.2	9,042	13,368	.0081	.0080
Sequatchie	9.2	10.0	8.7	3.7	15.6	109,484	80.2	18,988	29,590	31,060	72.5	5,626	8,395	.0025	.0028
Catoosa, Ga.	*39.5*	*43.0*	*8.9*	*15.1*	*11.0*	*390,451*	*37.3*	*20,911*	*25,858*	*231,579*	*49.9*	*11,359*	*15,336*	*.0133*	*.0123*
Dade, Ga.	*12.8*	*13.5*	*5.5*	*4.3*	*4.9*	*88,990*	*21.3*	*17,897*	*20,695*	*56,963*	*35.2*	*10,260*	*13,247*	*.0038*	*.0032*
Walker, Ga.	*57.1*	*57.9*	*1.4*	*20.5*	*2.5*	*625,150*	*45.7*	*21,460*	*30,495*	*212,224*	*45.8*	*7,276*	*10,352*	*.0177*	*.0164*
CLARKSVILLE - HOPKINSVILLE	**157.0**	**168.7**	**7.5**	**56.1**	**11.1**	**1,966,104**	**65.9**	**23,469**	**35,046**	**1,126,301**	**63.7**	**13,623**	**20,077**	**.0561**	**.0580**
Montgomery	88.8	96.8	9.0	33.0	12.2	1,138,189	66.2	23,289	34,491	700,625	65.6	14,392	21,231	.0329	.0342
Christian, Ky.	*68.2*	*71.9*	*5.4*	*23.1*	*9.5*	*827,915*	*65.4*	*23,719*	*35,840*	*425,676*	*60.7*	*12,551*	*18,428*	*.0232*	*.0238*
JOHNSON CITY - KINGSPORT - BRISTOL	**444.3**	**459.8**	**3.5**	**170.0**	**5.4**	**5,785,576**	**60.1**	**22,405**	**34,033**	**3,342,312**	**57.0**	**13,202**	**19,661**	**.1690**	**.1679**
Carter	50.9	51.8	1.8	19.9	5.3	598,762	64.4	19,271	30,089	212,683	59.0	7,078	10,688	.0155	.0156
Hawkins	45.7	48.4	5.9	17.3	7.5	550,131	66.9	20,472	31,799	156,128	63.6	5,928	9,025	.0134	.0138
Sullivan	147.0	151.3	2.9	58.6	6.4	2,221,009	65.4	24,372	37,901	1,442,427	61.5	16,209	24,615	.0638	.0651
Unicoi	16.5	16.7	1.2	6.0	.0	216,604	61.9	22,299	36,101	60,153	55.5	6,446	10,026	.0052	.0051
Washington	92.0	96.7	5.1	35.0	6.7	1,175,984	54.8	23,162	33,600	745,568	56.2	14,553	21,302	.0362	.0355
Bristol city, Va.	*18.5*	*18.2*	*−1.6*	*7.4*	*.0*	*220,908*	*41.3*	*21,120*	*29,852*	*373,333*	*43.8*	*35,089*	*50,450*	*.0116*	*.0104*
Scott, Va.	*24.9*	*24.7*	*−.8*	*8.4*	*−2.3*	*275,176*	*56.3*	*20,467*	*32,759*	*110,566*	*51.0*	*8,516*	*13,163*	*.0077*	*.0075*
Washington, Va.	*48.8*	*52.0*	*6.6*	*17.4*	*6.1*	*527,002*	*50.0*	*21,428*	*30,287*	*241,454*	*52.6*	*9,647*	*13,877*	*.0156*	*.0149*
KNOXVILLE	**583.7**	**609.0**	**4.3**	**233.6**	**7.1**	**8,549,099**	**63.4**	**23,995**	**36,597**	**4,734,680**	**60.6**	**13,513**	**20,268**	**.2366**	**.2390**
Anderson	69.1	71.4	3.3	27.3	5.8	1,041,391	59.5	25,302	38,146	563,492	57.9	13,834	20,641	.0289	.0287
Blount	81.9	87.5	6.8	32.4	8.4	1,123,653	59.9	23,503	34,681	606,529	59.7	12,704	18,720	.0317	.0317
Grainger	17.3	18.0	4.0	6.5	8.3	156,992	54.0	16,993	24,153	39,811	54.5	4,295	6,125	.0044	.0041
Jefferson	32.7	34.5	5.5	12.1	7.1	448,305	73.2	22,902	37,050	154,704	66.6	8,219	12,785	.0107	.0113
Knox	323.8	330.9	2.2	130.9	5.6	5,082,273	64.2	24,980	38,826	2,974,885	60.2	14,989	22,726	.1408	.1423
Sevier	46.4	53.1	14.4	19.4	16.2	586,340	68.6	20,827	30,224	371,637	69.6	13,123	19,157	.0170	.0179
Union	12.5	13.6	8.8	5.0	11.1	110,145	48.5	16,483	22,029	23,622	51.6	3,463	4,724	.0031	.0030
MEMPHIS	**920.4**	**944.8**	**2.7**	**335.5**	**5.0**	**13,502,206**	**64.5**	**25,688**	**40,245**	**7,412,951**	**59.6**	**14,538**	**22,095**	**.3718**	**.3756**
Shelby	778.3	793.5	2.0	285.3	4.3	11,898,823	65.3	26,314	41,706	6,690,054	60.3	15,260	23,449	.3261	.3305
Tipton	34.2	35.9	5.0	11.9	6.3	353,958	52.1	20,772	29,744	132,796	52.9	7,757	11,159	.0101	.0097
Crittenden, Ark.	*48.6*	*48.9*	*.6*	*16.4*	*3.1*	*403,364*	*37.4*	*18,469*	*24,595*	*362,701*	*45.0*	*15,728*	*22,116*	*.0168*	*.0151*
De Soto, Miss.	*59.3*	*66.5*	*12.1*	*21.9*	*15.9*	*846,061*	*74.7*	*25,623*	*38,633*	*227,400*	*69.5*	*7,097*	*10,384*	*.0188*	*.0203*
NASHVILLE	**889.4**	**953.1**	**7.2**	**349.7**	**9.0**	**15,312,926**	**71.0**	**27,918**	**43,789**	**8,351,471**	**65.6**	**15,724**	**23,882**	**.3952**	**.4157**
Cheatham	24.9	29.3	17.7	9.5	17.3	262,710	46.3	22,162	27,654	65,637	54.0	5,261	6,909	.0071	.0070
Davidson	478.3	488.9	2.2	193.8	5.8	8,716,144	68.9	28,176	44,975	5,707,034	63.2	19,084	29,448	.2398	.2474
Dickson	32.3	35.4	9.6	12.9	13.2	435,559	68.9	22,621	33,764	231,845	67.5	12,143	17,972	.0117	.0124
Robertson	39.5	42.8	8.4	14.3	7.5	532,820	69.2	23,682	37,260	219,254	63.1	10,105	15,332	.0136	.0142
Rutherford	91.5	102.3	11.8	34.9	12.9	1,645,185	83.1	29,078	47,140	782,170	75.9	14,390	22,412	.0382	.0427
Sumner	94.5	106.3	12.5	35.4	12.7	1,575,286	78.6	28,093	44,500	578,219	73.0	10,642	16,334	.0355	.0390
Williamson	66.3	77.8	17.3	24.9	16.4	1,222,830	72.6	33,113	49,110	479,425	72.0	13,028	19,254	.0278	.0304
Wilson	62.1	70.3	13.2	24.0	14.3	922,392	67.7	26,189	38,433	287,887	65.9	8,265	11,995	.0215	.0226
TOTAL METRO COUNTIES	**3,050.1**	**3,180.9**	**4.3**	**1,174.9**	**6.7**	**46,518,223**	**65.3**	**25,561**	**39,593**	**25,845,730**	**61.3**	**14,550**	**21,998**	**1.2680**	**1.2927**
TOTAL STATE	**4,719.8**	**4,921.3**	**4.3**	**1,800.1**	**6.4**	**65,083,155**	**62.4**	**23,679**	**36,155**	**35,088,987**	**59.6**	**12,988**	**19,493**	**1.8169**	**1.8300**
TEXAS															
ABILENE	**120.0**	**133.1**	**10.9**	**48.2**	**13.7**	**1,732,895**	**59.2**	**25,669**	**35,952**	**1,253,351**	**62.5**	**18,195**	**26,003**	**.0531**	**.0539**
Taylor	120.0	133.1	10.9	48.2	13.7	1,732,895	59.2	25,669	35,952	1,253,351	62.5	18,195	26,003	.0531	.0539
AMARILLO	**191.4**	**215.8**	**12.7**	**83.7**	**15.6**	**3,289,793**	**66.3**	**27,318**	**39,305**	**2,407,500**	**63.1**	**20,386**	**28,763**	**.0960**	**.1000**
Potter	105.0	113.7	8.3	44.7	10.1	1,271,033	42.3	21,993	28,435	1,442,159	51.7	23,408	32,263	.0521	.0493
Randall	86.4	102.1	18.2	39.0	22.6	2,018,760	86.1	34,117	51,763	965,341	83.7	16,528	24,752	.0439	.0507
AUSTIN	**623.7**	**742.4**	**19.0**	**288.5**	**22.7**	**11,864,969**	**83.8**	**27,451**	**41,126**	**6,499,999**	**82.4**	**15,152**	**22,530**	**.2816**	**.3226**
Hays	47.1	56.0	18.9	18.5	23.3	735,491	94.1	25,258	39,756	333,894	88.7	11,794	18,048	.0165	.0197
Travis	478.9	561.9	17.3	229.5	21.9	9,451,777	83.3	27,392	41,184	5,553,703	81.7	16,245	24,199	.2287	.2606
Williamson	97.7	124.5	27.4	40.5	26.6	1,677,701	81.9	28,822	41,425	612,402	85.8	10,299	15,121	.0364	.0423
BEAUMONT - PORT ARTHUR	**397.9**	**428.5**	**7.7**	**154.6**	**9.5**	**6,653,526**	**63.3**	**28,863**	**43,037**	**3,892,733**	**61.3**	**17,096**	**25,179**	**.1825**	**.1859**
Hardin	46.5	54.5	17.2	18.1	16.0	641,504	56.8	26,220	35,442	300,857	59.3	12,106	16,622	.0176	.0178
Jefferson	259.5	271.3	4.5	100.4	6.4	4,392,900	60.5	28,997	43,754	2,863,772	59.1	19,070	28,524	.1264	.1265
Orange	91.9	102.7	11.8	36.1	15.7	1,619,122	74.3	29,780	44,851	728,104	71.4	13,617	20,169	.0385	.0416
BRAZORIA	**200.8**	**243.9**	**21.5**	**80.1**	**23.6**	**3,770,922**	**75.5**	**33,155**	**47,078**	**1,446,048**	**76.0**	**12,677**	**18,053**	**.0839**	**.0933**
Brazoria	200.8	243.9	21.5	80.1	23.6	3,770,922	75.5	33,155	47,078	1,446,048	76.0	12,677	18,053	.0839	.0933
BROWNSVILLE - HARLINGEN	**238.8**	**280.1**	**17.3**	**80.3**	**18.8**	**2,449,641**	**71.4**	**21,139**	**30,506**	**1,578,460**	**70.7**	**13,680**	**19,657**	**.0744**	**.0806**
Cameron	238.8	280.1	17.3	80.3	18.8	2,449,641	71.4	21,139	30,506	1,578,460	70.7	13,680	19,657	.0744	.0806
BRYAN - COLLEGE STATION	**110.3**	**134.3**	**21.8**	**50.7**	**27.4**	**2,152,640**	**104.0**	**26,507**	**42,458**	**1,028,449**	**96.3**	**13,163**	**20,285**	**.0453**	**.0562**
Brazos	110.3	134.3	21.8	50.7	27.4	2,152,640	104.0	26,507	42,458	1,028,449	96.3	13,163	20,285	.0453	.0562
CORPUS CHRISTI	**351.4**	**386.9**	**10.1**	**128.5**	**12.3**	**4,854,762**	**58.9**	**26,704**	**37,780**	**2,867,392**	**60.0**	**15,661**	**22,314**	**.1406**	**.1420**
Nueces	287.3	314.0	9.3	105.4	11.4	4,135,413	61.0	27,154	39,235	2,457,486	60.6	16,179	23,316	.1182	.1199
San Patricio	64.1	72.9	13.7	23.1	16.7	719,349	48.0	24,556	31,141	409,906	57.0	13,183	17,745	.0224	.0221

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES

TX (cont.)

STATE S&MM METRO AREA County	POPULATION 12/31/83 Total Pop. (Thous.)	12/31/88 Total Pop. (Thous.)	% Change 1983–1988	12/31/88 Total Households (Thous.)	% Change 1983–1988	EFFECTIVE BUYING INCOME 1988 Total EBI ($000)	% Change 1983–1988	Average Household EBI 1983	Average Household EBI 1988	RETAIL SALES 1988 Total Retail Sales ($000)	% Change 1983–1988	Retail Sales Per Household 1983	Retail Sales Per Household 1988	BUYING POWER INDEX 1983	BUYING POWER INDEX 1988
DALLAS	2,182.0	2,482.3	13.8	948.8	16.8	42,333,222	69.2	30,796	44,618	24,210,603	69.6	17,571	25,517	1.0833	1.1545
Collin	182.5	228.6	25.3	74.5	26.3	3,998,208	90.2	35,635	53,667	1,205,952	88.7	10,834	16,187	.0768	.0913
Dallas	1,688.6	1,874.2	11.0	742.6	14.8	32,010,917	63.4	30,288	43,107	20,728,647	67.2	19,171	27,914	.8774	.9114
Denton	180.4	225.3	24.9	79.8	27.1	4,272,792	101.4	33,782	53,544	1,340,386	94.7	10,961	16,797	.0783	.0970
Ellis	67.7	78.6	16.1	26.0	15.6	965,641	64.5	26,086	37,140	467,202	68.0	12,358	17,969	.0253	.0267
Kaufman	44.3	51.5	16.3	17.4	16.8	622,239	64.1	25,442	35,761	329,588	66.6	13,280	18,942	.0169	.0178
Rockwall	18.5	24.1	30.3	8.5	32.8	463,425	94.2	37,281	54,521	138,828	93.1	11,233	16,333	.0086	.0103
DALLAS - FORT WORTH CONSOLIDATED AREA	*3,267.8*	*3,726.9*	*14.0*	*1,415.0*	*17.0*	*61,620,013*	*68.8*	*30,189*	*43,548*	*35,959,189*	*70.1*	*17,484*	*25,413*	*1.5957*	*1.7010*
EL PASO	533.1	606.5	13.8	182.4	15.5	6,047,429	60.5	23,860	33,155	3,669,978	62.4	14,312	20,120	.1834	.1886
El Paso	533.1	606.5	13.8	182.4	15.5	6,047,429	60.5	23,860	33,155	3,669,978	62.4	14,312	20,120	.1834	.1886
FORT WORTH - ARLINGTON	1,085.8	1,244.6	14.6	466.2	17.5	19,286,791	67.9	28,946	41,370	11,748,586	71.1	17,306	25,201	.5124	.5465
Johnson	81.3	98.1	20.7	34.0	21.4	1,330,393	73.6	27,369	39,129	575,619	75.1	11,740	16,930	.0318	.0349
Parker	51.7	61.4	18.8	22.1	20.1	843,797	71.2	26,789	38,181	380,828	72.3	12,014	17,232	.0205	.0223
Tarrant	952.8	1,085.1	13.9	410.1	17.0	17,112,601	67.3	29,185	41,728	10,792,139	70.8	18,029	26,316	.4601	.4893
GALVESTON - TEXAS CITY	212.6	235.7	10.9	86.2	13.0	3,777,430	65.1	29,980	43,822	1,959,274	65.5	15,513	22,729	.0971	.1010
Galveston	212.6	235.7	10.9	86.2	13.0	3,777,430	65.1	29,980	43,822	1,959,274	65.5	15,513	22,729	.0971	.1010
HOUSTON	3,150.8	3,734.7	18.5	1,387.9	21.4	62,472,487	69.8	32,109	45,012	35,016,136	72.4	17,772	25,230	1.5711	1.6982
Fort Bend	175.4	229.5	30.8	73.9	34.9	3,830,542	88.3	37,130	51,834	922,886	89.8	8,872	12,488	.0709	.0846
Harris	2,725.4	3,184.1	16.8	1,208.2	20.1	54,489,870	68.5	32,141	45,100	31,980,335	71.4	18,536	26,469	1.3975	1.4983
Liberty	55.9	68.1	21.8	23.9	23.2	909,145	79.2	26,146	38,040	450,832	77.3	13,105	18,863	.0220	.0248
Montgomery	170.8	224.8	31.6	73.6	32.1	2,886,510	68.6	30,730	39,219	1,310,285	80.4	13,042	17,803	.0697	.0778
Waller	23.3	28.2	21.0	8.3	22.1	356,420	83.1	28,631	42,942	351,798	81.6	28,493	42,385	.0110	.0127
HOUSTON - GALVESTON - BRAZORIA CONSOLIDATED AREA	*3,564.2*	*4,214.3*	*18.2*	*1,554.2*	*21.0*	*70,020,839*	*69.8*	*32,106*	*45,053*	*38,421,458*	*72.1*	*17,381*	*24,721*	*1.7521*	*1.8925*
KILLEEN - TEMPLE	233.5	270.5	13.4	87.4	15.3	3,270,568	69.3	25,484	37,421	1,697,784	66.8	13,430	19,425	.0873	.0928
Bell	172.8	194.2	12.4	67.0	13.6	2,221,574	59.6	23,590	33,158	1,476,196	64.0	15,253	22,033	.0673	.0690
Coryell	65.7	76.3	16.1	20.4	21.4	1,048,994	94.3	32,138	51,421	221,588	87.6	7,029	10,862	.0200	.0238
LAREDO	113.6	134.3	18.2	35.6	19.1	927,370	58.0	19,628	26,050	998,639	63.3	20,451	28,052	.0375	.0390
Webb	113.6	134.3	18.2	35.6	19.1	927,370	58.0	19,628	26,050	998,639	63.3	20,451	28,052	.0375	.0390
LONGVIEW - MARSHALL	169.8	195.1	14.9	70.4	15.6	2,797,730	74.0	26,397	39,740	1,785,586	71.8	17,068	25,363	.0752	.0817
Gregg	113.0	132.3	17.1	48.7	18.2	1,932,324	73.9	26,972	39,678	1,422,920	72.7	20,003	29,218	.0544	.0594
Harrison	56.8	62.8	10.6	21.7	10.2	865,406	74.4	25,196	39,880	362,666	68.4	10,930	16,713	.0208	.0223
LUBBOCK	228.6	251.4	10.0	91.6	13.5	3,038,555	49.1	25,251	33,172	2,295,083	54.9	18,356	25,055	.1006	.0975
Lubbock	228.6	251.4	10.0	91.6	13.5	3,038,555	49.1	25,251	33,172	2,295,083	54.9	18,356	25,055	.1006	.0975
McALLEN - EDINBURG - MISSION	332.6	401.7	20.8	110.2	22.2	2,805,020	60.9	19,328	25,454	2,167,091	66.6	14,422	19,665	.0986	.1047
Hidalgo	332.6	401.7	20.8	110.2	22.2	2,805,020	60.9	19,328	25,454	2,167,091	66.6	14,422	19,665	.0986	.1047
MIDLAND	97.3	119.0	22.3	44.4	25.4	2,476,197	92.2	36,394	55,770	1,193,037	88.0	17,925	26,870	.0519	.0618
Midland	97.3	119.0	22.3	44.4	25.4	2,476,197	92.2	36,394	55,770	1,193,037	88.0	17,925	26,870	.0519	.0618
ODESSA	130.8	154.9	18.4	57.8	22.5	2,718,323	88.8	30,504	47,030	1,755,891	83.9	20,233	30,379	.0662	.0771
Ector	130.8	154.9	18.4	57.8	22.5	2,718,323	88.8	30,504	47,030	1,755,891	83.9	20,233	30,379	.0662	.0771
SAN ANGELO	94.4	107.5	13.9	39.9	16.3	1,721,089	84.4	27,209	43,135	1,222,348	79.9	19,810	30,635	.0452	.0513
Tom Green	94.4	107.5	13.9	39.9	16.3	1,721,089	84.4	27,209	43,135	1,222,348	79.9	19,810	30,635	.0452	.0513
SAN ANTONIO	1,173.6	1,309.0	11.5	453.0	15.4	18,491,584	77.6	26,531	40,820	10,317,135	74.1	15,102	22,775	.4730	.5184
Bexar	1,077.8	1,196.1	11.0	412.7	15.1	16,775,967	76.6	26,479	40,649	9,569,026	73.5	15,377	23,186	.4349	.4743
Comal	43.2	52.2	20.8	19.1	22.4	839,371	90.7	28,221	43,946	394,590	85.6	13,626	20,659	.0185	.0218
Guadalupe	52.6	60.7	15.4	21.2	17.1	876,246	85.5	26,103	41,332	353,519	78.8	10,926	16,675	.0196	.0223
SHERMAN - DENISON	94.7	101.6	7.3	39.2	8.3	1,397,043	55.9	24,756	35,639	703,615	54.8	12,556	17,949	.0387	.0382
Grayson	94.7	101.6	7.3	39.2	8.3	1,397,043	55.9	24,756	35,639	703,615	54.8	12,556	17,949	.0387	.0382
TEXARKANA	118.4	125.3	5.8	46.0	6.7	1,411,102	50.4	21,771	30,676	995,065	54.0	14,989	21,632	.0465	.0450
Bowie	80.1	86.3	7.7	32.1	9.2	940,908	45.3	22,032	29,312	681,250	52.1	15,231	21,223	.0320	.0305
Miller, Ark.	*38.3*	*39.0*	*1.8*	*13.9*	*1.5*	*470,194*	*61.8*	*21,212*	*33,827*	*313,815*	*58.3*	*14,469*	*22,577*	*.0145*	*.0145*
TYLER	145.9	169.9	16.4	62.6	18.3	2,766,228	86.6	28,017	44,189	1,764,851	81.3	18,401	28,193	.0688	.0789
Smith	145.9	169.9	16.4	62.6	18.3	2,766,228	86.6	28,017	44,189	1,764,851	81.3	18,401	28,193	.0688	.0789
VICTORIA	77.5	90.2	16.4	31.6	20.2	1,407,717	83.0	29,254	44,548	958,251	79.7	20,277	30,324	.0366	.0414
Victoria	77.5	90.2	16.4	31.6	20.2	1,407,717	83.0	29,254	44,548	958,251	79.7	20,277	30,324	.0366	.0414
WACO	184.1	202.0	9.7	74.6	11.0	2,555,083	61.3	23,571	34,250	1,793,740	62.4	16,438	24,045	.0777	.0792
McLennan	184.1	202.0	9.7	74.6	11.0	2,555,083	61.3	23,571	34,250	1,793,740	62.4	16,438	24,045	.0777	.0792
WICHITA FALLS	125.1	129.8	3.8	47.7	5.8	1,708,683	46.4	25,874	35,821	1,174,176	49.7	17,389	24,616	.0556	.0520
Wichita	125.1	129.8	3.8	47.7	5.8	1,708,683	46.4	25,874	35,821	1,174,176	49.7	17,389	24,616	.0556	.0520
TOTAL METRO COUNTIES	12,685.2	14,592.0	15.0	5,264.2	17.8	219,708,605	70.1	28,908	41,736	128,086,986	70.5	16,815	24,332	5.7496	6.1678
TOTAL STATE	15,896.8	18,184.8	14.4	6,543.4	16.8	259,931,383	68.3	27,568	39,724	149,154,810	68.9	15,767	22,795	6.8981	7.3340

UTAH

STATE S&MM METRO AREA County	12/31/83 Total Pop. (Thous.)	12/31/88 Total Pop. (Thous.)	% Change 1983–1988	12/31/88 Total Households (Thous.)	% Change 1983–1988	1988 Total EBI ($000)	% Change 1983–1988	Average Household EBI 1983	Average Household EBI 1988	1988 Total Retail Sales ($000)	% Change 1983–1988	Retail Sales Per Household 1983	Retail Sales Per Household 1988	BUYING POWER INDEX 1983	BUYING POWER INDEX 1988
PROVO - OREM	252.8	301.5	19.3	79.9	18.7	2,239,515	51.4	21,986	28,029	1,492,329	63.0	13,606	18,677	.0764	.0782
Utah	252.8	301.5	19.3	79.9	18.7	2,239,515	51.4	21,986	28,029	1,492,329	63.0	13,606	18,677	.0764	.0782
SALT LAKE CITY - OGDEN	1,008.1	1,146.8	13.8	367.5	14.1	14,989,887	73.3	26,847	40,789	8,053,006	70.6	14,652	21,913	.3907	.4219
Davis	167.6	198.5	18.4	55.2	19.5	2,172,325	69.8	27,684	39,354	1,050,167	74.3	13,040	19,025	.0570	.0619
Salt Lake	687.4	783.7	14.0	256.9	14.2	10,779,330	76.7	27,124	41,959	5,660,910	72.3	14,611	22,035	.2725	.2981
Weber	153.1	164.6	7.5	55.4	8.6	2,038,232	60.7	24,868	36,791	1,341,929	61.5	16,289	24,223	.0612	.0619
TOTAL METRO COUNTIES	1,260.9	1,448.3	14.9	447.4	14.9	17,229,402	70.1	26,007	38,510	9,545,335	69.4	14,471	21,335	.4671	.5001
TOTAL STATE	1,642.4	1,892.8	15.2	579.8	15.2	21,917,528	70.9	25,487	37,802	12,101,843	69.9	14,157	20,872	.5949	.6397

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES STATE S&MM METRO AREA County	POPULATION 12/31/83 Total Pop. (Thous.)	12/31/88 Total Pop. (Thous.)	% Change 1983–1988	12/31/88 Total Households (Thous.)	% Change 1983–1988	EFFECTIVE BUYING INCOME 1988 Total EBI ($000)	% Change 1983–1988	Average Household EBI 1983	Average Household EBI 1988	RETAIL SALES 1988 Total Retail Sales ($000)	% Change 1983–1988	Retail Sales Per Household 1983	Retail Sales Per Household 1988	BUYING POWER INDEX 1983	BUYING POWER INDEX 1988
VERMONT															
BURLINGTON	**124.2**	**129.8**	**4.5**	**46.6**	**7.9**	**2,108,343**	**70.0**	**28,701**	**45,243**	**1,391,716**	**67.5**	**19,230**	**29,865**	**.0581**	**.0608**
Chittenden	119.2	124.3	4.3	44.9	8.2	2,063,488	71.3	29,028	45,957	1,369,390	68.1	19,625	30,499	.0566	.0595
Grand Isle	5.0	5.5	10.0	1.7	.0	44,855	27.3	20,733	26,385	22,326	37.1	9,576	13,133	.0015	.0013
TOTAL METRO COUNTIES	**124.2**	**129.8**	**4.5**	**46.6**	**7.9**	**2,108,343**	**70.0**	**28,701**	**45,243**	**1,391,716**	**67.5**	**19,230**	**29,865**	**.0581**	**.0608**
TOTAL STATE	**528.9**	**551.8**	**4.3**	**204.6**	**7.6**	**7,301,845**	**60.4**	**23,938**	**35,688**	**5,055,378**	**61.2**	**16,488**	**24,709**	**.2219**	**.2232**
VIRGINIA															
CHARLOTTESVILLE	**120.6**	**130.2**	**8.0**	**47.2**	**10.5**	**1,984,650**	**70.8**	**27,211**	**42,045**	**921,308**	**54.1**	**13,998**	**19,519**	**.0503**	**.0521**
Albemarle	59.8	65.4	9.4	25.4	13.9	1,243,857	80.4	30,912	48,971	139,009	75.0	3,562	5,473	.0220	.0242
Charlottesville city	41.0	42.4	3.4	14.0	2.9	448,403	44.4	22,832	32,029	719,234	49.1	35,480	51,374	.0223	.0210
Fluvanna	11.2	12.4	10.7	4.4	12.8	155,303	75.1	22,739	35,296	28,160	71.2	4,217	6,400	.0033	.0036
Greene	8.6	10.0	16.3	3.4	17.2	137,087	86.8	25,307	40,320	34,905	80.6	6,663	10,266	.0027	.0033
DANVILLE	**112.2**	**113.0**	**.7**	**41.8**	**3.2**	**1,307,397**	**47.8**	**21,837**	**31,277**	**691,790**	**43.8**	**11,879**	**16,550**	**.0407**	**.0376**
Danville city	44.4	42.8	–3.6	17.1	–1.2	492,981	34.2	21,235	28,829	528,039	40.1	21,785	30,879	.0212	.0185
Pittsylvania	67.8	70.2	3.5	24.7	6.5	814,416	57.5	22,285	32,972	163,751	57.1	4,492	6,630	.0195	.0191
LYNCHBURG	**144.5**	**149.0**	**3.1**	**52.2**	**4.8**	**2,043,339**	**59.9**	**25,653**	**39,144**	**1,174,262**	**56.5**	**15,064**	**22,495**	**.0585**	**.0583**
Amherst	30.0	31.2	4.0	10.2	7.4	333,978	48.2	23,723	32,743	152,763	51.7	10,600	14,977	.0098	.0095
Campbell	48.0	51.6	7.5	16.5	6.5	691,093	68.6	26,445	41,884	239,920	63.5	9,467	14,541	.0165	.0174
Lynchburg city	66.5	66.2	–.5	25.5	2.8	1,018,268	58.6	25,897	39,932	781,579	55.5	20,273	30,650	.0322	.0314
NORFOLK - VIRGINIA BEACH - NEWPORT NEWS	**1,210.7**	**1,281.3**	**5.8**	**448.3**	**8.8**	**17,950,325**	**61.9**	**26,912**	**40,041**	**9,948,742**	**60.8**	**15,018**	**22,192**	**.4976**	**.5023**
Chesapeake city	123.9	136.8	10.4	46.5	14.3	1,633,976	54.8	25,942	35,139	890,202	61.5	13,540	19,144	.0472	.0470
Gloucester	23.2	26.7	15.1	9.8	18.1	323,150	64.6	23,650	32,974	185,218	70.4	13,098	18,900	.0090	.0093
Hampton city	124.7	127.5	2.2	46.1	5.7	1,950,628	64.4	27,220	42,313	1,378,192	61.7	19,544	29,896	.0576	.0583
James City	24.5	27.4	11.8	10.0	16.3	473,941	83.5	30,030	47,394	139,931	78.2	9,130	13,993	.0097	.0107
Newport News city	149.1	153.2	2.7	57.2	6.1	2,219.363	59.7	25,775	38,800	1,144,567	58.2	13,423	20,010	.0609	.0605
Norfolk city	255.5	247.7	–3.1	85.8	–.6	3,050,564	43.9	24,570	35,554	2,036,947	45.6	16,206	23,741	.1025	.0934
Poquoson city	10.0	11.8	18.0	3.7	15.6	117,944	35.3	27,233	31,877	13,651	51.6	2,813	3,689	.0029	.0027
Portsmouth city	102.3	99.6	–2.6	35.9	–1.4	1,289,530	50.5	23,539	35,920	717,247	48.2	13,296	19,979	.0394	.0368
Suffolk city	48.0	48.7	1.5	16.5	3.1	626,988	59.4	24,578	37,999	287,194	56.2	11,495	17.406	.0172	.0168
Virginia Beach city	301.2	349.1	15.9	120.7	20.2	5,463,943	77.6	30,648	45,269	2,662,527	77.3	14,961	22,059	.1296	.1441
Williamsburg city	10.1	10.4	3.0	3.2	6.7	165,098	69.9	32,390	51,593	269,182	64.4	54,581	84,119	.0071	.0073
York	38.2	42.4	11.0	12.9	10.3	635,200	70.7	31,809	49,240	223,884	67.6	11,417	17,355	.0145	.0154
RICHMOND - PETERSBURG	**788.3**	**836.3**	**6.1**	**306.6**	**7.9**	**12,767,626**	**61.3**	**27,855**	**41,643**	**7,079,758**	**59.2**	**15,654**	**23,091**	**.3491**	**.3517**
Charles City	6.8	6.9	1.5	2.0	.0	52,881	19.2	22,185	26,441	4,295	29.4	1,660	2,148	.0017	.0012
Chesterfield	162.0	191.7	18.3	63.6	19.8	3,408,456	86.4	34,430	53,592	1,507,069	82.1	15,587	23,696	.0738	.0853
Colonial Heights city	16.8	17.2	2.4	5.9	.0	224,066	36.1	27,904	37,977	117,408	42.3	13,981	19,900	.0071	.0063
Dinwiddie	22.6	22.7	.4	6.1	.0	184,902	29.5	23,399	30,312	18,005	34.2	2,199	2,952	.0053	.0046
Goochland	12.3	13.1	6.5	4.5	12.5	219,255	78.4	30,722	48,723	38,727	71.7	5,638	8,606	.0042	.0047
Hanover	54.5	60.0	10.1	19.8	11.2	895,993	65.1	30,484	45,252	473,199	65.0	16,116	23,899	.0234	.0243
Henrico	188.8	200.1	6.0	78.8	9.6	3,265,245	56.2	29,072	41,437	2,065,753	58.9	18,076	26,215	.0938	.0930
Hopewell city	23.3	23.2	–.4	8.7	.0	359,199	59.2	25,940	41,287	225,045	54.0	16,792	25,867	.0104	.0103

Reach Virginia through its best-selling newspaper. The Washington Post.

The Washington Metro Area (MSA) is more than the District of Columbia. It's 22% of Virginia's total population, 28% of total retail sales in the state, 32% of Virginia's buying income. And The Washington Post is so popular in Washington's affluent Virginia suburbs that it's the best-selling newspaper in the entire state. ☐ For more information, call Nick Cannistraro, Vice President, Marketing and Advertising, 202/334-4171.

Source: S&MM Survey of Buying Power, July 1984

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES STATE S&MM METRO AREA County	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
	12/31/83 Total Pop. (Thous.)	12/31/88 Total Pop. (Thous.)	% Change 1983–1988	12/31/88 Total Households (Thous.)	% Change 1983–1988	1988 Total EBI ($000)	% Change 1983–1988	Average Household EBI 1983	Average Household EBI 1988	1988 Total Retail Sales ($000)	% Change 1983–1988	Retail Sales Per Household 1983	Retail Sales Per Household 1988	1983	1988
VA (cont.)															
New Kent	9.9	11.4	15.2	4.0	14.3	117,132	40.9	23,748	29,283	46,806	49.9	8,924	11,702	.0034	.0032
Petersburg city	40.4	39.5	–2.2	15.3	.7	434,596	34.6	21,244	28,405	476,930	40.3	22,363	31,172	.0190	.0166
Powhatan	14.8	16.4	10.8	4.6	12.2	200,062	71.5	28,460	43,492	36,435	67.1	5,318	7,921	.0043	.0046
Prince George	25.7	26.4	2.7	6.4	.0	311,689	55.5	31,313	48,701	21,096	53.8	2,144	3,296	.0069	.0066
Richmond city	210.4	207.7	–1.3	86.9	1.8	3,094,150	52.5	23,759	35,606	2,048,990	50.8	15,909	23,579	.0958	.0910
ROANOKE	**223.3**	**227.3**	**1.8**	**86.6**	**2.7**	**3,184,299**	**49.5**	**25,274**	**36,770**	**2,097,654**	**49.2**	**16,675**	**24,222**	**.1004**	**.0947**
Botetourt	24.7	26.7	8.1	9.6	11.6	274,961	38.5	23,087	28,642	96,416	48.0	7,573	10,043	.0081	.0075
Roanoke	77.2	82.9	7.4	27.5	6.6	1,192,161	55.1	29,795	43,351	491,178	57.5	12,090	17,861	.0310	.0305
Roanoke city	97.3	93.4	–4.0	40.8	–1.0	1,358,834	46.8	22,463	33,305	1,114,638	46.2	18,506	27,320	.0475	.0435
Salem city	24.1	24.3	.8	8.7	.0	358,343	50.6	27,344	41,189	395,422	48.5	30,602	45,451	.0138	.0132
TOTAL METRO COUNTIES	**3,924.7**	**4,186.5**	**6.7**	**1,528.6**	**8.7**	**71,032,723**	**64.9**	**30,626**	**46,469**	**36,189,095**	**61.3**	**15,960**	**23,675**	**1.8254**	**1.8683**
TOTAL STATE	**5,583.5**	**5,929.4**	**6.2**	**2,134.0**	**8.0**	**89,844,688**	**61.7**	**28,130**	**42,102**	**46,343,600**	**59.1**	**14,747**	**21,717**	**2.4037**	**2.4233**
WASHINGTON															
BELLINGHAM	**112.7**	**120.9**	**7.3**	**46.4**	**9.4**	**1,511,521**	**50.5**	**23,691**	**32,576**	**964,409**	**55.9**	**14,586**	**20,785**	**.0468**	**.0454**
Whatcom	112.7	120.9	7.3	46.4	9.4	1,511,521	50.5	23,691	32,576	964,409	55.9	14,586	20,785	.0468	.0454
BREMERTON	**165.7**	**189.7**	**14.5**	**70.5**	**17.5**	**2,822,415**	**71.3**	**27,466**	**40,034**	**1,153,627**	**71.5**	**11,209**	**16,364**	**.0665**	**.0716**
Kitsap	165.7	189.7	14.5	70.5	17.5	2,822,415	71.3	27,466	40,034	1,153,627	71.5	11,209	16,364	.0665	.0716
OLYMPIA	**138.2**	**158.2**	**14.5**	**62.3**	**18.0**	**2,539,968**	**79.0**	**26,869**	**40,770**	**1,054,525**	**75.4**	**11,384**	**16,927**	**.0574**	**.0638**
Thurston	138.2	158.2	14.5	62.3	18.0	2,539,968	79.0	26,869	40,770	1,054,525	75.4	11,384	16,927	.0574	.0638
RICHLAND - KENNEWICK - PASCO	**159.1**	**181.0**	**13.8**	**67.7**	**17.1**	**3,415,022**	**84.5**	**32,032**	**50,443**	**1,776,832**	**78.8**	**17,195**	**26,246**	**.0784**	**.0890**
Benton	121.0	138.2	14.2	52.4	17.8	2,859,007	89.1	33,972	54,561	1,462,539	82.4	18,021	27,911	.0630	.0729
Franklin	38.1	42.8	12.3	15.3	15.0	556,015	63.7	25,542	36,341	314,293	63.8	14,431	20,542	.0154	.0161
SEATTLE	**1,675.4**	**1,777.0**	**6.1**	**714.2**	**8.6**	**35,368,824**	**71.1**	**31,433**	**49,522**	**17,457,238**	**66.2**	**15,967**	**24,443**	**.8517**	**.8968**
King	1,312.9	1,378.6	5.0	561.6	7.3	28,010,904	69.0	31,660	49,877	13,950,939	64.2	16,225	24,841	.6821	.7098
Snohomish	362.5	398.4	9.9	152.6	13.7	7,357,920	79.5	30,548	48,217	3,506,299	74.6	14,963	22,977	.1696	.1870
SEATTLE - TACOMA CONSOLIDATED AREA	***2,188.7***	***2,330.4***	***6.5***	***926.4***	***9.3***	***41,788,714***	***65.9***	***29,716***	***45.109***	***21,056,145***	***63.8***	***15,160***	***22,729***	***1.0516***	***1.0849***
SPOKANE	**354.2**	**371.7**	**4.9**	**147.2**	**8.2**	**4,127,586**	**37.5**	**22,049**	**28,041**	**2,682,241**	**48.1**	**13,306**	**18,222**	**.1403**	**.1281**
Spokane	354.2	371.7	4.9	147.2	8.2	4,127,586	37.5	22,049	28,041	2,682,241	48.1	13,306	18,222	.1403	.1281
TACOMA	**513.3**	**553.4**	**7.8**	**212.2**	**11.7**	**6,419,890**	**42.2**	**23,767**	**30,254**	**3,598,907**	**53.3**	**12,365**	**16,960**	**.1999**	**.1881**
Pierce	513.3	553.4	7.8	212.2	11.7	6,419,890	42.2	23,767	30,254	3,598,907	53.3	12,365	16,960	.1999	.1881
VANCOUVER	**207.5**	**229.5**	**10.6**	**86.0**	**13.5**	**3,276,136**	**64.1**	**26,331**	**38,095**	**1,268,205**	**65.3**	**10,119**	**14,747**	**.0798**	**.0826**
Clark	207.5	229.5	10.6	86.0	13.5	3,276,136	64.1	26,331	38,095	1,268,205	65.3	10,119	14,747	.0798	.0826
YAKIMA	**179.8**	**190.4**	**5.9**	**70.5**	**8.1**	**2,076,195**	**45.2**	**21,927**	**29,450**	**1,328,367**	**51.9**	**13,412**	**18,842**	**.0680**	**.0644**
Yakima	179.8	190.4	5.9	70.5	8.1	2,076,195	45.2	21,927	29,450	1,328,367	51.9	13,412	18,842	.0680	.0644
TOTAL METRO COUNTIES	**3,505.9**	**3,771.8**	**7.6**	**1,477.0**	**10.4**	**61,557,557**	**64.0**	**28,060**	**41,677**	**31,284,351**	**63.0**	**14,344**	**21,181**	**1.5888**	**1.6298**
TOTAL STATE	**4,346.7**	**4,660.9**	**7.2**	**1,822.0**	**10.0**	**73,011,441**	**62.2**	**27,174**	**40,072**	**36,766,025**	**61.6**	**13,737**	**20,179**	**1.9104**	**1.9424**
WEST VIRGINIA															
CHARLESTON	**267.5**	**269.5**	**.7**	**106.3**	**4.0**	**4,398,854**	**65.5**	**26,004**	**41,382**	**2,802,535**	**61.3**	**17,000**	**26,364**	**.1235**	**.1254**
Kanawha	225.9	223.1	–1.2	89.5	2.1	3,791,052	64.0	26,360	42,358	2,549,610	60.0	18,168	28,487	.1090	.1095
Putnam	41.6	46.4	11.5	16.8	15.9	607,802	75.8	23,848	36,179	252,925	75.5	9,936	15,055	.0145	.0159
HUNTINGTON - ASHLAND	**339.5**	**346.0**	**1.9**	**130.1**	**5.1**	**4,160,281**	**54.5**	**21,746**	**31,978**	**2,466,880**	**54.0**	**12,942**	**18,961**	**.1272**	**.1231**
Cabell	103.7	102.5	–1.2	40.9	2.0	1,341,586	53.1	21,848	32,802	1,105,800	53.6	17,954	27,037	.0458	.0439
Wayne	48.3	51.4	6.4	18.2	9.0	579,571	68.2	20,638	31,845	256,288	66.8	9,201	14,082	.0154	.0161
Boyd, Ky.	*55.7*	*55.7*	*.0*	*21.4*	*2.4*	*683,222*	*41.2*	*23,158*	*31,926*	*478,024*	*44.7*	*15,807*	*22,3[illegible]*	*.0235*	*.0213*
Carter, Ky.	*26.2*	*27.7*	*5.7*	*9.8*	*11.4*	*264,957*	*67.0*	*18,030*	*27,036*	*160,133*	*64.2*	*11,080*	*16,[illegible]40*	*.0081*	*.0083*
Greenup, Ky.	*40.4*	*42.0*	*4.0*	*14.7*	*7.3*	*403,568*	*34.6*	*21,885*	*27,454*	*128,083*	*43.9*	*6,497*	*[illegible],713*	*.0121*	*.0108*
Lawrence, Ohio	*65.2*	*66.7*	*2.3*	*25.1*	*6.4*	*887,377*	*67.8*	*22,409*	*35,354*	*338,552*	*59.9*	*8,972*	*[illegible]3,488*	*.0223*	*.0227*
PARKERSBURG - MARIETTA	**159.7**	**162.3**	**1.6**	**61.4**	**5.0**	**2,211,784**	**61.0**	**23,486**	**36,023**	**1,504,192**	**58.6**	**16,212**	**24,498**	**.0671**	**.0669**
Wood	93.4	93.2	–.2	35.9	2.9	1,343,274	62.4	23,699	37,417	1,059,278	59.6	19,018	29,506	.0424	.0425
Washington, Ohio	*66.3*	*69.1*	*4.2*	*25.5*	*8.1*	*868,510*	*58.8*	*23,172*	*34,059*	*444,914*	*56.3*	*12,061*	*17,448*	*.0247*	*.0244*
STEUBENVILLE - WEIRTON	**157.9**	**157.3**	**–.4**	**59.6**	**2.8**	**2,061,869**	**44.7**	**24,569**	**34,595**	**934,396**	**46.1**	**11,024**	**15,678**	**.0601**	**.0552**
Brooke	30.0	30.7	2.3	11.1	5.7	438,339	63.0	25,606	39,490	166,117	61.7	9,782	14,965	.0110	.0110
Hancock	39.6	40.2	1.5	15.0	3.4	573,017	50.6	26,244	38,201	268,838	53.0	12,118	17,923	.0159	.0153
Jefferson, Ohio	*88.3*	*86.4*	*–2.2*	*33.5*	*1.5*	*1,050,513*	*35.4*	*23,503*	*31,359*	*499,441*	*38.4*	*10,938*	*14,909*	*.0332*	*.0289*
WHEELING	**183.3**	**183.1**	**–.1**	**71.7**	**3.3**	**2,472,457**	**54.5**	**23,056**	**34,483**	**1,411,793**	**54.0**	**13,207**	**19,690**	**.0731**	**.0703**
Marshall	41.7	41.8	.2	15.4	3.4	529,259	54.4	23,000	34,367	283,947	55.2	12,278	18,438	.0155	.0149
Ohio	58.7	57.8	–1.5	23.1	2.2	806,933	55.4	22,972	34,932	617,909	55.1	17,630	26,749	.0262	.0253
Belmont, Ohio	*82.9*	*83.5*	*.7*	*33.2*	*4.1*	*1,136,265*	*53.9*	*23,142*	*34,225*	*509,937*	*52.1*	*10,507*	*15,360*	*.0314*	*.0301*
TOTAL METRO COUNTIES	**710.9**	**716.2**	**.7**	**276.5**	**3.8**	**10,342,574**	**61.0**	**24,108**	**37,405**	**6,666,607**	**58.7**	**15,767**	**24,111**	**.3040**	**.3029**
TOTAL STATE	**1,973.5**	**2,022.1**	**2.5**	**754.2**	**5.5**	**24,754,175**	**60.2**	**21,621**	**32,822**	**15,485,320**	**59.1**	**13,614**	**20,532**	**.7456**	**.7423**

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
								Average Household EBI				Retail Sales Per Household			
STATE S&MM METRO AREA County	12/31/83 Total Pop. (Thous.)	12/31/88 Total Pop. (Thous.)	% Change 1983–1988	12/31/88 Total Households (Thous.)	% Change 1983–1988	1988 Total EBI ($000)	% Change 1983–1988	1983	1988	1988 Total Retail Sales ($000)	% Change 1983–1988	1983	1988	1983	1988
WISCONSIN															
APPLETON - OSHKOSH - NEENAH	**296.0**	**302.7**	**2.3**	**112.1**	**5.9**	**4,875,521**	**63.1**	**28,230**	**43,493**	**1,992,151**	**57.3**	**11,962**	**17,771**	**.1212**	**.1215**
Calumet	32.0	33.7	5.3	11.6	9.4	478,101	57.8	28,576	41,216	130,457	56.0	7,890	11,246	.0113	.0112
Outagamie	131.4	135.0	2.7	48.9	6.5	2,216,025	66.2	29,041	45,317	1,095,779	59.1	15,005	22,409	.0571	.0581
Winnebago	132.6	134.0	1.1	51.6	4.5	2,181,395	61.1	27,403	42,275	765,915	54.9	10,008	14,843	.0528	.0522
EAU CLAIRE	**135.5**	**141.5**	**4.4**	**51.4**	**8.0**	**2,016,279**	**68.9**	**25,076**	**39,227**	**1,045,157**	**61.9**	**13,565**	**20,334**	**.0534**	**.0551**
Chippewa	53.2	54.5	2.4	19.1	5.5	760,074	67.7	25,038	39,794	316,638	59.5	10,969	16,578	.0193	.0196
Eau Claire	82.3	87.0	5.7	32.3	9.5	1,256,205	69.7	25,099	38,892	728,519	62.9	15,158	22,555	.0341	.0355
GREEN BAY	**180.6**	**187.8**	**4.0**	**70.1**	**7.5**	**3,003,137**	**65.6**	**27,812**	**42,841**	**1,427,084**	**59.3**	**13,738**	**20,358**	**.0768**	**.0782**
Brown	180.6	187.8	4.0	70.1	7.5	3,003,137	65.6	27,812	42,841	1,427,084	59.3	13,738	20,358	.0768	.0782
JANESVILLE - BELOIT	**139.3**	**140.8**	**1.1**	**53.2**	**4.7**	**2,048,782**	**51.5**	**26,628**	**38,511**	**1,065,766**	**50.0**	**13,982**	**20,033**	**.0588**	**.0559**
Rock	139.3	140.8	1.1	53.2	4.7	2,048,782	51.5	26,628	38,511	1,065,766	50.0	13,982	20,033	.0588	.0559
KENOSHA	**122.3**	**121.3**	**–.8**	**45.4**	**2.3**	**2,301,680**	**64.9**	**31,437**	**50,698**	**697,298**	**56.5**	**10,034**	**15,359**	**.0516**	**.0518**
Kenosha	122.3	121.3	–.8	45.4	2.3	2,301,680	64.9	31,437	50,698	697,298	56.5	10,034	15,359	.0516	.0518
LA CROSSE	**93.0**	**95.4**	**2.6**	**35.7**	**5.9**	**1,553,465**	**69.7**	**27,158**	**43,514**	**804,226**	**60.9**	**14,827**	**22,527**	**.0401**	**.0414**
La Crosse	93.0	95.4	2.6	35.7	5.9	1,553,465	69.7	27,158	43,514	804,226	60.9	14,827	22,527	.0401	.0414
MADISON	**332.6**	**345.3**	**3.8**	**139.0**	**7.4**	**6,664,284**	**71.6**	**30,005**	**47,944**	**2,957,354**	**63.0**	**14,017**	**21,276**	**.1575**	**.1645**
Dane	332.6	345.3	3.8	139.0	7.4	6,664,284	71.6	30,005	47,944	2,957,354	63.0	14,017	21,276	.1575	.1645
MILWAUKEE	**1,389.2**	**1,400.9**	**.8**	**536.1**	**3.9**	**23,847,474**	**56.0**	**29,420**	**44,483**	**10,687,537**	**51.8**	**13,647**	**19,936**	**.6242**	**.6036**
Milwaukee	937.0	920.6	–1.8	372.0	1.5	15,376,681	52.8	27,443	41,335	7,460,248	49.1	13,650	20,054	.4221	.3996
Ozaukee	70.1	74.3	6.0	25.9	9.3	1,575,288	73.3	38,354	60,822	416,060	64.8	10,653	16,064	.0320	.0338
Washington	90.0	97.2	8.0	32.8	11.9	1,325,391	53.8	29,403	40,408	478,584	55.2	10,527	14,591	.0339	.0334
Waukesha	292.1	308.8	5.7	105.4	9.3	5,570,114	61.3	35,815	52,847	2,332,645	57.9	15,322	22,131	.1362	.1368
MILWAUKEE - RACINE CONSOLIDATED AREA	*1,560.4*	*1,575.6*	*1.0*	*600.3*	*4.1*	*26,246,322*	*54.6*	*29,420*	*43,722*	*11,682,559*	*51.1*	*13,400*	*19,461*	*.6925*	*.6657*
RACINE	**171.2**	**174.7**	**2.0**	**64.2**	**5.4**	**2,398,848**	**42.1**	**27,729**	**37,365**	**995,022**	**44.5**	**11,308**	**15,499**	**.0683**	**.0621**
Racine	171.2	174.7	2.0	64.2	5.4	2,398,848	42.1	27,729	37,365	995,022	44.5	11,308	15,499	.0683	.0621
SHEBOYGAN	**101.2**	**101.6**	**.4**	**37.8**	**3.8**	**1,639,646**	**61.3**	**27,926**	**43,377**	**648,525**	**55.1**	**11,490**	**17,157**	**.0411**	**.0406**
Sheboygan	101.2	101.6	.4	37.8	3.8	1,639,646	61.3	27,926	43,377	648,525	55.1	11,490	17,157	.0411	.0406
WAUSAU	**114.4**	**118.6**	**3.7**	**43.2**	**7.2**	**1,667,187**	**60.3**	**25,814**	**38,592**	**674,913**	**56.0**	**10,733**	**15,623**	**.0431**	**.0427**
Marathon	114.4	118.6	3.7	43.2	7.2	1,667,187	60.3	25,814	38,592	674,913	56.0	10,733	15,623	.0431	.0427
TOTAL METRO COUNTIES	**3,165.0**	**3,222.9**	**1.8**	**1,221.7**	**5.1**	**53,444,134**	**59.9**	**28,753**	**43,746**	**23,506,849**	**54.8**	**13,060**	**19,241**	**1.3702**	**1.3521**
TOTAL STATE	**4,766.1**	**4,881.3**	**2.4**	**1,834.8**	**5.7**	**73,228,678**	**57.5**	**26,776**	**39,911**	**32,413,158**	**53.8**	**12,133**	**17,666**	**1.9355**	**1.8936**
WYOMING															
CASPER	**77.9**	**87.5**	**12.3**	**34.1**	**16.0**	**1,525,437**	**62.3**	**31,971**	**44,734**	**1,131,725**	**66.7**	**23,095**	**33,188**	**.0440**	**.0456**
Natrona	77.9	87.5	12.3	34.1	16.0	1,525,437	62.3	31,971	44,734	1,131,725	66.7	23,095	33,188	.0440	.0456
TOTAL METRO COUNTIES	**77.9**	**87.5**	**12.3**	**34.1**	**16.0**	**1,525,437**	**62.3**	**31,971**	**44,734**	**1,131,725**	**66.7**	**23,095**	**33,188**	**.0440**	**.0456**
TOTAL STATE	**517.5**	**583.8**	**12.8**	**220.8**	**16.1**	**9,393,142**	**70.7**	**28,938**	**42,541**	**5,588,881**	**70.3**	**17,265**	**25,312**	**.2450**	**.2624**

S&MM'S FOUR SURVEY ISSUES

Survey of Buying Power, published in July, includes the most current estimates of the demographic and socioeconomic factors of regions, states, metropolitan markets, counties, and cities.

Survey of Buying Power—Part II, published in October, rearranges the basic *Survey* data in terms of TV and newspaper markets so that markets can be evaluated in media terms; it also gives a five-year projection of metropolitan markets, as well as current data on merchandise line sales for several product categories.

Survey of Selling Costs, published in February, includes detailed information on the basic selling costs of the leading metropolitan markets in the U.S. and Canada, plus data on such marketing-related expenses as sales incentives, sales training, sales meetings, car rentals, and salespeople's compensation.

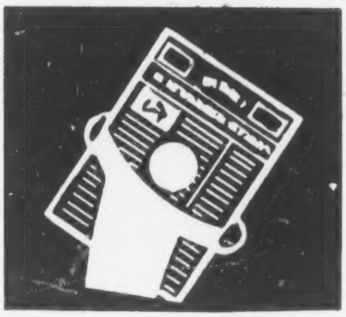
Survey of Industrial & Commercial Buying Power, published in April. provides data on 4-digit SIC industries, both manufacturing and nonmanufacturing, as well as ranking of leading counties for the more than 400 customer industries listed that buy goods and services from consumer and industrial establishments.

Data in this *Survey of Buying Power—Part II* have been organized into six sections. The black index tabs along the right-hand edge of the book provide easy access to each section.

Section D

S&MM's

22nd ANNUAL SURVEY of NEWSPAPER MARKETS



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SYRACUSE • HARTFORD • HARRISBURG • KANSAS CITY

HOUSEHOLDS

Market	(Thous.)	Rank
New York, N.Y.	5,515.4	1
Los Angeles - Long Beach, Cal.	3,812.3	2
Chicago, Ill.	2,581.0	3
Detroit, Mich.	1,839.4	4
Philadelphia, Pa.	1,757.4	5
Boston - Lawrence - Salem - Lowell - Brockton, Mass.	1,484.3	6
San Francisco, Cal.	1,479.9	7
Houston, Tex.	1,402.4	8
Washington, D.C.	1,303.9	9
Miami - Hialeah, Fla.	1,138.2	10
Newark, N.J.	939.5	11
Minneapolis - St. Paul, Minn.	929.0	12
Denver, Colo.	893.5	13
St. Louis, Mo.	885.5	14
Pittsburgh, Pa.	874.7	15
Nassau - Suffolk, N.Y.	851.1	16
Dallas, Tex.	812.4	17
Tampa - St. Petersburg - Clearwater, Fla.	790.4	18
Atlanta, Ga.	784.6	19
Anaheim - Santa Ana, Cal.	780.6	20
Baltimore, Md.	777.7	21
San Diego, Cal.	749.3	22
Phoenix, Ariz.	742.0	23
Oakland, Cal.	717.1	24
Seattle, Wash.	712.8	25
Cleveland, Ohio	703.6	26
Kansas City, Mo.-Kans.	632.5	27
Riverside - San Bernardino, Cal.	628.6	28
Cincinnati, Ohio	614.5	29
Milwaukee, Wisc.	522.0	30
Portland, Ore.	518.2	31
San Jose, Cal.	509.0	32
Sacramento, Cal.	501.5	33
New Orleans, La	495.5	34
Columbus, Ohio	479.7	35
Fort Lauderdale - Hollywood - Pompano Beach, Fla.	463.4	36
Bergen - Passaic, N.J.	462.5	37
San Antonio, Tex.	460.5	38
Buffalo, N.Y.	460.3	39
Des Moines, Iowa	458.1	40
Norfolk - Virginia Beach - Newport News, Va.	455.6	41
Indianapolis, Ind.	444.6	42
Fort Worth - Arlington, Tex.	435.3	43
Oklahoma City, Okla.	434.6	44
Louisville, Ky.	432.3	45
Dayton - Springfield, Ohio	399.2	46
Omaha, Neb.	397.6	47
Greensboro - Winston-Salem - High Point, N.C.	395.3	48
Charlotte - Gastonia - Rock Hill, N.C.-S.C.	384.1	49
Hartford - New Britain - Middletown - Bristol, Conn.	382.7	50
Salt Lake City - Ogden, Utah	369.5	51
Memphis, Tenn.	354.2	52
Richmond - Petersburg, Va.	352.8	53
Orlando, Fla.	351.8	54
Providence - Pawtucket - Woonsocket, R.I.	350.5	55
Nashville, Tenn.	348.5	56
Rochester, N.Y.	346.6	57
New Haven - Waterbury - Meriden, Conn.	337.4	58
Monmouth - Ocean, N.J.	334.5	59
Little Rock - North Little Rock, Ark.	324.4	60
Tulsa, Okla.	315.9	61
Albany - Schenectady - Troy, N.Y.	311.2	62
Birmingham, Ala.	296.4	63
Jacksonville, Fla.	292.9	64
Honolulu, Haw.	292.6	65
Bridgeport - Stamford - Norwalk - Danbury, Conn.	286.6	66
West Palm Beach - Boca Raton - Delray Beach, Fla.	284.6	67
Akron, Ohio	282.4	68
Knoxville, Tenn.	279.1	69
Middlesex - Somerset - Hunterdon, N.J.	279.0	70
Greenville - Spartanburg, S.C.	279.0	70
Raleigh - Durham, N.C.	275.4	72
Tucson, Ariz.	268.1	73
Austin, Tex.	267.5	74
Syracuse, N.Y.	260.9	75
Toledo, Ohio	254.6	76
Allentown - Bethlehem, Pa.	243.4	77
Scranton - Wilkes-Barre, Pa.	237.7	78
Worcester - Fitchburg - Leominster, Mass.	234.2	79
Gary - Hammond, Ind.	223.4	80
Fresno, Cal.	221.7	81
Spokane, Wash.	219.7	82
Madison, Wisc.	219.4	83
Harrisburg - Lebanon - Carlisle, Pa.	215.0	84
Baton Rouge, La.	215.0	84
Grand Rapids, Mich.	214.6	86
Las Vegas, Nev.	213.9	87
Springfield, Mass.	208.4	88
Jersey City, N.J.	207.1	89
Wichita, Kans.	206.3	90
Johnson City - Kingsport - Bristol, Tenn.	204.6	91
Wilmington, Del.	200.8	92
Oxnard - Ventura, Cal.	197.6	93
Albuquerque, N.M.	195.8	94
Youngstown - Warren, Ohio	192.4	95
Roanoke, Va.	192.1	96
Lexington-Fayette, Ky.	190.6	97
Tacoma, Wash.	189.9	98
Columbia, S.C.	182.2	99
Fort Wayne, Ind.	179.8	100
Mobile, Ala.	178.1	101
New Bedford - Fall River - Attleboro, Mass.	174.5	102
Sarasota, Fla.	174.1	103
Charleston, W.Va.	171.8	104
Shreveport, La.	171.0	105
Beaumont - Port Arthur, Tex.	168.9	106
Charleston, S.C.	167.8	107
Davenport - Rock Island - Moline, Iowa-Ill.	167.3	108
Chattanooga, Tenn.	165.7	109
Peoria, Ill.	163.1	110
El Paso, Tex.	159.7	111
Portland, Me.	159.6	112
Bakersfield, Cal.	156.8	113
Flint, Mich.	155.3	114
Lake County, Ill.	154.1	115
Corpus Christi, Tex.	153.7	116
Augusta, Ga.	152.8	117
Saginaw - Bay City - Midland, Mich.	147.9	118
Canton, Ohio	147.2	119
Lubbock, Tex.	146.1	120
Lansing - East Lansing, Mich.	145.6	121
Evansville, Ind.	142.5	122
Jackson, Miss.	141.6	123
Macon - Warner Robins, Ga.	141.5	124
Amarillo, Tex.	140.0	125
Stockton, Cal.	138.6	126
Bangor, Me.	136.9	127
Appleton - Oshkosh - Neenah, Wisc.	136.3	128
Lancaster, Pa.	132.9	129
Santa Rosa - Petaluma, Cal.	131.3	130
Fort Myers - Cape Coral, Fla.	131.1	131
Duluth, Minn.	131.1	131
Binghamton, N.Y.	128.4	133
Lakeland - Winter Haven, Fla.	126.8	134
Daytona Beach, Fla.	126.1	135
South Bend - Mishawaka, Ind.	125.8	136
Colorado Springs, Colo.	125.7	137
Joliet, Ill.	125.3	138
Savannah, Ga.	125.0	139
Asheville, N.C.	124.4	140
Lincoln, Neb.	122.3	141
Rockford, Ill.	122.1	142
Reading, Pa.	121.0	143
York, Pa.	120.4	144
Melbourne - Titusville - Palm Bay, Fla.	119.5	145
Santa Barbara - Santa Maria - Lompoc, Cal.	118.4	146
Springfield, Ill.	117.8	147
Springfield, Mo.	116.2	148
Orange County, N.Y.	116.2	148
Manchester - Nashua, N.H.	115.4	150
Aurora - Elgin, Ill.	115.4	150
Atlantic City, N.J.	113.6	152
Utica - Rome, N.Y.	113.2	153
Billings, Mont.	112.5	154
Biloxi - Gulfport, Miss.	112.3	155
Montgomery, Ala.	112.1	156
Trenton, N.J.	109.2	157
Pensacola, Fla.	108.5	158
Anderson, S.C.	106.4	159
Modesto, Cal.	106.3	160
Eugene - Springfield, Ore.	106.3	160
Salinas - Seaside - Monterey, Cal.	105.5	162
Reno, Nev.	102.4	163
Anchorage, Alas.	101.9	164
Alton - Granite City, Ill.	101.8	165
Erie, Pa.	101.7	166
Cedar Rapids, Iowa	101.5	167
Kalamazoo, Mich.	101.2	168
Boise, Ida.	99.5	169
Topeka, Kans.	98.9	170
Bloomington - Normal, Ill.	96.8	171
Abilene, Tex.	96.8	171
Tallahassee, Fla.	96.7	173
Lorain - Elyria, Ohio	96.4	174
Ann Arbor, Mich.	95.7	175
Johnstown, Pa.	95.0	176
Hamilton - Middletown, Ohio	95.0	176
Salem, Ore.	94.4	178
Sioux City, Iowa	93.7	179
East St. Louis - Belleville, Ill.	93.6	180
Green Bay, Wisc.	92.8	181
Pueblo, Colo.	92.0	182
Waco, Tex.	91.7	183
Columbus, Ga.	91.3	184
Fargo - Moorhead, N.D.-Minn.	91.0	185
Mcallen - Edinburg - Mission, Tex.	90.2	186
Waterloo - Cedar Falls, Iowa	89.8	187
Fayetteville, N.C.	88.0	188
Wheeling, W.Va.	87.7	189
Lake Charles, La.	87.5	190
Poughkeepsie, N.Y.	87.3	191
New London - Norwich, Conn.	86.7	192
Gainesville, Fla.	84.4	193
Benton Harbor, Mich.	84.3	194
Niagara Falls, N.Y.	82.6	195
Carbondale, Ill.	82.3	196
Wilmington, N.C.	82.2	197
Santa Cruz, Cal.	82.2	197
Champaign - Urbana - Rantoul, Ill.	80.8	199
Boulder - Longmont, Colo.	80.6	200
Huntington - Ashland, W.Va.-Ky.	80.4	201
Tupelo, Miss.	79.9	202
Fort Smith, Ark.	79.2	203
Wichita Falls, Tex.	78.9	204
St. Joseph, Mo.	78.6	205
Watertown, N.Y.	77.6	206
Janesville - Beloit, Wisc.	77.5	207
Tyler, Tex.	77.4	208
Alexandria, La.	77.2	209
Terre Haute, Ind.	77.0	210
Galveston - Texas City, Tex.	76.3	211
Sioux Falls, S.D.	76.1	212
Vancouver, Wash.	75.8	213
Hutchinson, Kans.	74.8	214
Monroe, La.	74.5	215
Olean, N.Y.	73.4	216
Beaver County, Pa.	73.3	217
Huntsville, Ala.	72.8	218
Chico, Cal.	72.7	219
Brownsville - Harlingen, Tex.	72.6	220
Grand Forks, N.D.	72.2	221
Burlington, Vt.	72.0	222
Beckley, W.Va.	71.1	223
Bradenton, Fla.	70.3	224
Joplin, Mo.	69.1	225
Provo - Orem, Utah	69.0	226
Hyannis, Mass.	68.3	227
Muncie, Ind.	68.1	228
Killeen - Temple, Tex.	67.9	229
Waterville, Me.	67.6	230
San Luis Obispo, Cal.	67.5	231
Parkersburg - Marietta, W.Va.-Ohio	67.5	231
Eau Claire, Wisc.	67.4	233
Tuscaloosa, Ala.	66.0	234
Lewiston - Auburn, Me.	65.4	235
Yakima, Wash.	65.2	236
Lafayette, Ind.	65.0	237
Odessa, Tex.	64.0	238
Jackson, Tenn.	63.7	239
La Crosse, Wisc.	62.1	240
Pottsville, Pa.	62.0	241
Muskegon, Mich.	62.0	241
Sunbury, Pa.	61.6	243
Florence, S.C.	61.2	244
Racine, Wisc.	60.9	245
Lafayette, La.	60.5	246
Bremerton, Wash.	60.0	247
Albany, Ga.	59.7	248
Anniston, Ala.	59.0	249
San Angelo, Tex.	58.4	250
Owensboro, Ky	58.4	250
Victoria, Tex.	58.3	252
Wenatchee, Wash.	58.2	253
Dubuque, Iowa	58.2	253
Richland - Kennewick - Pasco, Wash.	57.8	255
Great Falls, Mont.	57.7	256
Rapid City, S.D.	56.8	257
Salina, Kans.	56.4	258
Grand Junction, Colo.	55.9	259
Elmira, N.Y.	55.6	260
Redding, Cal.	55.5	261
Ocala, Fla.	55.1	262
Quincy, Ill.	54.7	263
Rochester, Minn.	54.6	264
Missoula, Mont.	54.2	265
Jamestown, N.Y.	54.2	265
Lynchburg, Va.	54.1	267
Pittsfield, Mass.	53.7	268
Butler, Pa.	53.5	269
Charlottesville, Va.	53.3	270
Longview - Marshall, Tex.	53.1	271
Olympia, Wash.	52.8	272
Paducah, Ky.	52.7	273
Medford, Ore.	52.3	274
Lima, Ohio	51.7	275
Bismarck, N.D.	51.7	275
Jackson, Mich.	51.4	277
Florence, Ala.	50.9	278
Bryan - College Station, Tex.	50.6	279
Altoona, Pa.	50.5	280
Wausau, Wisc.	50.2	281
Battle Creek, Mich.	49.9	282
Anderson, Ind.	49.9	282
Kankakee, Ill.	49.8	284
Elkhart - Goshen, Ind.	49.5	285
Sandusky, Ohio	49.3	286
Cumberland, Md.	48.4	287
Bluefield, W.Va.	48.3	288
Mansfield, Ohio	48.1	289
Texarkana, Tex.-Ark.	47.9	290
Zanesville, Ohio	47.8	291
Mankato, Minn.	46.9	292
Sharon, Pa.	46.2	293
Danville, Ill.	46.2	293
Gadsden, Ala.	45.2	295
Enid, Okla.	45.2	295
Kenosha, Wisc.	44.4	297
Williamsport, Pa.	44.0	298
Salisbury, Md.	43.9	299
Wooster, Ohio	43.4	300
St. Cloud, Minn.	43.3	301
Naples, Fla.	43.1	302
Minot, N.D.	43.1	302
Fredericksburg, Va.	43.0	304
Casper, Wyo.	42.4	305
Panama City, Fla.	42.2	306
Hattiesburg, Miss.	42.2	306
Bloomington, Ind.	41.8	308
Fort Walton Beach, Fla.	41.4	309
Hagerstown, Md.	41.0	310
Idaho Falls, Ida.	40.4	311
Hickory, N.C.	40.0	312
Glens Falls, N.Y.	39.4	313
Lawton, Okla.	39.2	314
Clarksburg, W.Va.	38.4	315
Kokomo, Ind.	37.5	316
Harrisonburg, Va.	37.0	317
Burlington, N.C.	37.0	317
Sheboygan, Wisc.	36.4	319
Grand Island, Neb.	34.8	320
Dover, Ohio	32.7	321
Longview, Wash.	32.4	322
Findlay, Ohio	24.5	323

S&MM's SURVEY OF NEWSPAPER MARKETS

	S&MM ESTIMATES 1983									
	POPULATION 12/31/83		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						% Hslds. Cov. Total Area
STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	Total Pop. (Thous.)	Total Households (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furnit./Furnish./Appl. ($000)	Automotive ($000)	Drug ($000)	
1	2		3	4	5					6

1 To qualify as a **Newspaper Market,** a city must have at least one daily newspaper with a minimum paid circulation of 25,000. If two or more qualifying cities are in the same metropolitan area, or in the same nonmetro county, they are combined into a multiple newspaper market. The name of the market for newspapers of a metropolitan area is the metro area name. Each county in a newspaper market is one in which the combined qualified newspapers penetrate 20% or more of the households. Three types of counties are included: (1) *home county*, which indentifies the location of the newspapers; (2) *dominant counties*, where the newspaper household penetration is 50% or more; and (3) *effective counties*, where coverage ranges from 20% to 49%. This classification provides a guide for focussing on the newspapers' strongest coverage areas, as well as for determining where additional support may be needed to achieve a desired penetration level. As a further aid to sales targeting, the home-county name is repeated as a dominant or effective county, depending upon its penetration rate. The name of a home county with less than 20% coverage is repeated after the words "Under 20%."

The data source is the Audit Bureau of Circulation's data bank, which includes the audited statements of individual newspapers as of May 1984.

2 Population is the number of **persons** living in the newspaper market as of 12/31/83. It includes people living in colleges and hospitals, and armed forces personnel (and their dependents) permanently assigned to the area, but excludes transients and tourists. **Households** are units made up of the people occupying a single housing unit under the rules of the 1980 Census of Population and Housing—such as a house, an apartment, a group of rooms, or a single room. The members of a household need not be related, and a single person living alone in a housing unit is also counted as a household.

Caution: Although a county's population total will include all the people in the area, the household total will not do so because it excludes those living in group quarters. Thus if you calculate average Effective Buying Income per household, it must be recognized that this indicator does include the income of people not living in households.

3 Effective Buying Income (EBI), a classification developed exclusively by Sales & Marketing Management, is personal income less personal tax and nontax payments. Personal income is the aggregate of wages and salaries, other labor income (such as employer contributions to private pension funds), proprietors' income, rental income (which includes inputed rental income of owner-occupants of nonfarm dwellings), dividends paid by corporations, personal interest income from all sources, and transfer payments (such as pension and welfare assistance). Deducted from this total are personal taxes (federal, state, and local), nontax payments (such as fines, fees, penalties), and personal contributions for social insurance. The resultant figure is commonly known as "disposable personal income." Compensation paid to military, diplomatic, and business personnel stationed overseas is deducted from this total to arrive at Effective Buying Income.

Effective Buying Income is a bulk measurement of market potential. It indicates the general ability to buy and is essential in comparing, selecting, and grouping markets on that basis. But for products that appeal to specific income classes, the percent of households by Effective Buying Income groups, as reported in the July 23 *Survey of Buying Power*, should be considered.

4 Total Retail Sales are all net sales (minus refunds, allowances for returns, and taxes) of establishments engaged primarily in retail trade. Retail sales by such nonretailers as wholesalers and service establishments are not counted. In line with new Census Bureau policy, Total Retail Sales no longer includes: (1) sales and other taxes collected from customers, and (2) carrying charges or other charges for credit. Although retail sales are often used to gauge the purchasing power of the residents in a market, they are only an approximation because the market's volume may be affected by the movement of shoppers to and from adjacent areas, as well as purchases by nonhousehold units such as businesses, and the inhabitants of group quarters. They are actually a measure of the drawing power of local retail establishments.

The **Total Retail Sales** figure includes store types not listed in the 1984 Survey. Thus the arithmetic difference between Total Retail Sales and the aggregate sales of the major store types detailed in the *Survey* represents sales of "All Other Stores," so to speak.

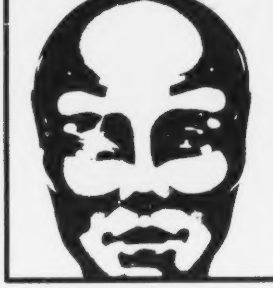
5 Individual **retail store groups** are considered as channels of distribution in local markets. Thus the retail sales total of the particular store group through which your product moves is useful in analyzing the relative importance of that distribution channel. Bear in mind that the retail sales total of a store type represents the cumulative sales of all products and/or services handled by the store, and not just the type of products associated with the store type. That is, food stores sell more than food products, and drugstores sell more than health and beauty aids.

Separate sales totals are provided for (1) *food stores*, which sell food primarily for home consumption; (2) *general merchandise* stores, which include department, limited-price variety, and general merchandise stores; (3) *furniture, home furnishings, and appliance stores (FHA)*; (4) *automotive dealers* which include those selling domestic and imported cars, new and used, and stores selling tires, batteries, and accessories; and (5) *drugstores*, which include proprietary stores.

6 Individual county newspaper circulation totals are added and expressed as a **percentage of all households covered** in the market. In multiple-newspaper markets, circulations of all qualifying papers are combined. In such markets, however, the coverage ratio is only a general guide because it is impossible to measure the degree of circulation duplication that may exist.

NOTE: There are no U.S. totals for S&MM's newspaper markets because the number of duplicate counties—that is, the same county that is part of more than one newspaper market—would make such a total meaningless.

Now Available: Montgomery Market and Media, a 24-page booklet with complete marketing data on the Montgomery MSA. For your Free copy write:
The Advertiser Company
P.O. Box 1000
Montgomery, AL 36192
Attn: The Promotions Department



MONTGOMERY

Number One in Retail Sales Per Household

Montgomery's metro area sales per household is the largest among the three largest metros in the state.

	% Of Increase	Retail Sales Per Household
Montgomery	**+10.2%**	**13.721**
Mobile	+6.8%	13,112
Birmingham	+5.5%	13,221

The Alabama Journal The Advertiser

P.O. Box 1000 Montgomery, AL 36192 (205) 262-1641

REPRESENTATIVE: Branham SOURCE: SMM "Survey of Buying Power"

S&MM's SURVEY OF NEWSPAPER MARKETS

	S&MM ESTIMATES 1983									
	POPULATION 12/31/83		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						
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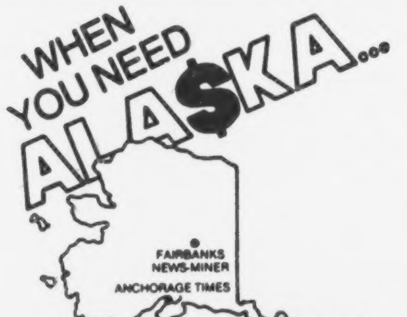
ALABAMA										
ANNISTON (Calhoun) . . . **Over 50%**: Calhoun; **20 - 49%:** Clay, Cleburne, Randolph.	169.5	59.0	1,238,140	625,193	160,170	84,196	22,824	107,032	25,310	48.8
BIRMINGHAM (Jefferson) . . . **Over 50%:** Jefferson; **20 - 49%:** St. Clair, Shelby.	795.2	296.4	7,352,127	4,048,750	889,616	608,043	178,815	729,589	154,757	59.4
FLORENCE (Lauderdale) . . . **Over 50%:** Lauderdale; **20 - 49%:** Colbert.	138.4	50.9	1,168,904	656,715	172,222	112,888	26,561	107,237	17,728	50.0
GADSDEN (Etowah) . . . **Over 50%:** Etowah; **20 - 49%:** Cherokee.	123.9	45.2	898,561	528,065	125,565	95,525	21,353	75,750	17,415	54.6
HUNTSVILLE (Madison) . . . **Over 50%:** Madison.	199.2	72.8	2,060,855	1,049,702	185,664	190,817	45,354	173,254	29,957	75.5
MOBILE (Mobile) . . . **Over 50%:** Mobile; **20 - 49%:** Baldwin, Clarke, Washington.	506.1	178.1	4,425,488	2,285,909	504,564	404,966	100,641	344,507	91,160	52.6
MONTGOMERY (Montgomery) . . . **Over 50%:** Montgomery; **20 - 49%:** Autauga, Bullock, Butler, Elmore.	318.3	112.1	2,647,292	1,502,561	316,338	248,434	54,638	240,889	42,754	46.4
TUSCALOOSA (Tuscaloosa) . . . **20 - 49%:** Greene, Hale, Pickens, Tuscaloosa.	190.0	66.0	1,334,195	755,778	182,757	132,237	28,732	110,062	24,430	41.4
ALASKA										
ANCHORAGE (Anchorage) . . . **Over 50%:** Anchorage, Matanuska-Susitna; **20 - 49%:** Kenai Peninsula, North Slope.	286.6	101.9	3,776,908	1,956,344	462,671	277,222	53,172	208,605	111,815	84.8



our 5 dailies deliver 74% of ALASKA'S BUYING POWER

Turn to Branham and Alaska Dailies

Phone any Branham office for details

S&MM's SURVEY OF NEWSPAPER MARKETS

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ARIZONA										
PHOENIX (Maricopa) . . . **Over 50%:** Maricopa; **20 - 49%:** Coconino, Gila, Greenlee, La Paz, Navajo, Pinal.	2,000.0	742.0	18,937,451	9,202,663	2,420,910	1,055,938	559,282	1,753,434	313,442	51.2
TUCSON (Pima) . . . **Over 50%:** Pima; **20 - 49%:** Cochise, Santa Cruz.	705.1	268.1	6,020,570	3,112,467	825,665	376,832	167,741	610,455	119,854	49.6
ARKANSAS										
FORT SMITH (Sebastian) . . . **Over 50%:** Sebastian; **20 - 49%:** Crawford, Franklin, Logan, Scott; OKLA.: Sequoyah.	219.4	79.2	1,677,578	1,115,188	253,757	158,452	48,322	224,806	25,805	45.4
LITTLE ROCK-NORTH LITTLE ROCK (Pulaski) . . . **Over 50%:** Pulaski; **20 - 49%:** Arkansas, Ashley, Calhoun, Clark, Cleburne, Conway, Dallas, Desha, Faulkner, Garland, Grant, Hot Spring, Lonoke, Monroe, Ouachita, Perry, Prairie, Saline, Van Buren, White, Woodruff.	897.2	324.4	7,353,505	4,242,200	963,250	631,040	151,214	910,279	116,350	45.9
TEXARKANA (TEX.: Bowie; ARK.: Miller) . . . **Over 50%:** ARK.: Miller; TEX.: Bowie; **20 - 49%:** ARK.: Little River.	133.0	47.9	1,037,150	692,252	198,185	83,911	22,337	127,094	16,336	53.5
CALIFORNIA										
ANAHEIM-SANTA ANA (Orange) . . . **20 - 49%:** Orange.	2,129.4	780.6	28,206,195	13,972,616	2,958,436	1,979,738	673,843	2,107,252	374,620	34.9

Maximize Sales; Minimize Costs

Easy to say, but not so easy to do. Yet each year sales and marketing executives nationwide set out to do just that. And along with them, every step of the way, is **Sales & Marketing Management's Survey of Selling Costs,** a one-of-its-kind survey. It's a reliable, accurate source of comparative data readers can use in planning, projections, and budgeting. **No** other publication commands their immediate attention or their repeated reference like this **Survey** does.

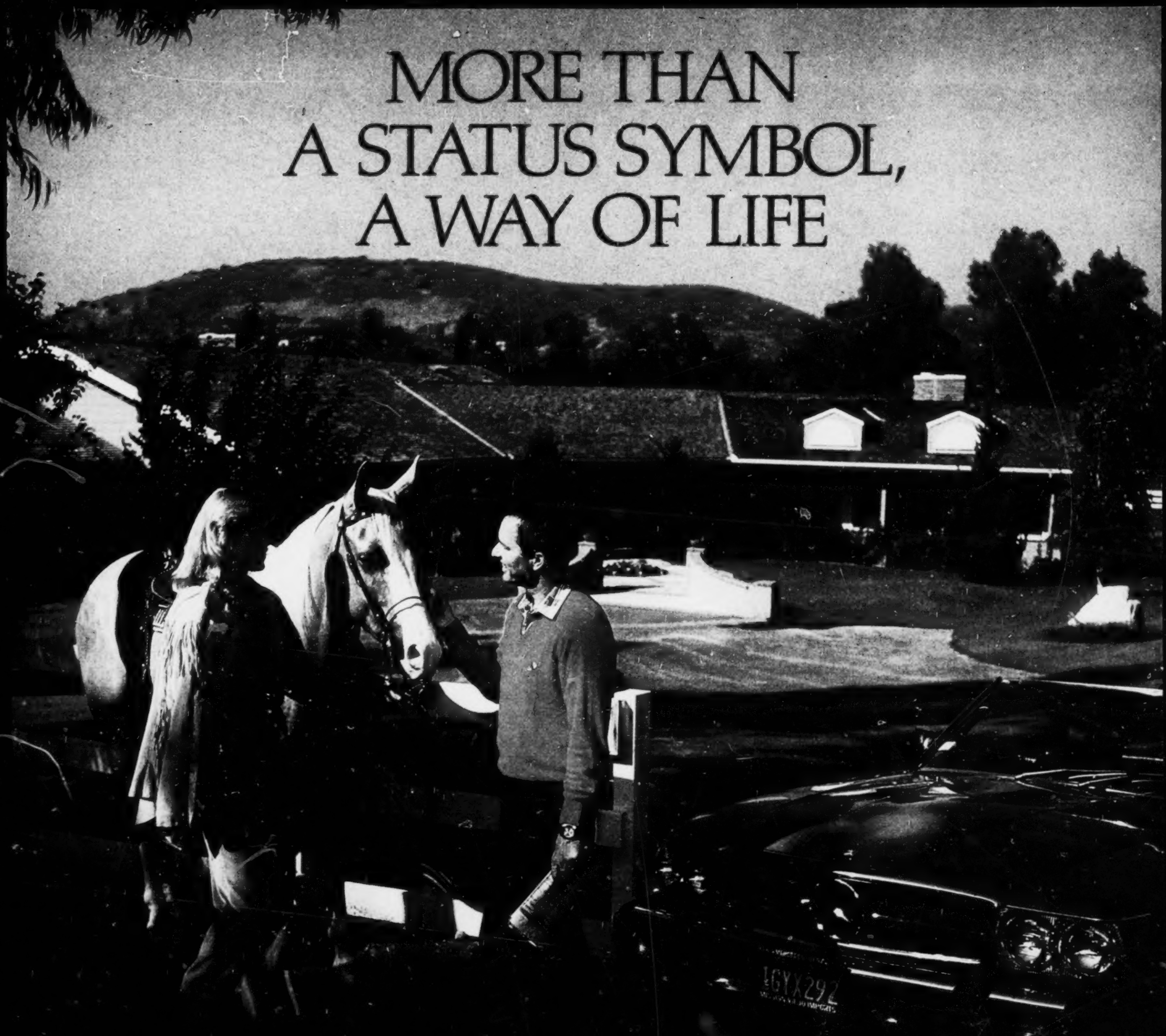
If what you're selling will help keep the spiraling costs of sales under control, this is a once-a-year opportunity to reach more than 50,000 sales and marketing executives as they are giving their undivided attention to managing costs.

The **1985 Survey of Selling Costs** includes sections on:

- Metro Sales Costs—travel and entertainment expenses in 86 leading metro markets.
- Sales Meetings and Sales Training—Sales meeting costs in 30 major metropolitan markets. Average costs of sales training per salesperson.
- Transportation—fleet-car operating costs by region.
- Sales Support Activities—share of sales incentive dollar spent for merchandise and travel, and information on incentive travel costs. Audiovisual equipment purchase and rental costs.
- Compensation—total selling expenses as a percentage of company sales.

Don't let this special advertising opportunity pass you by. Ads for the **1985 Survey of Selling Costs** (published February 18) close January 28, 1985.

■ For more information, please call: 212-986-4800, ext. 251.



Take a drive around **Orange County, California.** You'll find a quality lifestyle. It shows in the way people dress, where they choose to live, and in their leisure-time activities. Take a closer look at our market, and you'll see why more Mercedes Benz are registered here than any other luxury import. With a $32,715 median household disposable income, **Orange County** people have more to spend than their counterparts in Southern California. Only one major newspaper group best profiles this marketplace, The **Orange County Register MetroGroup.**

Take a look at household incomes. Forty-six percent of **Orange County** adults live in households with incomes of $35,000 or more. Forty-two percent of MetroGroup readers are at the same income level. Because its readers reflect **Orange County's** demographics, more and more advertisers are turning to the MetroGroup. Total advertising linage is up 14.8% over last year, and continues to grow at a fast pace.

Our lead over the closest competitor, the Orange County edition of the L.A. Times, has grown to 119,408. Drive your message home to this quality conscious marketplace with the leader, The **Orange County Register MetroGroup.**

Orange County Register MetroGroup

P.O. Box 11626, 625 N. Grand Ave., Santa Ana, CA, 92711 (714)953-7914

Represented Nationally by Story & Kelly-Smith and Hawaiian Media Sales

Sources: S&MM, Survey of Buying Power, 1984, Scarborough Research Corp., 1983, ABC Publishers Statement, March 31, 1984, Media Records, Inc., 1984 (1st 6 mos.)

S&MM's SURVEY OF NEWSPAPER MARKETS

STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1983									% Hslds. Cov. Total Area
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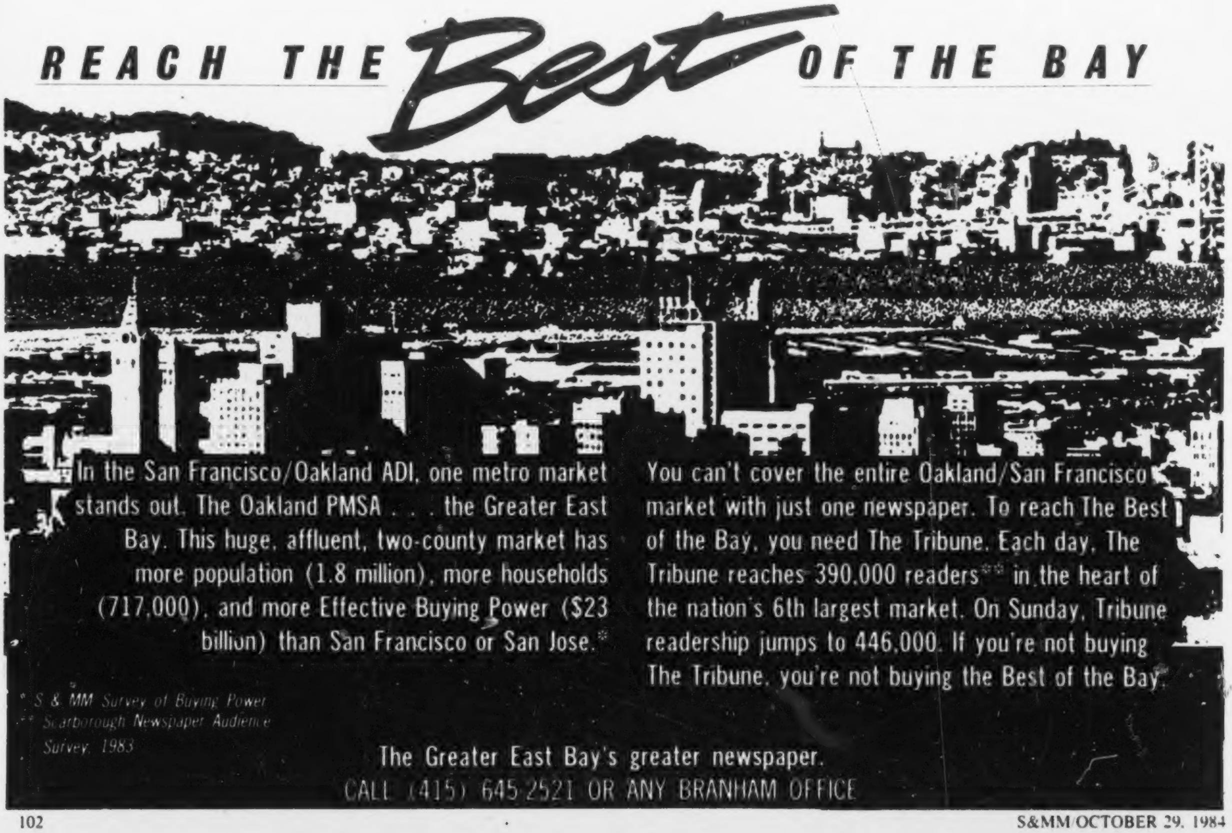
	Total Pop. (Thous.)	Total House-holds (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchan-dise ($000)	Furnit./ Furnish./ Appl. ($000)	Auto-motive ($000)	Drug ($000)	
CA (cont.)										
BAKERSFIELD (Kern) . . . **20 - 49%:** Kern.	443.4	156.8	4,294,002	2,444,657	693,275	211,605	89,729	334,365	100,935	48.5
CHICO (Butte) . . . **20 - 49%:** Butte, Glenn.	183.4	72.7	1,612,996	792,073	233,268	61,760	36,319	95,346	29,556	34.9
FRESNO (Fresno) . . . **Over 50%:** Fresno; **20 - 49%:** Madera.	628.1	221.7	5,948,408	3,002,424	819,599	344,782	115,356	465,599	146,291	52.8
LOS ANGELES-LONG BEACH (Los Angeles) . . . **Over 50%:** Los Angeles; **20 - 49%:** Inyo, Orange, Ventura.	10,457.3	3,812.3	119,814,882	58,558,434	13,835,819	7,374,969	2,772,947	8,498,262	2,009,211	44.4
MODESTO (Stanislaus) . . . **Over 50%:** Stanislaus.	293.4	106.3	2,686,662	1,503,924	390,003	203,702	78,058	173,101	64,296	55.1
OAKLAND (Alameda, Contra Costa) . . . **20 - 49%:** Alameda, Contra Costa.	1,847.6	717.1	23,006,627	9,979,763	2,462,957	1,374,281	431,271	1,440,497	473,357	36.2
OXNARD-VENTURA (Ventura) . . . **20 - 49%:** Ventura.	589.8	197.6	6,682,191	2,840,467	825,917	364,767	104,069	449,138	115,326	21.5
REDDING (Shasta) . . . **Over 50%:** Shasta; **20 - 49%:** Trinity.	145.0	55.5	1,208,542	762,847	211,334	62,395	24,992	95,019	47,540	58.2
RIVERSIDE-SAN BERNARDINO (Riverside, San Bernardino) . . . **20 - 49%:** Riverside, San Bernardino.	1,751.6	628.6	16,852,463	8,575,303	2,089,402	1,283,355	250,957	1,239,779	315,986	35.0


REACH THE Best OF THE BAY

In the San Francisco/Oakland ADI, one metro market stands out. The Oakland PMSA . . . the Greater East Bay. This huge, affluent, two-county market has more population (1.8 million), more households (717,000), and more Effective Buying Power ($23 billion) than San Francisco or San Jose.*

You can't cover the entire Oakland/San Francisco market with just one newspaper. To reach The Best of the Bay, you need The Tribune. Each day, The Tribune reaches 390,000 readers** in the heart of the nation's 6th largest market. On Sunday, Tribune readership jumps to 446,000. If you're not buying The Tribune, you're not buying the Best of the Bay.

* S & MM Survey of Buying Power
** Scarborough Newspaper Audience Survey, 1983

The Greater East Bay's greater newspaper.
CALL (415) 645-2521 OR ANY BRANHAM OFFICE

NOW THE MOST COLORFUL NEWS IN KERN COUNTY IS IN FULL

COLOR!

OUR NEW FULL-COLOR PRESS TAKES A GIANT STEP INTO THE 21ST CENTURY.

The Bakersfield Californian's new Harrell-Fritts Publishing Center features the latest state-of-the-art TKS computerized full-color press. Its color standards and capability put us in a class by ourselves. Our advertisers benefit by being able to more accurately present their products and services in second-, third-, or full-color quality reproduction. Our readers benefit from a much more colorful and interesting presentation, both in news photographs and graphics, as well as advertisements. We invite you to tour our plant on your next visit to Bakersfield. Call Jan Hefner at (805) 395-7249 for tour arrangements, market information, rates, etc.

The Bakersfield Californian

We Read You.

Represented nationally by Story & Kelly-Smith, Inc.

You wouldn't run the Boston Marathon with one shoe!

And you can't cover Sacramento with one newspaper.

The Sacramento Union and the Sacramento Bee *together* achieve the highest household newspaper penetration of any major market in the Western States. The Bee alone reaches less than half of Sacramento's households.

Gain vital market penetration and reach a virtually unduplicated* quality audience. The Sacramento Union delivers 4 billion dollars in spendable income and surpasses market averages in household income, home ownership, college education and working women. Be a shoe-in for sales success. Let The Union work for you.

*Market Newspaper Penetration**

[illegible]

Daily Circulation

*Source: Audit Bureau of Circulation, FAS FAX: March 31, 1984

A Sacramento *Must* Buy.

The Sacramento Union

Represented nationally by **Landon & Associates**

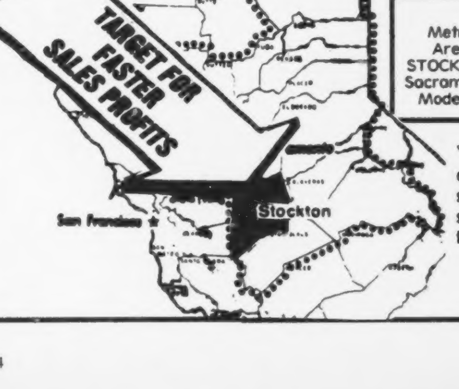
N.Y. Office (212) 867-1112 L.A. Office (714) 635-7841

S&MM's SURVEY OF NEWSPAPER MARKETS

STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1983 POPULATION 12/31/83 Total Pop. (Thous.)	 Total House-holds (Thous.)	 EFFECTIVE BUYING INCOME Total EBI ($000)	 RETAIL SALES BY STORE GROUP Total Retail Sales ($000)	 Food ($000)	 General Merchan-dise ($000)	 Furnit./ Furnish./ Appl. ($000)	 Auto-motive ($000)	 Drug ($000)	% Hslds. Cov. Total Area
CA (cont.)										
SACRAMENTO (Sacramento) . . . **Over 50%:** Sacramento; **20 - 49%:** Amador, Colusa, El Dorado, Placer, Plumas, Sierra, Yolo.	1,276.5	501.5	13,756,716	7,190,844	1,860,680	983,325	275,443	974,671	330,533	58.0
SALINAS-SEASIDE-MONTEREY (Monterey) . . . **20 - 49%:** Monterey.	316.5	105.5	3,129,105	1,639,118	361,140	141,942	62,521	216,349	77,211	30.0
SAN DIEGO (San Diego) . . . **Over 50%:** San Diego.	2,036.1	749.3	22,696,449	10,860,056	2,402,614	1,764,900	516,732	1,502,977	312,227	53.2
SAN FRANCISCO (San Francisco, Marin, San Mateo) . . . **Over 50%:** Marin, San Francisco, San Mateo; **20 - 49%:** Alameda, Contra Costa, Sonoma.	3,689.8	1,479.9	48,062,069	22,637,303	5,415,967	2,888,608	1,070,493	2,903,635	990,348	40.0

'84 Sacramento-Stockton ADI MARKET HIGHLIGHT

"For Supermarketeers. . . Metro STOCKTON has the FASTEST FOOD SALES GROWTH rate. . . 1st. again for the 7th year in a row!!!"



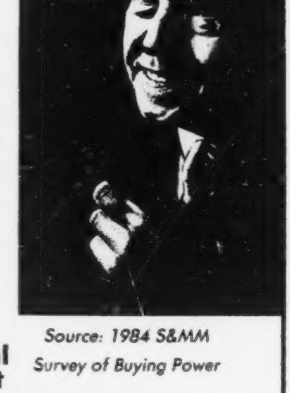
Metro Area	1983 Total Food Sales ($000)	'76-'83 FOOD SALES GROWTH INDEX	ADI RANK
STOCKTON	509,378	2.30	1
Sacramento	1,770,572	1.98	2
Modesto	390,003	1.71	3

"Target Metro Stockton with the Stockton Record, reaching over 141,000 adults with a 70% share of the newspaper market; maximum 'outside' daily (S.F. Chron.) newspaper cover-age less than 8%."

For more information dial (209) 943-6397, Bob West

Advertising Representatives: Gannett Media Sales

LATEST '84 REPORT



Source: 1984 S&MM Survey of Buying Power

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CA (cont.)										
SAN JOSE (Santa Clara) . . . **20 - 49%:** Santa Clara.	1,390.9	509.0	18,589,273	9,469,373	2,076,548	1,263,575	460,268	1,512,524	362,383	49.4
SAN LUIS OBISPO (San Luis Obispo) . . . **20 - 49%:** San Luis Obispo.	177.3	67.5	1,816,793	884,221	261,668	39,458	33,188	104,853	34,840	38.2
SANTA BARBARA-SANTA MARIA-LOMPOC (Santa Barbara) . . . **20 - 49%:** Santa Barbara.	316.4	118.4	3,746,229	1,882,357	407,568	177,749	90,704	211,897	69,653	39.5
SANTA CRUZ (Santa Cruz) . . . **20 - 49%:** Santa Cruz.	215.1	82.2	2,377,357	1,181,417	323,521	106,751	35,663	154,299	50,981	33.3
SANTA ROSA-PETALUMA (Sonoma) . . . **20 - 49%:** Sonoma.	335.0	131.3	3,815,856	1,936,225	515,703	203,637	83,815	225,325	77,898	47.5
STOCKTON (San Joaquin) . . . **20 - 49%:** San Joaquin.	379.2	138.6	3,594,049	1,854,511	509,378	220,563	76,830	274,805	91,303	37.1
COLORADO										
BOULDER-LONGMONT (Boulder) . . . **20 - 49%:** Boulder.	212.5	80.6	2,393,488	1,132,073	275,249	70,293	82,575	196,203	31,336	34.0
COLORADO SPRINGS (El Paso) . . . **Over 50%:** El Paso, Teller.	347.9	125.7	3,293,793	1,706,434	386,589	200,107	100,182	339,172	28,860	94.1

Survey of Industrial & Commercial Buying Power, published in April, provides data on 4-digit SIC industries, both manufacturing and nonmanufacturing, as well as ranking of leading counties for the more than 400 customer industries listed that buy goods and services from consumer and industrial establishments.

San Francisco has no city limits.

To cover Northern California's major metro areas, you need the major metro newspapers. And the San Francisco Newspapers cover California's prime markets more effectively than any others.

Our immediate metro market alone accounts for $21.2 billion in effective buying income. We reach 76% of all adults in Marin County, the county with California's highest median household EBI, and 73% of all adults in San Mateo County, with the state's fifth highest median household EBI. Add to that our 89% coverage of San Francisco.

And there's more. Our sales potential is not limited to these counties, because our coverage, like San Francisco's influence, extends across 10,000 square miles and the 10 prosperous counties of the San Francisco ADI. In the East Bay counties, our circulation is 7% higher than the Oakland Tribune's and 102% higher than the Contra Costa Times'. In San Mateo and Santa Clara Counties, our circulation is more than twice that of the Peninsula Times Tribune.

The Chronicle and The Examiner reach over 2 million readers throughout this extraordinary marketplace. Discover no-limit advertising with the dominant force in Northern California.

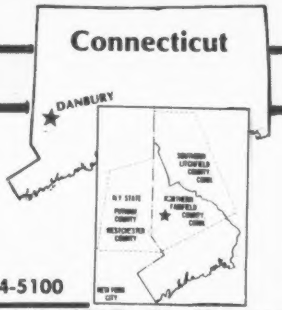
Represented nationally by
Sawyer-Ferguson-Walker

Sources: Scarborough San Francisco Report, 1984, average 5-issue reach; September 1983 ABC audits; Sales & Marketing Management 1984 Survey of Buying Power.

SAN FRANCISCO NEWSPAPER AGENCY

Agent of San Francisco Chronicle/San Francisco Examiner/San Francisco Sunday Examiner & Chronicle, 925 Mission Street, San Francisco, CA 94103

San Francisco Chronicle San Francisco Examiner Sunday Examiner & Chronicle



You've heard about the Gold ...
DISCOVER THE GOLD MINE!
The News-Times
CONN.'S SECOND LARGEST MORNING NEWSPAPER.
THE ONLY DAILY NEWSPAPER COVERING CONNECTICUT'S FASTEST GROWING MARKET
- FASTEST GROWING Daily and Sunday Newspaper in Fairfield County
- FASTEST GROWING SMSA in Fairfield County
- HIGHEST TOTAL Retail Sales and Food Sales in Fairfield County

The News-Times 333 MAIN ST., DANBURY, CONN. 06810 (203) 744-5100
Represented by Branham Newspaper Sales

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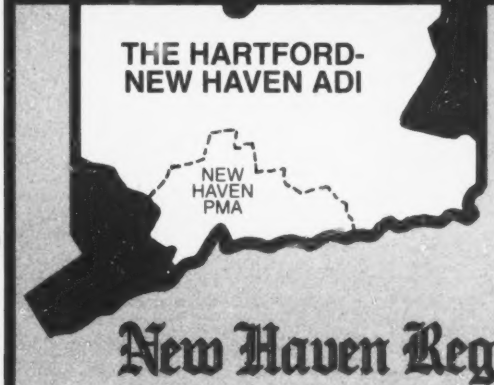
CO (cont.)										
DENVER (Denver) . . . **Over 50%:** Adams, Arapahoe, Denver, Douglas, Jefferson, Summit; **20 - 49%:** Alamosa, Archuleta, Boulder, Chaffee, Cheyenne, Clear Creek, Eagle, Gilpin, Grand, Gunnison, Hinsdale, Jackson, Kit Carson, Lake, Larimer, Lincoln, Logan, Mineral, Morgan, Phillips, Pitkin, Routt, San Juan, Sedgwick, Washington, Weld, Yuma; KAN.: Cheyenne.	2,315.3	893.5	26,230,265	12,771,429	3,141,492	1,453,488	659,291	2,319,945	259,363	58.8
GRAND JUNCTION (Mesa) . . . **Over 50%:** Mesa; **20 - 49%:** Delta, Garfield, Rio Blanco.	151.3	55.9	1,464,410	844,116	194,636	83,060	43,002	181,728	15,380	53.3
PUEBLO (Pueblo) . . . **Over 50%:** Pueblo; **20 - 49%:** Baca, Bent, Costilla, Crowley, Custer, Fremont, Huerfano, Kiowa Las Animas, Mineral, Otero, Prowers, Rio Grande, Saguache.	250.5	92.0	1,978,749	996,493	289,463	112,757	47,771	169,211	21,573	52.9
CONNECTICUT										
BRIDGEPORT-STAMFORD-NORWALK-DANBURY (Fairfield) . . . **Over 50%:** Fairfield.	811.4	286.6	11,776,723	5,578,364	1,158,476	593,170	290,098	689,681	145,662	50.2
HARTFORD-NEW BRITAIN-MIDDLETOWN-BRISTOL (Hartford) . . . **Over 50%:** Hartford, Tolland; **20 - 49%:** Middlesex.	1,054.8	382.7	12,805,491	6,351,073	1,401,924	777,933	257,126	849,826	217,708	72.2
NEW HAVEN-WATERBURY-MERIDEN (New Haven) . . . **Over 50%:** New Haven; **20 - 49%:** Litchfield.	927.5	337.4	10,750,097	5,095,786	1,209,339	654,018	215,184	652,010	153,953	65.0



New England's 2nd ADI
HARTFORD/NEW HAVEN ADI MEDIA FACTS
FACT 1 You can't cover the Hartford/New Haven ADI without buying the New Haven Primary Market Area (PMA).
FACT 2 The New Haven PMA covers 31 cities and towns with 496,000 adults 18 +.
FACT 3 The Register and/or Journal-Courier reaches 50% of all adults in the PMA every day...and the Sunday Register reaches 68% of all adults.
New Haven Register Journal-Courier
Represented nationally by Sawyer-Ferguson-Walker Company
Source: New Haven CMS conducted by Belden Associates, 1983

NATION

Economic indicators steady

LOCAL

Support of education strong

BUSINESS

Tech corridor expands

Rocky Mountain News

126th year **Every Morning** Denver, Colorado

Where Denver turns for News...

The Rocky Mountain News broke ground Monday for a $14 million expansion of its offices in downtown Denver.

William W. Fletcher, general manager of the News, turned the first spade of earth during a formal groundbreaking in what is a parking lot next to the News building at 400 W. Colfax Ave.

"I know this is an exciting day for a lot of you," Fletcher told the audience of 125, most of them newspaper employees.

Ralph Looney, editor of the News, joined Fletcher to turn the second spadeful.

"I think it's significant that the Rocky Mountain News is breaking ground for its new building in its 125th year," Looney said.

The News, with the largest daily and Sunday circulation in Colorado and the Rocky Mountain West, has been located at the Colfax Avenue site since 1952.

The construction schedule calls for the 5-story building, plus one level of underground parking, to be completed in the fall of 1985, said John B. Rogers, chairman of RNL, Inc., the Denver architectural firm that designed the building.

After employees occupy the new business and editorial offices, the old plant will be remodeled and faced with Indiana limestone to match the addition, Rogers said. That phase of the project is to be completed by the spring of 1986.

As part of the remodeling, 20 feet will be

off the front of the existing building.

the News in line with the U.S.

City and County Building,

and extending the

Center, Rogers said.

"The real

is making

Design features of the buildi

a height of 100 feet on t

include a covered

two-level lobb

Advertisers turn for results.

The Rocky Mountain News, where the quantity and quality of audience delivered, brings advertisers results!

#1 In Quantity: The News reaches more adults in one weekday issue than the Post reaches in five.

#1 In Quality: The News has more daily readers among college grads, professional/managerial occupations and households with incomes of $50,000 plus, than the Post.

Turn to the Rocky Mountain News for results now . . . call Paul Campbell, Manager, General Advertising—(303) 892-5304.

Source: Simmons 1982 National Study of Local Newspaper ratings: SMSA

A SCRIPPS-HOWARD NEWSPAPER REPRESENTED NATIONALLY BY: STORY & KELLY-SMITH, INC.

ATLANTA • BOSTON • CHICAGO • DALLAS • DETROIT • LOS ANGELES • NEW YORK • PHILADELPHIA • SAN FRANCISCO

S&MM's SURVEY OF NEWSPAPER MARKETS

	S&MM ESTIMATES 1983									
	POPULATION 12/31/83		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						
STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	Total Pop. (Thous.)	Total House-holds (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furnit./ Furnish./ Appl. ($000)	Automotive ($000)	Drug ($000)	% Hslds. Cov. Total Area
CT (cont.)										
NEW LONDON-NORWICH (New London) . . . **20 - 49%:** New London.	244.3	86.7	2,895,402	1,423,715	302,631	155,841	69,613	238,085	36,769	42.3
DELAWARE										
WILMINGTON (New Castle) . . . **Over 50%:** New Castle; **20 - 49%:** Sussex; MD.: Cecil.	567.1	200.8	6,020,357	2,832,090	658,620	391,589	124,967	447,015	101,657	55.8
DISTRICT OF COLUMBIA										
WASHINGTON (District of Columbia; MD.: Frederick, Montgomery, Prince George's; VA.: Fairfax) . . . **Over 50%:** D.C.: District of Columbia; MD.: Frederick, Montgomery, Prince George's; VA.: Arlington, Fairfax; **20 - 49%:** MD.: Calvert, Charles, Howard, St. Mary's; VA.: Fauquier, Loudoun, Prince William.	3,556.7	1,303.9	47,869,693	21,716,664	4,401,130	2,860,185	974,325	4,191,944	864,933	63.6
FLORIDA										
BRADENTON (Manatee) . . . **20 - 49%:** Manatee.	169.6	70.3	1,650,212	870,174	178,964	139,889	40,042	182,930	38,447	39.[illegible]
DAYTONA BEACH (Volusia) . . . **Over 50%:** Flagler, Volusia.	305.0	126.1	2,809,937	1,596,050	315,821	190,353	59,707	271,631	80,191	71.2
FORT LAUDERDALE-HOLLYWOOD-POMPANO BEACH (Broward) . . . **20 - 49%:** Broward.	1,121.0	463.4	13,188,329	7,310,323	1,200,252	832,419	396,577	1,877,737	264,349	39.1

Capture The Beautiful South Florida BUG

Around South Florida, the Fort Lauderdale News/Sun-Sentinel has been busy as a you know what. In the last four years, the circulation of the Sun-Sentinel grew an incredible 58 percent. Sunday, the News/Sun-Sentinel soared 29 percent in the same period.* All in Broward and Palm Beach County, tops in Florida in per capita effective buying income.

When you're up in the air about the best way to address the Big, Upscale, Growing South Florida market, call us. We'll really put a BUG in your ear.

Fort Lauderdale
News/Sun-Sentinel

General Advertising Division 305-761-4065

Represented nationally by C W O & O Metropolitan Sunday Newspapers, I In Florida by Publishers Representatives of Florida In Canada by Canada Representatives Internati

* Audit Bureau of Circulations Publisher's Statement March 25, 1984

S&MM's SURVEY OF NEWSPAPER MARKETS

STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1983									% Hslds. Cov. Total Area
	POPULATION 12/31/83		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						
	Total Pop. (Thous.)	Total Households (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furnit./ Furnish./ Appl. ($000)	Automotive ($000)	Drug ($000)	
FL (cont.)										
FORT MYERS-CAPE CORAL (Lee) . . . **Over 50%:** Lee; **20 - 49%:** Charlotte.	314.8	131.1	3,193,028	1,780,552	352,820	203,388	105,198	348,998	59,627	50.7
FORT WALTON BEACH (Okaloosa) . . . **Over 50%:** Okaloosa.	117.2	41.4	1,128,800	634,172	113,902	102,677	33,198	113,562	12,412	58.1
GAINESVILLE (Alachua) . . . **Over 50%:** Alachua; **20 - 49%:** Bradford, Dixie, Gilchrist, Levy, Union.	237.9	84.4	1,958,466	1,076,148	243,094	122,520	55,014	194,220	47,360	51.0
JACKSONVILLE (Duval) . . . **Over 50%:** Clay, Duval; **20 - 49%:** Baker, Nassau, St. Johns; GA.: Camden, Charlton.	802.0	292.9	7,615,579	4,238,717	790,691	484,190	162,071	972,026	147,143	61.4
LAKELAND-WINTER HAVEN (Polk) . . . **20 - 49%:** Polk.	351.1	126.8	2,957,052	1,674,323	360,743	184,693	62,245	344,829	58,462	45.9
MELBOURNE-TITUSVILLE-PALM BAY (Brevard) . . . **Over 50%:** Brevard.	300.7	119.5	2,870,045	1,503,966	312,796	210,128	57,879	283,445	61,995	56.7
MIAMI-HIALEAH (Dade) . . . **20 - 49%:** Broward, Dade, Monroe.	2,951.9	1,138.2	31,294,343	17,477,374	3,186,187	2,152,165	1,110,470	3,715,873	665,561	36.4
NAPLES (Collier) . . . **Over 50%:** Collier.	106.1	43.1	1,152,365	780,516	152,348	74,829	59,761	156,832	16,373	55.1
OCALA (Marion) . . . **Over 50%:** Marion.	145.3	55.1	1,107,773	675,883	153,382	70,296	21,568	100,320	21,171	57.8
ORLANDO (Orange) . . . **Over 50%:** Orange, Osceola, Seminole; **20 - 49%:** Lake, Sumter.	951.0	351.8	8,955,727	5,295,578	1,092,899	615,555	210,386	1,127,790	143,679	53.6
PANAMA CITY (Bay) . . . **Over 50%:** Bay; **20 - 49%:** Gulf.	115.6	42.2	827,339	686,653	105,484	99,086	43,529	166,218	16,017	64.2
PENSACOLA (Escambia) . . . **Over 50%:** Escambia; **20 - 49%:** Santa Rosa.	306.5	108.5	2,879,577	1,560,331	305,448	252,289	58,734	373,235	43,309	52.9
SARASOTA (Sarasota) . . . **Over 50%:** Sarasota; **20 - 49%:** Manatee.	403.1	174.1	4,232,588	2,408,327	497,417	289,065	187,016	450,112	90,202	49.5
TALLAHASSEE (Leon) . . . **Over 50%:** Leon; **20 - 49%:** Franklin, Gadsden, Jefferson, Liberty, Madison, Taylor, Wakulla.	273.4	96.7	2,267,523	1,232,789	274,333	143,445	51,901	222,397	35,232	47.9
TAMPA-ST. PETERSBURG-CLEARWATER (Hillsborough, Pinellas) . . . **Over 50%:** Hernando, Hillsborough, Pasco, Pinellas; **20 - 49%:** Citrus, Hardee, Highlands.	1,931.4	790.4	18,960,898	10,139,978	2,370,038	1,338,442	408,9[illegible]	1,923,014	312,017	65.1
WEST PALM BEACH-BOCA RATON-DELRAY BEACH (Palm Beach) . . . **20 - 49%:** Okeechobee, Palm Beach.	688.4	284.6	8,455,910	4,148,067	793,301	578,087	243,994	860,278	137,538	40.7

Survey of Selling Costs, published in February, includes detailed information on the basic selling costs of the leading metropolitan markets in the U.S. and Canada, plus data on such marketing-related expenses as sales incentives, sales training, sales meetings, car rentals, and salespeople's compensation.

Make Your Splash in Tampa Bay

When you advertise to prospects in the lucrative Tampa Bay Market, your sales plans may run aground if you neglect The Tampa Tribune in your Media Buys. Consider carefully these facts reported in the latest 1983 Scarborough Newspaper Audience Study of the Tampa-St. Petersburg ADI:

- The Tampa Tribune reaches 23% more adults 25-54 years than the other major daily newspaper combination.
- The Tampa Tribune reaches 19% more adults in the households with $35,000 or more income than the other major daily newspaper combination.
- The Tampa Tribune reaches 38% more adults in top level occupations than the other major daily newspaper combination.
- The Tampa Tribune reaches 16% more adults who take frequent airline trips (three or more per year) than the other major daily newspaper combination.
- The Tampa Tribune reaches 89% more adults with high food expenditures ($150 plus per week) than the other major daily newspaper combination.

Remember, it's prospects not people that make or break any marketing plan. And according to Scarborough Research, the best sales prospect in the Tampa-St. Petersburg ADI read The Tampa Tribune.

Make your splash in the Tampa Bay Market with 583,000 weekday and 656,000 Sunday readers of

THE TAMPA TRIBUNE

Contact: Joe Gem
General Advertising Manager
P.O. Box 191, Tampa, Fl. 33601-4085
(813) 272-7447

The Quality Buy

S&MM's SURVEY OF NEWSPAPER MARKETS

STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1983 POPULATION 12/31/83 Total Pop. (Thous.)	Total Households (Thous.)	EFFECTIVE BUYING INCOME Total EBI ($000)	RETAIL SALES BY STORE GROUP Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furnit./Furnish./Appl. ($000)	Automotive ($000)	Drug ($000)	% Hslds. Cov. Total Area
GEORGIA										
ALBANY (Dougherty) . . . **Over 50%:** Calhoun, Dougherty; **20 - 49%:** Clay, Miller, Mitchell, Randolph, Terrell, Worth.	182.0	59.7	1,285,462	708,774	150,620	83,353	37,190	170,849	26,823	50.3
ATLANTA (Fulton, Cobb) . . . **Over 50%:** Cobb, Fulton; **20 - 49%:** Butts, Cherokee, Clayton, Coweta, De Kalb, Douglas, Fayette, Gwinnett, Henry, Newton, Rockdale, Towns.	2,156.5	784.6	23,119,858	11,865,795	2,358,724	1,853,371	360,982	2,451,736	352,318	44.7
AUGUSTA (Richmond) . . . **Over 50%:** Richmond; **20 - 49%:** Burke, Columbia, Glascock, Jefferson, Jenkins, Lincoln, McDuffie, Warren; S.C.: Aiken, Edgefield.	447.1	152.8	3,651,277	1,860,558	423,801	223,783	81,914	395,867	59,927	48.7
COLUMBUS (Muscogee) . . . **Over 50%:** Chattahoochee, Muscogee; **20 - 49%:** ALA.: Russell; GA.: Harris, Marion, Stewart, Talbot, Webster.	273.8	91.3	2,059,543	1,136,128	225,787	160,823	48,414	268,578	36.065	54.6
MACON-WARNER ROBINS (Bibb) . . . **Over 50%:** Bibb; **20 - 49%:** Baldwin, Bleckley, Crawford, Houston, Jones, Macon, Monroe, Peach, Pulaski, Putnam, Taylor, Telfair, Twiggs, Wilkinson.	417.0	141.5	3,530,519	1,788,693	412,112	197,415	58,252	397,104	54,138	43.7
SAVANNAH (Chatham) . . . **Over 50%:** Chatham; **20 - 49%:** Bryan, Candler, Effingham, Evans, Liberty, Screven, Tattnall, Wayne; S.C.: Jasper.	371.2	125.0	2,887,017	1,608,370	331,329	144,254	93,456	307,529	55,925	51.0

The Georgia Group

- Albany Herald
- Athens Banner-Herald/Daily News
- Augusta Chronicle-Herald
- Columbus Ledger-Enquirer
- Macon Telegraph & News
- Savannah News-Press

One convenient group buy gives you:

- 1,347,400 Population
- 468,100 Households
- $10,419,348,000 Effective Buying Income
- $6,053,182,000 Retail Sales
- $1,274,841,000 Food Sales

Represented Nationally By:
Branham Newspaper Sales
Knight Ridder Newspaper Sales

Athens
Augusta
Macon
Columbus
Savannah
Albany

Source: S&MM's Survey of Buying Power 1982

S&MM's SURVEY OF NEWSPAPER MARKETS

STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1983									% Hslds. Cov. Total Area
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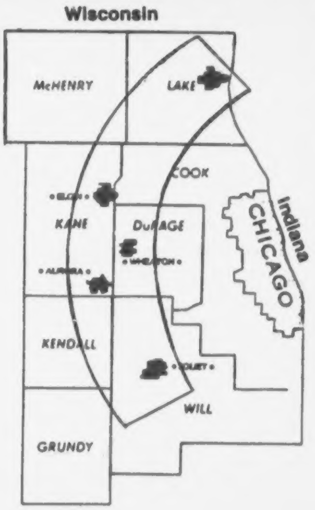
	Total Pop. (Thous.)	Total Households (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furnit./Furnish./Appl. ($000)	Automotive ($000)	Drug ($000)	
HAWAII										
HONOLULU (Honolulu) . . . **Over 50%:** Honolulu; **20 - 49%:** Kauai, Maui.	929.9	292.6	9,665,602	4,919,961	1,024,618	924,948	104,742	491,977	285,471	65.3
IDAHO										
BOISE (Ada) . . . **Over 50%:** Ada; **20 - 49%:** Adams, Boise, Elmore, Gem, Owyhee, Payette, Valley, Washington.	272.6	99.5	2,443,241	1,486,744	356,156	137,754	93,540	288,316	26,120	47.3
IDAHO FALLS (Bonneville) . . . **Over 50%:** Bonneville; **20 - 49%:** Butte, Clark, Custer, Fremont, Jefferson, Madison, Teton.	129.4	40.4	973,142	694,254	153,205	80,662	50,670	117,969	14,427	54.8
ILLINOIS										
ALTON-GRANITE CITY (Madison) . . . **20 - 49%:** Calhoun, Jersey, Madison.	273.2	101.8	2,500,244	1,308,899	345,190	123,386	44,072	267,810	41,766	31.9
AURORA-ELGIN (Kane) . . . **Over 50%:** Kane; **20 - 49%:** Kendall.	329.6	115.4	3,733,705	1,833,070	364,424	321,091	83,898	267,462	44,326	52.5
BLOOMINGTON-NORMAL (McLean) . . . **Over 50%:** McLean; **20 - 49%:** De Witt, Ford, Livingston, Logan, Woodford.	265.8	96.8	2,745,619	1,302,717	299,697	120,951	50,121	239,994	36,708	50.0
CARBONDALE (Jackson) . . . **20 - 49%:** Franklin, Jackson, Perry, Union, Williamson.	208.5	82.3	1,725,676	1,009,633	258,988	120,986	40,077	170,347	33,286	31.1
CHAMPAIGN-URBANA-RANTOUL (Champaign) . . . **Over 50%:** Champaign; **20 - 49%:** Douglas, Ford, Piatt.	220.7	80.8	2,119,183	1,159,115	258,357	132,723	52,773	158,292	36,041	54.4

gcn Greater Chicago Newspapers



REACHING CHICAGO'S "OUTER LOOP" . . . truly a "market apart" NOT represented by The Chicago Tribune or the Chicago Sun-Times!

In the Chicago market, Greater Chicago Newspapers have always been a "market apart," reaching households NOT reached by the Chicago Tribune and the Chicago Sun-Times.

Northern Illinois Copley Newspapers now reach over 167,000 households in affluent Lake, Kane, Will, Kendall and Grundy counties. These same counties have an average EBI of $30,991 and represent some of the strongest buying power in the nation.

For example, in recent data ranking household buying power in 315 metropolitan areas, Lake County, IL was ranked 5th, Will and Grundy counties were ranked 12th and Kane and Kendall counties, 17th!

To complete your Chicago buy, you need the "market apart." A GCN buy is ideal for upscale marketers.

* Source: Sales & Marketing Management's 1984 Survey of Buying Power.

- ★ 22% Group Rate Discount
- ★ Newsplan Discounts
- ★ 96% Home Delivery
- ★ SAU Price Structure

Northern Illinois Copley Newspapers
Represented Nationally By
SAWYER • FERGUSON • WALKER • COMPANY, INC.

"A MARKET APART"

THE BEACON-NEWS Aurora
THE HERALD-NEWS Joliet
THE COURIER-NEWS Elgin
DAILY JOURNAL Wheaton
NEWS-SUN Lake Co., IL

PEOPLE
THE TRIBUNE
TO BUY

WHO BUY CAN AFFORD WHAT'S IN IT.

Chicago Tribune
L.M.

4,068,200 men and women read the Chicago Tribune weekly and on Sunday.

That, in fact, is almost 74 percent of all adults in Chicago.

292,000 make over $50,000 a year.

972,500 make over $35,000 a year.

1,470,300 make over $20,000 a year.

They buy more new automobiles, new homes, small appliances, soda pop and more of everything.

Your product will look better in our paper, too. Because we have the sharpest type, the clearest pictures and the best color available in newspaper reproduction.

And even more important, your ad will run in a newspaper recognized as one of the top five in the country.

It's a stimulating environment for your products.

So it's no wonder that the Chicago Tribune reader spends an average of 45 minutes a day reading it.

And it's no wonder, considering their incomes, that they can afford to buy what's in it.

Chicago Tribune

IT MEANS BUSINESS.

S&MM's SURVEY OF NEWSPAPER MARKETS

STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1983: POPULATION 12/31/83		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						% Hslds. Cov. Total Area
	Total Pop. (Thous.)	Total House-holds (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchan-dise ($000)	Furnit./ Furnish./ Appl. ($000)	Auto-motive ($000)	Drug ($000)	
IL (cont.)										
CHICAGO (Cook) . . . **Over 50%:** Cook; **20 - 49%:** Du Page, Kane, Lake, McHenry, Will.	7,134.2	2,581.0	80,565,325	36,342,096	7,628,222	4,700,762	1,652,301	5,382,022	1,619,288	51.4
DANVILLE (Vermilion) . . . **Over 50%:** Vermilion; **20 - 49%:** IND.: Fountain, Warren.	122.0	46.2	1,072,107	507,063	129,605	54,179	20,988	83,477	22,028	55.9
DAVENPORT-ROCK ISLAND-MOLINE (IA.: Scott; ILL.: Rock Island) . . . **Over 50%:** ILL.: Rock Island; IA.: Scott; **20 - 49%:** ILL.: Henry; IA.: Clinton.	445.4	167.3	4,909,287	2,337,845	477,093	363,171	97,409	411,521	90,379	54.4
EAST ST. LOUIS-BELLEVILLE (St. Clair) . . . **70 - 49%:** St. Clair.	262.4	93.6	2,324.269	1,189,361	255,541	264,601	47,046	172,135	35,167	38.0
JOLIET (Will) . . . **20 - 49%:** Grundy, Will.	381.5	125.3	4,035,779	1,242,373	308,725	132,149	45,986	222,937	57,046	36.7
KANKAKEE (Kankakee) . . . **Over 50%:** Kankakee; **20 - 49%:** Iroquois.	137.3	49.8	1,269,898	607,582	137,907	66,650	25,457	113,912	28,673	58.1
LAKE COUNTY (Lake) . . . **20 - 49%:** Lake.	467.1	154.1	6,152,657	2,374,692	508,488	312,939	124,693	470,108	98,063	26.6
PEORIA (Peoria) . . . **Over 50%:** Peoria; **20 - 49%:** Fulton, Marshall, Stark, Tazewell, Woodford.	436.9	163.1	4,828,043	2,141,535	482,020	316,115	98,081	376,375	61,041	54.9
QUINCY (Adams) . . . **Over 50%:** Adams; **20 - 49%:** Brown, Hancock, Pike; MO.: Knox, Lewis, Scotland.	141.5	54.7	1,147,614	552,997	137,306	51,990	26,567	98,723	19,650	49.0
ROCKFORD (Winnebago) . . . **Over 50%:** Winnebago; **20 - 49%:** Boone, Ogle.	328.6	122.1	3,505,975	1,440,925	331.703	238,158	73,470	210,599	53,004	51.6
SPRINGFIELD (Sangamon) . . . **Over 50%:** Menard, Sangamon; **20 - 49%:** Cass, Christian, Macoupin.	296.4	117.8	2,973,080	1,509,002	379,551	208,209	61,031	213,781	65,191	53.2
INDIANA										
ANDERSON (Madison) . . . **Over 50%:** Madison.	137.3	49.9	1,195,494	605,793	145,830	89,029	20,976	115,202	32,686	69.6
BLOOMINGTON (Monroe) . . . **Over 50%:** Monroe; **20 - 49%:** Owen.	118.3	41.8	974,460	444,564	102,376	54,918	18,865	58,258	22,233	56.7
ELKHART-GOSHEN (Elkhart) . . . **Over 50%:** Elkhart.	139.7	49.5	1,280,527	814,981	188,573	89,064	26,388	191,109	48,291	53.6
EVANSVILLE (Vanderburgh) . . . **Over 50%:** Posey, Vanderburgh, Warrick; **20 - 49%:** ILL.: Gallatin, Wabash, White; IND.: Gibson, Perry, Pike, Spencer; KY.: Union.	385.9	142.5	3,656,520	1,837,646	409,101	208,103	83,954	307,106	70,418	63.2
FORT WAYNE (Allen) . . . **Over 50%:** Allen, Whitley; **20 - 49%:** Adams, De Kalb, Huntington, Noble, Steuben, Wells.	508.4	179.8	4,591,750	2,471,263	525,756	327,935	96,685	434,503	97,549	61.6

"South Bend still on our Middle America list of recommended test markets."

Ira Weinblatt, Senior Vice President, Dancer Fitzgerald Sample, Inc. and editor of DFS' newly revised "Guide To Test Marketing"

"We dropped 17 cities from our list of recommended test markets, added 18, but still name South Bend among the 8 cities we consider the most 'average of the average' – a sort of Middle America honor roll of test markets," according to Ira Weinblatt.

See proof for yourself that South Bend is an ideal test market for your product or service, too. Write for your copy of the *South Bend Tribune's* 1983/84 Market Data book. Or better yet, pick up the phone and call for your free copy now!

South Bend Tribune

Albert E. Petersohn, General Advertising Manager, *South Bend Tribune*, South Bend, Indiana 46626 • 219/233-6161
Represented Nationally by Cresmer, Woodward, O'Mara & Ormsbee, Inc.

Chicago's best newspaper buy is the Sun-Times

The results of the 1983 Scarborough nationally syndicated Newspaper Study confirm the findings of the latest Chicago SMRB. The Sun-Times is dollar for dollar the No. 1 advertising vehicle in the Chicago ADI.

Daily Sun-Times readers	
Adults	2,191,900
Men	1,103,300
Women	1,088,600
Adults 18-34	952,000
Adults 35-49	558,300
Principal Food Shoppers	1,268,300
Chief Wage Earners	1,305,200
Working Women	619,200

Want more information on the Sun-Times audience for your advertising?
Call Dan O'Day at 321-2325

Sun-Times
The Bright One

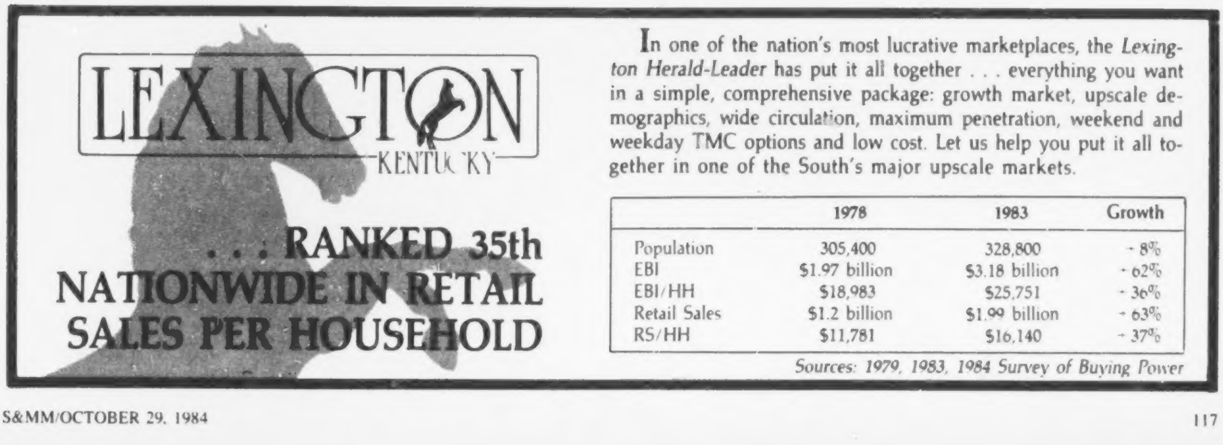
Source: SMRB/Chicago, 1983

S&MM's SURVEY OF NEWSPAPER MARKETS

STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1983 POPULATION 12/31/83 Total Pop. (Thous.)	Total House-holds (Thous.)	EFFECTIVE BUYING INCOME Total EBI ($000)	RETAIL SALES BY STORE GROUP Total Retail Sales ($000)	Food ($000)	General Merchan-dise ($000)	Furnit./ Furnish./ Appl. ($000)	Auto-motive ($000)	Drug ($000)	% Hslds. Cov. Total Area
IN (cont.)										
GARY-HAMMOND (Lake) . . . **Over 50%:** Lake; **20 - 49%:** Jasper, Porter.	664.2	223.4	6,028,683	3,185,883	831,126	336,364	115,903	471,268	150,178	60.9
INDIANAPOLIS (Marion) . . . **Over 50%:** Hamilton, Hancock, Hendricks, Johnson, Marion; **20 - 49%:** Boone, Morgan, Putnam, Rush, Shelby.	1,228.9	444.6	12,105,995	6,755,737	1,413,381	891,953	248,179	1,078,565	285,347	68.4
KOKOMO (Howard) . . . **Over 50%:** Howard; **20 - 49%:** Tipton.	102.8	37.5	977,065	537,437	123,553	82,998	21,046	93,553	26,325	68.0
LAFAYETTE (Tippecanoe) . . . **Over 50%:** Benton, Tippecanoe; **20 - 49%:** Carroll, Warren, White.	186.5	65.0	1,683,272	789,554	182,343	130,049	35,697	118,458	39,650	49.1
MUNCIE (Delaware) . . . **Over 50%:** Delaware; **20 - 49%:** Blackford, Jay, Randolph.	192.5	68.1	1,572,703	849,972	196,583	84,360	33,685	176,732	46,905	65.4
SOUTH BEND-MISHAWAKA (St. Joseph) . . . **Over 50%:** St. Joseph; **20 - 49%:** Marshall, Starke; MICH.: Cass.	349.0	125.8	3,180,818	1,614,302	377,486	191,058	61,400	291,338	74,605	62.6
TERRE HAUTE (Vigo) . . . **Over 50%:** Vigo; **20 - 49%:** ILL.: Clark; IND.: Clay, Parke, Sullivan, Vermillion.	208.7	77.0	1,737,829	1,164,256	210,226	130,334	32,067	165,381	44,422	44.3
IOWA										
CEDAR RAPIDS (Linn) . . . **Over 50%:** Linn; **20 - 49%:** Benton, Cedar, Delaware, Iowa, Jones.	269.0	101.5	2,784,036	1,267,878	280,923	181,642	49,347	220,306	42,334	57.4
DAVENPORT-ROCK ISLAND-MOLINE (Scott; ILL.: Rock Island) . . . **Over 50%:** ILL.: Rock Island; IA.: Scott; **20 - 49%:** ILL.: Henry; IA.: Clinton.	445.4	167.3	4,909,287	2,337,845	477,093	363,171	97,409	411,521	90,379	54.4
DES MOINES (Polk) . . . **Over 50%:** Polk; **20 - 49%:** Adair, Audubon, Boone, Buena Vista, Calhoun, Carroll, Clarke, Clay, Dallas, Decatur, Dickinson, Emmet, Floyd, Franklin, Greene, Guthrie, Hamilton, Hancock, Hardin, Henry, Humboldt, Jasper, Johnson, Keokuk, Kossuth, Lucas, Madison, Mahaska, Marion, Marshall, Mitchell, Palo Alto, Pocahontas, Poweshiek, Ringgold, Sac, Story, Taylor, Union, Warren, Washington, Wayne, Winnebago, Wright.	1,188.8	458.1	11,797,290	6,041,129	1,422,386	627,404	222,261	1,123,201	161,539	36.9
DUBUQUE (Dubuque) . . . **Over 50%:** Dubuque; **20 - 49%:** ILL.: Jo Daviess; WIS.: Grant.	170.0	58.2	1,422,622	752,820	167,612	103,930	34,172	127,699	23,834	50.8
SIOUX CITY (Woodbury) . . . **Over 50%:** Woodbury; NEB.: Dakota; **20 - 49%:** IA.: Cherokee, Ida, Monona, O'Brien, Plymouth, Sioux; NEB.: Dixon, Thurston; S.D.: Union.	253.7	93.7	2,179,607	1,167,294	298,972	113,158	46,259	212,087	37,812	53.5
WATERLOO-CEDAR FALLS (Black Hawk) . . . **Over 50%:** Black Hawk, **20 - 49%:** Bremer, Buchanan, Butler, Chickasaw, Grundy, Howard.	246.0	89.8	2,418,731	1,128,622	258,666	119,352	44,690	204,747	32,572	51.9
KANSAS										
HUTCHINSON (Reno) . . . **Over 50%:** Edwards, Reno; **20 - 49%:** Clark, Comanche, Gray, Greeley, Hamilton, Hodgeman, Kingman, Kiowa, Lane, McPherson, Meade, Ness, Pawnee, Pratt, Rice, Rush, Scott, Stafford, Stanton, Wichita.	192.9	74.8	1,813,513	803,503	209,583	64,573	29,724	148,432	23,572	44.7
KANSAS CITY (MO.: Jackson) . . . **Over 50%:** KAN.: Johnson, Wyandotte; MO.: Cass, Clay, Jackson, Lafayette, Platte; **20 - 49%:** KAN.: Anderson, Douglas, Leavenworth, Linn, Miami; MO.: Bates, Caldwell, Carroll, Clinton, Henry, Johnson, Ray, Saline.	1,678.4	632.5	17,698,682	9,517,321	2,001,941	1,452,759	313,656	1,934,963	251,247	76.8
SALINA (Saline) . . . **Over 50%:** Ottawa, Saline; **20 - 49%:** Cloud, Dickinson, Ellsworth, Jewell, Lincoln, Mitchell, Osborne, Republic, Russell, Smith.	140.4	56.4	1,227,587	605,147	143,394	52,006	24,114	133,968	12,062	44.8
TOPEKA (Shawnee) . . . **Over 50%:** Shawnee; **20 - 49%:** Jackson, Jefferson, Marshall, Nemaha, Osage, Pottawatomie, Wabaunsee, Washington.	256.2	98.9	2,672,340	1,135,511	281,320	126,030	41,350	224,878	41,766	56.0
WICHITA (Sedgwick) . . . **Over 50%:** Sedgwick; **20 - 49%:** Barber, Butler, Comanche, Greenwood, Harper, Harvey, Kingman, Marion, Sumner, Woodson.	535.1	206.3	6,078,898	2,761,793	536,630	376,551	105,306	551,347	61,902	48.7

S&MM's SURVEY OF NEWSPAPER MARKETS

STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1983									% Hslds. Cov. Total Area
	POPULATION 12/31/83		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						
	Total Pop. (Thous.)	Total Households (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furnit./ Furnish./ Appl. ($000)	Automotive ($000)	Drug ($000)	
KENTUCKY										
LEXINGTON-FAYETTE (Fayette) . . . **Over 50%:** Fayette; **20 - 49%:** Anderson, Bourbon, Clark, Franklin, Garrard, Harrison, Jessamine, Madison, Mercer, Montgomery, Nicholas, Scott, Woodford.	515.3	190.6	4,681,184	2,799,760	712,787	384,381	109,755	387,743	89,465	42.3
LOUISVILLE (Jefferson) . . . **Over 50%:** Jefferson, Oldham; **20 - 49%:** IND.: Clark, Crawford, Floyd, Harrison, Scott; KY.: Bullitt, Hardin, Henry, Larue, Marion, Nelson, Shelby, Spencer, Taylor, Washington.	1,195.6	432.3	11,020,061	5,926,075	1,560,817	785,188	277,289	884,138	221,515	61.1
OWENSBORO (Daviess) . . . **Over 50%:** Daviess, McLean; **20 - 49%:** Hancock, Muhlenberg, Ohio.	161.0	58.4	1,361,864	793,725	223,029	93,382	36,511	148,154	25,008	55.5
PADUCAH (McCracken) . . . **Over 50%:** McCracken; **20 - 49%:** ILL.: Massac; KY.: Ballard, Carlisle, Livingston, Lyon, Marshall.	133.7	52.7	1,189,027	711,331	156,236	98,939	27,672	121,897	32,756	49.0
LOUISIANA										
ALEXANDRIA (Rapides) . . . **Over 50%:** Rapides; **20 - 49%:** Avoyelles, Grant, La Salle.	221.5	77.2	1,688,757	825,923	225,026	126,383	30,117	162,614	28,873	44.7
BATON ROUGE (East Baton Rouge) . . . **Over 50%:** East Baton Rouge; **20 - 49%:** Ascension, East Feliciana, Iberville, Livingston, Pointe Coupee, West Baton Rouge, West Feliciana.	635.0	215.0	6,020,093	2,819,309	745,099	496,622	117,908	501,578	83,347	46.7
LAFAYETTE (Lafayette) . . . **20 - 49%:** Lafayette.	169.2	60.5	1,849,733	1,057,272	215,056	167,964	55,024	191,826	22,110	41.6
LAKE CHARLES (Calcasieu) . . . **Over 50%:** Calcasieu, Cameron; **20 - 49%:** Beauregard, Jefferson Davis.	253.4	87.5	2,283,866	1,203,671	367,289	122,703	50,147	239,361	32,038	45.7
MONROE (Ouachita) . . . **20 - 49%:** Ouachita, Richland, Tensas, Union, West Carroll.	212.7	74.5	1,549,533	901,398	213,228	132,785	38,799	194,571	23,899	39.6
NEW ORLEANS (Orleans) . . . **Over 50%:** Jefferson, Orleans; **20 - 49%:** Plaquemines, St. Bernard, St. Charles, St. John the Baptist, St. Tammany.	1,357.3	495.5	12,929,272	6,443,186	1,827,210	806,887	307,502	940,417	194,417	50.0
SHREVEPORT (Caddo) . . . **Over 50%:** Bossier, Caddo; **20 - 49%:** Bienville, Claiborne, De Soto, Red River, Webster.	467.4	171.0	4,201,834	2,026,684	474,114	280,633	90,591	433,121	41,534	54.1
MAINE										
BANGOR (Penobscot) . . . **Over 50%:** Hancock, Penobscot, Piscataquis, Washington; **20 - 49%:** Aroostook, Knox, Waldo.	387.0	136.9	2,919,583	2,161,153	547,251	231,515	91,508	343,108	76,998	54.5
LEWISTON-AUBURN (Androscoggin) . . . **Over 50%:** Androscoggin; **20 - 49%:** Franklin, Oxford.	178.8	65.4	1,463,281	937,466	224,147	109,526	24,009	158,996	28,247	68.0
PORTLAND (Cumberland) . . . **Over 50%:** Cumberland; **20 - 49%:** Lincoln, Sagadahoc, York.	429.4	159.6	3,960,074	2,808,040	557,238	297,920	87,302	396,207	90,111	52.1
WATERVILLE (Kennebec) . . . **Over 50%:** Somerset; **20 - 49%:** Franklin, Kennebec.	187.6	67.6	1,529,274	995,040	234,707	108,631	35,654	164,032	34,240	35.7



LEXINGTON
KENTUCKY
. . . RANKED 35th NATIONWIDE IN RETAIL SALES PER HOUSEHOLD

In one of the nation's most lucrative marketplaces, the *Lexington Herald-Leader* has put it all together . . . everything you want in a simple, comprehensive package: growth market, upscale demographics, wide circulation, maximum penetration, weekend and weekday TMC options and low cost. Let us help you put it all together in one of the South's major upscale markets.

	1978	1983	Growth
Population	305,400	328,800	+ 8%
EBI	$1.97 billion	$3.18 billion	+ 62%
EBI/HH	$18,983	$25,751	+ 36%
Retail Sales	$1.2 billion	$1.99 billion	+ 63%
RS/HH	$11,781	$16,140	+ 37%

Sources: 1979, 1983, 1984 Survey of Buying Power

S&MM's SURVEY OF NEWSPAPER MARKETS

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	Total Pop. (Thous.)	Total House-holds (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchan-dise ($000)	Furnit./ Furnish./ Appl. ($000)	Auto-motive ($000)	Drug ($000)	
MARYLAND										
BALTIMORE (Baltimore, Anne Arundel) . . . **Over 50%:** Anne Arundel, Baltimore; **20 - 49%:** Harford, Howard, Queen Anne's, Worcester.	2,175.4	777.7	22,078,035	10,802,255	2,571,861	1,280,005	422,021	2,017,098	320,489	60.2
CUMBERLAND (Allegany) . . . **Over 50%:** Allegany; **20 - 49%:** Garrett; W.VA.: Mineral.	134.1	48.4	1,049,405	546,973	136,897	65,844	24,039	105,327	23,960	62.6
HAGERSTOWN (Washington) . . . **Over 50%:** Washington.	114.6	41.0	945,648	625,960	115,928	81,640	21,835	91,742	20,030	77.0
SALISBURY (Wicomico) . . . **Over 50%:** Wicomico; **20 - 49%:** Somerset, Worcester.	120.5	43.9	961,545	757,580	182,721	71,987	27.811	145,129	20,632	50.2
WASHINGTON (D.C.: District of Columbia; MD.: Frederick, Montgomery, Prince George's; VA.: Fairfax) . . . **Over 50%:** D.C.: District of Columbia; MD.: Frederick, Montgomery, Prince George's; VA.: Arlington, Fairfax; **20 - 49%:** MD.: Calvert, Charles, Howard, St. Mary's; VA.: Fauquier, Loudoun, Prince William.	3,556.7	1,303.9	47,869,693	21,716,664	4,401,130	2,860,185	974,325	4,191,944	864,933	63.6
MASSACHUSETTS										
BOSTON-LAWRENCE-SALEM-LOWELL-BROCKTON (Suffolk, Middlesex, Plymouth, Essex, Norfolk) . . . **Over 50%:** Essex, Middlesex, Norfolk, Plymouth, Suffolk; **20 - 49%:** Barnstable, Dukes, Nantucket; N.H.: Rockingham.	4,044.3	1,484.3	45,729,357	25,208,847	5,762,960	3,023,860	996,475	3,007,095	800,079	67.0
HYANNIS (Barnstable) . . . **Over 50%:** Barnstable.	169.2	68.3	1,769,432	1,367,473	335,016	117,507	51,225	107,058	34,704	54.5
NEW BEDFORD-FALL RIVER-ATTLEBORO (Bristol) . . . **20 - 49%:** Bristol.	485.9	174.5	4,316,634	2,568,384	629,758	367,232	136,211	332,852	75,330	43.3
PITTSFIELD (Berkshire) . . . **Over 50%:** Berkshire.	142.5	53.7	1,471,109	981,415	265,568	117,802	41,584	104,437	24,417	56.6
SPRINGFIELD (Hampden) . . . **Over 50%:** Hampden; **20 - 49%:** Hampshire.	581.3	208.4	5,429,800	3,444,731	962,206	341,391	117,539	434,440	102,940	76.3
WORCESTER-FITCHBURG-LEOMINSTER (Worcester) . . . **Over 50%:** Worcester.	650.9	234.2	6,421,806	3,616,574	823,881	487,970	187,078	470,133	122,714	57.8

Ledger Land

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The Patriot Ledger

*Source: ABC Audit Report 12/31/83; NENA Linage Report 12/31/83

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The Survey of Buying Power, 1983.

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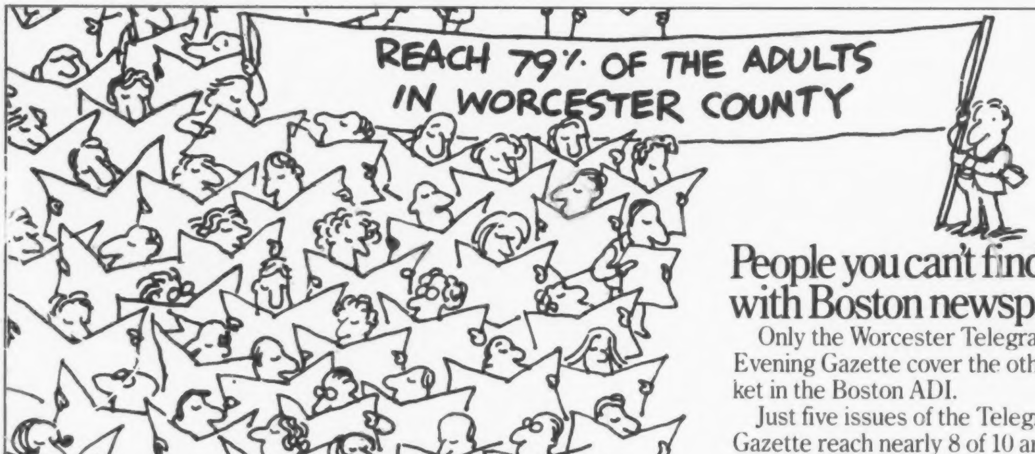
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The Worcester Telegram and The Evening Gazette. No one delivers Worcester County like we do.

WORCESTER TELEGRAM & GAZETTE

Morning, Evening, and Sunday

Source: Simmons 1982 National Study of Local Newspaper Ratings. For the whole story, contact our National Representatives, CWO&O.

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MICHIGAN											
ANN ARBOR (Washtenaw) . . . **20 - 49%:** Washtenaw.	268.7	95.7	2,986,140	1,427,571	207,213	290,314	76,377	237,878	57,366	46.1
BATTLE CREEK (Calhoun) . . . **Over 50%:** Calhoun.	135.9	49.9	1,340,195	579,580	97,390	127,403	26,285	78,815	25,283	52.1
BENTON HARBOR (Berrien) . . . **Over 50%:** Berrien; **20 - 49%:** Van Buren.	234.9	84.3	2,161,928	972,042	254,975	99,258	74,765	149,843	38,152	41.6
DETROIT (Wayne, Macomb, Monroe, Oakland, St. Clair) . . . **Over 50%:** Macomb, Monroe, Oakland, St. Clair, Wayne; **20 - 49%:** Antrim, Cheboygan, Chippewa, Clare, Crawford, Emmet, Ingham, Iosco, Lapeer, Livingston, Luce, Mackinac, Montmorency, Otsego, Presque Isle, Roscommon, Sanilac, Washtenaw.	5,155.6	1,839.4	53,853,745	26,862,514	6,099,815	3,506,292	1,153,558	4,953,052	1,215,185	73.5
FLINT (Genesee) . . . **Over 50%:** Genesee.	437.8	155.3	4,447,675	2,620,466	504,458	518,970	124,307	583,767	103,776	65.0
GRAND RAPIDS (Kent) . . . **Over 50%:** Kent; **20 - 49%:** Ottawa.	610.4	214.6	6,177,525	3,028,271	408,223	733,465	153,662	467,150	71,534	54.0
JACKSON (Jackson) . . . **Over 50%:** Jackson.	150.0	51.4	1,439,980	618,592	95,341	172,064	23,488	82,040	15,325	67.3
KALAMAZOO (Kalamazoo) . . . **Over 50%:** Kalamazoo; **20 - 49%:** Van Buren.	281.6	101.2	2,910,684	1,407,508	251,885	350,057	65,335	208,036	31,528	53.6
LANSING-EAST LANSING (Ingham) . . . **Over 50%:** Ingham; **20 - 49%:** Clinton, Eaton.	421.1	145.6	4,401,794	2,096,965	388,231	400,894	91,251	371,538	45,996	45.1
MUSKEGON (Muskegon) . . . **Over 50%:** Muskegon; **20 - 49%:** Oceana.	176.2	62.0	1,543,880	655,704	127,141	167,770	23,909	96,955	21,557	65.3
SAGINAW-BAY CITY-MIDLAND (Saginaw, Bay) . . . **Over 50%:** Bay, Saginaw; **20 - 49%:** Arenac, Ogemaw, Tuscola.	431.2	147.9	3,832,208	2,070,692	476,494	310,597	81,782	341,696	68,982	58.6

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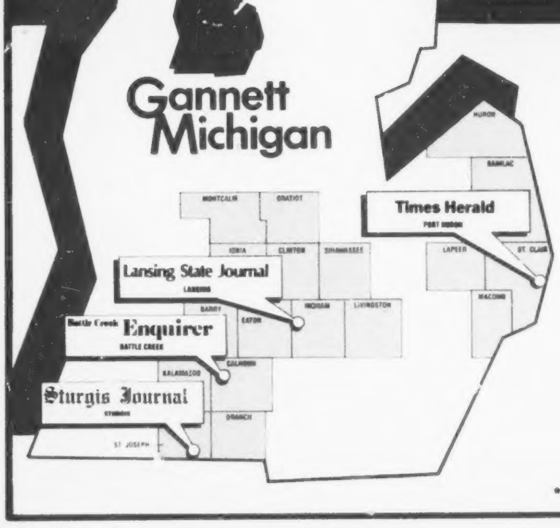
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- **STURGIS JOURNAL**

Gannett Michigan Coordinator, Bo Boettcher, 120 E. Lenawee St.,
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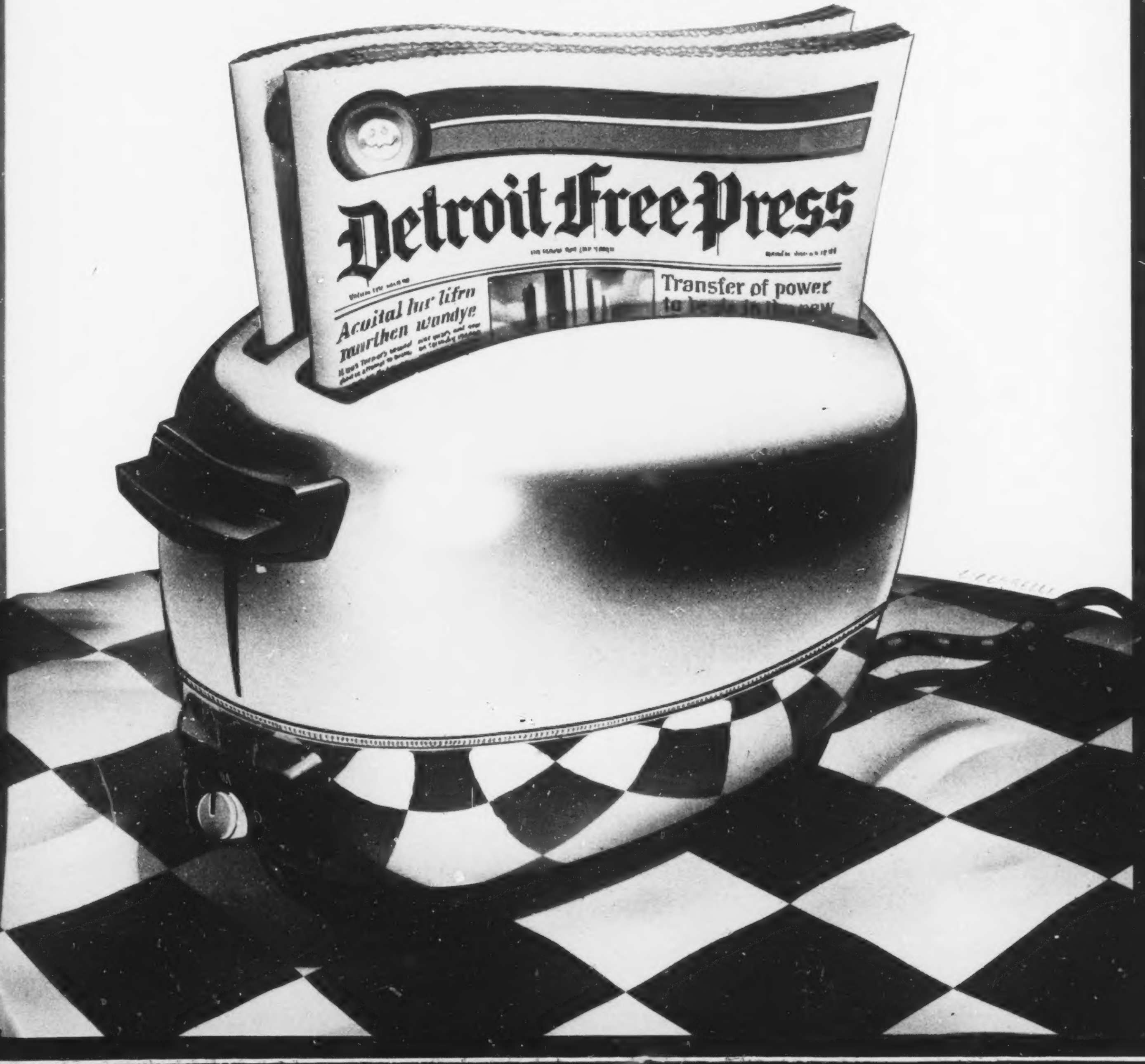
Every morning your ad is served to over 2,000,000 hungry readers.

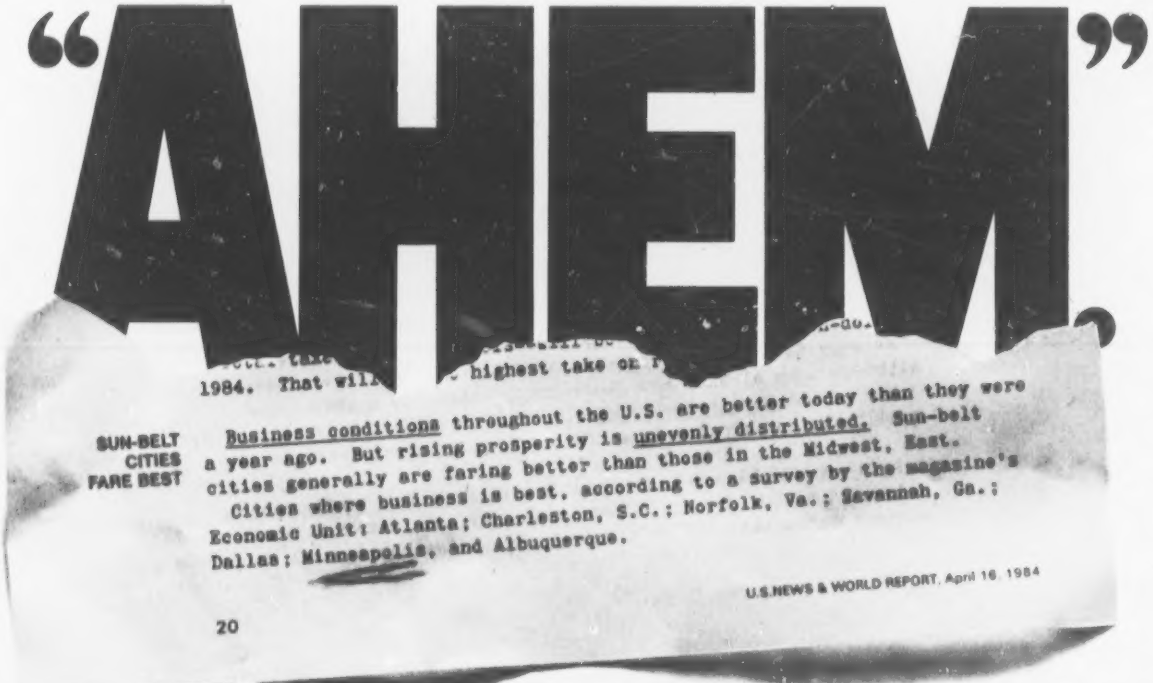
No paper in Detroit is bigger for breakfast than The Detroit Free Press. Detroit's number one morning paper and the nation's fifth largest. No paper sees more bacon and eggs, pancakes, more coffee or customers every morning. And if you're an advertiser, that translates into more customers feasting their eyes on your ad. Even our Sunday Morning Free Press is bigger than ever for breakfast. It grew 7,883 in circulation over last year. So if you're looking for a place to put your ad, put it in the paper that's not only grown, but still growing. The Detroit Free Press. No wonder, every day, more and more customers and advertisers think of it as the toast of the town.

Sources: Publishers Interim Statement as filed with the Audit Bureau of Circulations. Three months ended June 30, 1984. Subject to audit.
Simmons 1982 Study of Local Newspaper Ratings for the State of Michigan.



S&MM's SURVEY OF NEWSPAPER MARKETS

STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1983 POPULATION 12/31/83 Total Pop. (Thous.)	Total Households (Thous.)	EFFECTIVE BUYING INCOME Total EBI ($000)	RETAIL SALES BY STORE GROUP Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furnit./ Furnish./ Appl. ($000)	Automotive ($000)	Drug ($000)	% Hslds. Cov. Total Area
MINNESOTA										
DULUTH (St. Louis) . . . **Over 50%:** Carlton, Lake; **20 - 49%:** Cook, Itasca, St. Louis, WIS.: Douglas.	356.7	131.1	3,335,390	1,613,403	397,684	175,693	52,953	223,936	46,401	43.9
FARGO-MOORHEAD (N.D.: Cass) . . . **Over 50%:** MINN.: Clay, Norman; N.D.: Cass, Ransom; **20 - 49%:** MINN.: Mahnomen, Wilkin; N.D.: Barnes, Dickey, Eddy, Foster, Griggs, La Moure, Richland, Sargent, Steele, Traill.	251.8	91.0	2,390,111	1,310,760	243,856	132,236	49,987	258,768	43,556	50.0
MANKATO (Blue Earth) . . . **Over 50%:** Blue Earth, Nicollet; **20 - 49%:** Le Sueur, Waseca, Watonwan.	134.6	46.9	1,100,505	604,168	145,825	37,423	19,757	123,043	23,146	50.1
MINNEAPOLIS-ST. PAUL (Hennepin, Ramsey) . . . **Over 50%:** Dakota, Hennepin, Ramsey, Washington; **20 - 49%:** Anoka, Big Stone, Carver, Chippewa, Chisago, Douglas, Isanti, Lac qui Parle, Le Sueur, McLeod, Meeker, Mille Lacs, Pope, Redwood, Renville, Rice, Scott, Stevens, Traverse, Wright; WIS.: Pierce, Polk, St. Croix.	2,537.5	929.0	28,263,921	14,621,835	3,089,211	1,962,019	539,636	2,441,810	414,936	53.2
ROCHESTER (Olmsted) . . . **Over 50%:** Dodge, Olmsted; **20 - 49%:** Fillmore, Wabasha.	151.5	54.6	1,462,513	841,445	168,920	95,232	27,912	151,887	30,089	63.2
ST. CLOUD (Stearns) . . . **Over 50%:** Benton, Stearns.	139.3	43.3	1,086,651	836,550	115,378	86,158	22,597	92,709	14,915	51.9



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1984. That will

SUN-BELT CITIES FARE BEST

Business conditions throughout the U.S. are better today than they were a year ago. But rising prosperity is unevenly distributed. Sun-belt cities generally are faring better than those in the Midwest, East.

Cities where business is best, according to a survey by the magazine's Economic Unit: Atlanta; Charleston, S.C.; Norfolk, Va.; Savannah, Ga.; Dallas; Minneapolis, and Albuquerque.

U.S.NEWS & WORLD REPORT, April 16, 1984

20

Minneapolis STAR and Tribune

EVERY EDITION'S AN EXTRA.

Represented nationally by Sawyer-Ferguson-Walker Company, Inc. New York 212-661-6262. Atlanta, Boston, Charlotte, Chicago, Dallas, Detroit, Los Angeles, Miami, Minneapolis, Philadelphia, San Francisco.

S&MM's SURVEY OF NEWSPAPER MARKETS

	S&MM ESTIMATES 1983									
	POPULATION 12/31/83		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						
STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	Total Pop. (Thous.)	Total House-holds (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchan-dise ($000)	Furnit./ Furnish./ Appl. ($000)	Auto-motive ($000)	Drug ($000)	% Hslds. Cov. Total Area
MISSISSIPPI										
BILOXI-GULFPORT (Harrison) . . . **Over 50%:** Harrison; **20 - 49%:** Hancock, Jackson, Stone.	330.5	112.3	2,877,436	1,344,432	388,403	252,601	42,830	179,026	45,876	46.5
HATTIESBURG (Forrest) . . . **Over 50%:** Forrest, Lamar, Perry; **20 - 49%:** Covington.	121.9	42.2	903,722	504,689	114,187	87,817	20,351	79,263	23,964	51.5
JACKSON (Hinds) . . . **Over 50%:** Hinds; **20 - 49%:** Copiah, Madison, Rankin.	412.4	141.6	3,654,652	1,789,053	452,676	283,312	77,286	312,018	57,711	51.2
TUPELO (Lee) . . . **Over 50%:** Lee; **20 - 49%:** Chickasaw, Itawamba, Monroe, Pontotoc, Prentiss, Tishomingo, Union.	226.1	79.9	1,466,338	864,096	255,145	121,979	32,333	162,582	26,023	37.0
MISSOURI										
JOPLIN (Jasper) . . . **Over 50%:** Jasper; **20 - 49%:** KAN.: Cherokee; MO.: Barton, McDonald, Newton.	181.2	69.1	1,388,560	944,628	211,443	105,722	33,469	200,820	34,162	48.1
KANSAS CITY (Jackson) . . . **Over 50%:** KAN.: Johnson, Wyandotte; MO.: Cass, Clay, Jackson, Lafayette, Platte; **20 - 49%:** KAN.: Anderson, Douglas, Leavenworth, Linn, Miami; MO.: Bates, Caldwell, Carroll, Clinton, Henry, Johnson, Ray, Saline.	1,678.4	632.5	17,698,682	9,517,321	2,001,941	1,452,759	313,656	1,934,963	251,247	76.8

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S&MM's SURVEY OF NEWSPAPER MARKETS

STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration)	S&MM ESTIMATES 1983 POPULATION 12/31/83 Total Pop. (Thous.)	 Total House-holds (Thous.)	 EFFECTIVE BUYING INCOME Total EBI ($000)	 RETAIL SALES BY STORE GROUP Total Retail Sales ($000)	 Food ($000)	 General Merchan-dise ($000)	 Furnit./Furnish./Appl. ($000)	 Auto-motive ($000)	 Drug ($000)	% Hslds. Cov. Total Area
MO (cont.)										
ST. JOSEPH (Buchanan) . . . **Over 50%:** KAN.: Doniphan, MO.: Andrew, Buchanan, De Kalb, Gentry, Holt, Worth; **20 - 49%:** MO.: Atchison, Caldwell, Clinton, Daviess, Harrison, Nodaway.	210.4	78.6	1,715,239	972,230	213,766	120,326	32,437	177,995	27,247	74.6
ST. LOUIS (St. Louis) . . . **Over 50%:** St. Louis; **20 - 49%:** ILL.: Madison, Monroe, Randolph, St. Clair; MO.: Franklin, Gasconade, Jefferson, Lincoln, St. Charles, Ste. Genevieve, Warren.	2,427.2	885.5	25,002,325	12,834,805	3,253,373	1,866,630	452,029	2,172,246	360,358	49.1
SPRINGFIELD (Greene) . . . **Over 50%:** Greene; **20 - 49%:** Christian, Dade, Polk, Taney, Webster, Wright.	308.6	116.2	2,646,653	1,673,596	350,431	218,424	61,266	338,735	38,348	43.9
MONTANA										
BILLINGS (Yellowstone) . . . **Over 50%:** Rosebud, Stillwater, Yellowstone; **20 - 49%:** Big Horn, Carbon, Carter, Custer, Daniels, Dawson, Fallon, Garfield, Golden Valley, McCone, Musselshell, Park, Petroleum, Powder River, Prairie, Richland, Roosevelt, Sheridan, Sweet Grass, Treasure, Valley, Wheatland, Wibaux; WYO.: Big Horn, Park.	300.6	112.5	2,710,238	1,865,414	429,105	193,308	79,172	311,567	69,018	49.6
GREAT FALLS (Cascade) . . . **Over 50%:** Cascade; **20 - 49%:** Blaine, Chouteau, Glacier, Hill, Judith Basin, Liberty, Meagher, Phillips, Pondera, Teton, Toole.	154.6	57.7	1,358,822	939,746	194,718	100,468	44,284	204,071	36,883	52.3
MISSOULA (Missoula) . . . **Over 50%:** Missoula; **20 - 49%:** Granite, Lake, Mineral, Ravalli, Sanders.	143.1	54.2	1,203,737	767,606	156,844	57,505	43,086	156,522	29,778	50.1
NEBRASKA										
GRAND ISLAND (Hall) . . . **Over 50%:** Greeley, Hall, Howard, Merrick, Sherman; **20 - 49%:** Garfield, Hamilton, Nance, Valley.	94.6	34.8	764,449	501,643	68,048	96,172	14,342	72,893	7,992	65.5
LINCOLN (Lancaster) . . . **Over 50%:** Lancaster, Saline, Seward; **20 - 49%:** Butler, Fillmore, Jefferson, Johnson, Otoe, Pawnee, Saunders, Thayer, York.	324.1	122.3	3,331,080	1,658,904	363,971	182,208	56,550	312,757	46,182	58.5
OMAHA (Douglas) . . . **Over 50%:** Douglas, Sarpy; **20 - 49%:** IA.: Fremont, Harrison, Mills, Montgomery, Page, Pottawattamie, Shelby; NEB.: Antelope, Blaine, Boone, Boyd, Brown, Buffalo, Burt, Butler, Cass, Chase, Cherry, Colfax, Cuming, Custer, Dawson, Deuel, Dodge, Furnas, Garden, Grant, Greeley, Harlan, Holt, Kearney, Keith, Nemaha, Nuckolls, Otoe, Perkins, Phelps, Platte, Polk, Richardson, Rock, Saunders, Thurston, Valley, Washington, Wayne.	1,076.5	397.6	10,531,389	5,270,453	1,198,014	587,889	230,197	1,041,049	157,523	47.2
NEVADA										
LAS VEGAS (Clark) . . . **Over 50%:** Clark; **20 - 49%:** Lincoln, Nye.	545.5	213.9	5,738,642	3,359,163	680,336	440,311	126,995	697,922	86,059	72.6
RENO (Washoe) . . . **20 - 49%:** Humboldt, Lyon, Mineral, Pershing, Washoe.	250.1	102.4	2,847,976	1,967,844	340,788	214,894	104,315	361,919	113,194	45.4
NEW HAMPSHIRE										
MANCHESTER-NASHUA (Hillsborough) . . . **Over 50%:** Hillsborough; **20 - 49%:** Coos.	322.8	115.4	3,319,078	1,999,523	462,944	238,191	98,948	312,701	55,326	54.9

S&MM'S FOUR SURVEY ISSUES

Each year *Sales & Marketing Management* publishes four *Survey* issues, which, taken together, provide a comprehensive and convenient information system for both consumer and industrial marketers. The data contained in the four *Survey* issues facilitate the analysis and selection of local geographic markets as well as target customer markets, the development of appropriate sales strategies for reaching those markets, and the comparison of the costs of selling in the geographical markets.

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ST. LOUIS POST-DISPATCH

The Pulitzer Publishing Company

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At Home — YOU — ST. LOUIS POST-DISPATCH Wed., Apr. 18, 1984

Reservations — YOU — ST. LOUIS POST-DISPATCH Wed., Apr. 18, 1984

Dinner At Eight

At The Sarahs,

People — YOU — ST. LOUIS POST-DISPATCH Wed., Apr. 18, 1984

Pride Found Fame On Other Side Of Barrier

By Diane Jennings
© 1984, Dallas Morning News

A two-part story conclusion

COUNTRY MUSIC superstar Charley Pride started as a cotton picker. He worked odd jobs. He played minor league baseball. He worked at a smelter, seeking baseball fame and singing part-time. Then, returning from a baseball tryout, he visited Nashville and got a contract with music publishing executive Jack Johnson.

Pride's Heroes, Philosophy

CHARLEY PRIDE is a superstar with a "get it on" philosophy. That's partly why comedians Bob Hope and George Burns are his heroes.

"At my shows we get it on," Pride says after four

ST. LOUIS POST-DISPATCH

YOU

Jerry Berger

Stardust

Paymates And Playmates

At the top of agent Irving "Swifty" Lazar's guest list for his annual Oscar party was actress Terry Moore, also known as Mrs. Howard Hughes — and understandably so. It was Lazar's wizardry and Moore's sexy story about life with Hughes — "The Beauty and The Billionaire," due in May from Pocket Books — that have made both the agent and the actress a little richer in 1984. In addition to his fat sale of Moore's story to Pocket Books, Lazar also has boosted his bottom line with the sale of her story to the New York Times Syndicate and the

The Weight Of Beauty's Top Crown

Vanessa Williams Finds Herself Suddenly A Symbol, Without Ever Meaning To Become One

S&MM's SURVEY OF NEWSPAPER MARKETS

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NEW JERSEY										
ATLANTIC CITY (Atlantic) . . . **Over 50%:** Atlantic; **20 - 49%:** Cape May.	295.5	113.6	2,935,147	1,979,239	514,884	163,350	63,567	253,605	40,987	56.0
BERGEN-PASSAIC (Bergen, Passaic) . . . **Over 50%:** Bergen, Passaic.	1,277.4	462.5	16,751,791	8,478,106	1,984,169	1,184,794	446,870	1,388,254	157,734	53.1
JERSEY CITY (Hudson) . . . **20 - 49%:** Hudson.	548.4	207.1	4,997,229	2.035,238	631,451	129,565	81,159	251,108	57,807	43.5
MIDDLESEX-SOMERSET-HUNTERDON (Middlesex, Somerset) . . . **Over 50%:** Middlesex; **20 - 49%:** Somerset.	810.3	279.0	10,308,073	4,402,384	1,101,673	516,633	229,801	635,833	93,483	52.8
MONMOUTH-OCEAN (Monmouth) . . . **Over 50%:** Monmouth; **20 - 49%:** Ocean.	910.5	334.5	10,537,504	4,809,096	1,329,771	468,807	201.138	877,515	117,976	44.9
NEWARK (Essex, Morris, Union) . . . **Over 50%:** Morris, Union; **20 - 49%:** Essex, Middlesex, Somerset, Sussex.	2,679.1	939.5	33,071,396	14,023,642	3,607,794	1,221,271	775,389	2,284,569	302,559	47.9
PHILADELPHIA (PENN.: Philadelphia, Bucks, Chester, Delaware, Montgomery; N.J.: Burlington, Camden, Gloucester) . . . **Over 50%:** N.J.: Burlington, Camden, Gloucester; PENN.: Bucks, Chester, Delaware, Montgomery, Philadelphia; **20 - 49%:** N.J.: Cape May, Salem.	4,884.5	1,757.4	51,596,696	23,294,079	5,404,221	2,795,171	979,369	3,965,030	633,935	69.6
TRENTON (Mercer) . . . **Over 50%:** Mercer.	310.8	109.2	3,537,704	1,747,450	471,599	204,114	91,180	218,702	41,030	90.2
NEW MEXICO										
ALBUQUERQUE (Bernalillo) . . . **Over 50%:** Bernalillo; **20 - 49%:** Guadalupe, Los Alamos, Socorro, Valencia.	529.2	195.8	5,092,134	2,780,568	626,249	338,513	173,019	575,338	73,068	58.7

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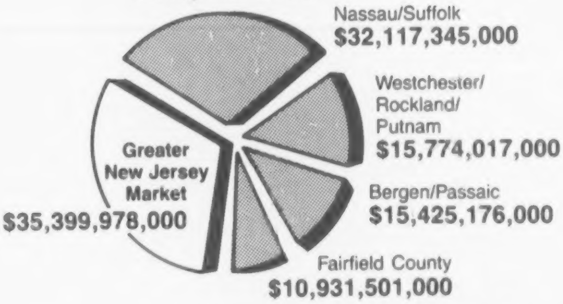
Compare EBI's



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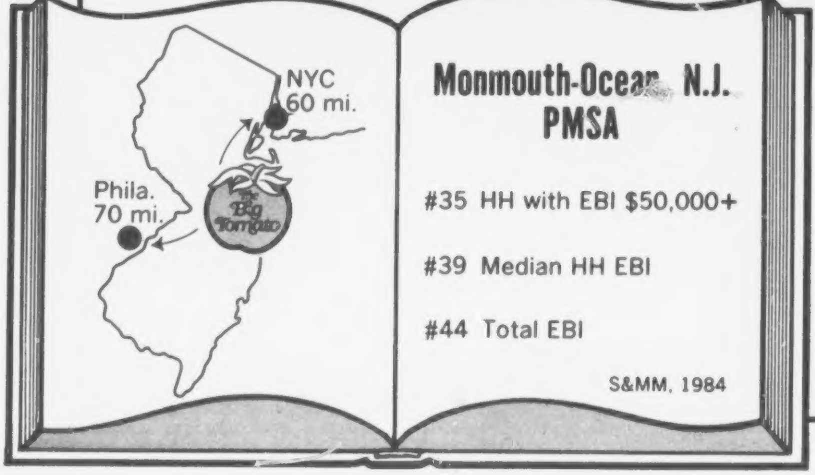

Monmouth-Ocean N.J.
PMSA

#35 HH with EBI $50,000+

#39 Median HH EBI

#44 Total EBI

S&MM, 1984

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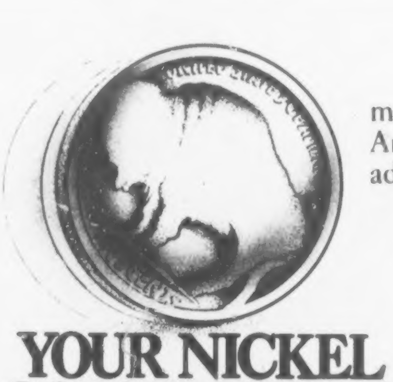
NEW YORK										
ALBANY-SCHENECTADY-TROY (Albany, Schenectady, Rensselaer) . . . **Over 50%:** Albany, Rensselaer, Schenectady; **20 - 49%:** Montgomery, Saratoga, Schoharie.	849.7	311.2	8,838,148	4,241,338	1,147,367	428,348	169,793	688,230	116,025	72.0
BINGHAMTON (Broome) . . . **Over 50%:** Broome; **20 - 49%:** Chenango, Tioga; PENN.: Susquehanna.	357.9	128.4	3,508,228	1,711,400	453,647	137,749	79,884	308,682	63,215	67.6
BUFFALO (Erie) . . . **Over 50%:** Erie; **20 - 49%:** Niagara, Wyoming.	1,263.8	460.3	12,361,391	6,296,586	1,774,440	880,884	260,351	1,173,087	234,140	65.7
ELMIRA (Chemung) . . . **Over 50%:** Chemung; **20 - 49%:** Schuyler; PENN.: Tioga.	158.2	55.6	1,324,196	588,810	167,031	76,899	19,428	106,861	21,458	52.8
GLENS FALLS (Warren) . . . **Over 50%:** Warren, Washington.	114.5	39.4	986,073	584,216	186,076	42,598	17,129	79,448	18,230	66.5



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NY (cont.)										
JAMESTOWN (Chautauqua) . . . **20 - 49%:** Chautauqua.	149.0	54.2	1,337,603	679,383	140,360	94,472	28,402	144,158	21,904	48.9
NASSAU-SUFFOLK (Nassau) . . . **Over 50%:** Nassau, Suffolk.	2,665.9	851.1	35,288,254	15,389,102	3,541,062	1,691,797	903,039	2,147,175	372,673	57.1
NEW YORK (New York City, Rockland, Westchester) . . . **Over 50%:** New York City, Rockland, Westchester; **20 - 49%:** CONN.: Fairfield; N.J.: Bergen, Hudson, Middlesex, Union; N.Y.: Dutchess, Nassau, Orange, Putnam, Suffolk, Ulster.	14,902.0	5,515.4	174,797,857	71,713,989	18,002,558	8,180,645	3,902,774	8,635,469	1,792,185	52.5
NIAGARA FALLS (Niagara) . . . **20 - 49%:** Niagara.	228.2	82.6	2,173,819	1,080,435	274,903	170,152	36.841	198,541	36,679	34.3
OLEAN (Cattaraugus) . . . **20 - 49%:** Allegany, Cattaraugus; PENN.: McKean, Potter.	211.7	73.4	1,677,690	682,476	192,840	69,868	18,304	135,830	27,595	33.9
ORANGE COUNTY (Orange) . . . **Over 50%:** Orange; **20 - 49%:** Sullivan.	348.9	116.2	3,3[illegible]6,131	1,665,025	509,513	183,730	54,993	238,284	42,283	52.7
POUGHKEEPSIE (Dutchess) . . . **20 - 49%:** Dutchess.	259.0	87.3	2,996,901	1,285,183	376,057	165,906	43,690	171,401	25,898	44.5
ROCHESTER (Monroe) . . . **Over 50%:** Monroe; **20 - 49%:** Livingston, Ontario, Wayne.	956.1	346.6	11,004,755	5,164,532	1,255,156	552,474	214,444	1,027,567	175,156	66.9
SYRACUSE (Onondaga) . . . **Over 50%:** Onondaga; **20 - 49%:** Cayuga, Madison, Oswego.	741.1	260.9	7,509,710	3,689,594	1,084,522	325,945	155,930	700,377	177,490	64.8
UTICA-ROME (Oneida) . . . **Over 50%:** Oneida; **20 - 49%:** Herkimer.	320.3	113.2	2,867,932	1,502,473	442,213	164,316	55,800	219,316	73,389	55.3
WATERTOWN (Jefferson) . . . **Over 50%:** Jefferson; **20 - 49%:** Lewis, St. Lawrence.	232.9	77.6	1,790,156	1,045,641	290,865	88,287	37,096	193,984	61,893	50.6
NORTH CAROLINA										
ASHEVILLE (Buncombe) . . . **Over 50%:** Buncombe; **20 - 49%:** Haywood, Jackson, Macon, Madison, Swain, Transylvania, Yancey.	329.8	124.4	2,643,778	1,575,974	368,772	163,977	51,771	306,832	66,967	41.2
BURLINGTON (Alamance) . . . **Over 50%:** Alamance.	98.5	37.0	861,410	554,200	118,071	63,723	31,585	123,686	25,458	73.9
CHARLOTTE-GASTONIA-ROCK HILL (Mecklenburg, Gaston; S.C.: York; N.C.: Rowan) . . . **Over 50%:** N.C.: Gaston, Mecklenburg, Rowan; S.C.: York; **20 - 49%:** N.C.: Lincoln, Stanly, Union; S.C.: Chester, Lancaster.	1,060.3	384.1	9,670,044	5,256,677	1,211,888	625,668	249,649	1,202,322	200,310	63.2

BIG BUYING POWER

In Nassau-Suffolk, Long Island, Newsday has 201,000 daily readers with household incomes of $50,000 and over. That's more of these affluent readers than The New York Times, the Daily News and the New York Post *combined.*

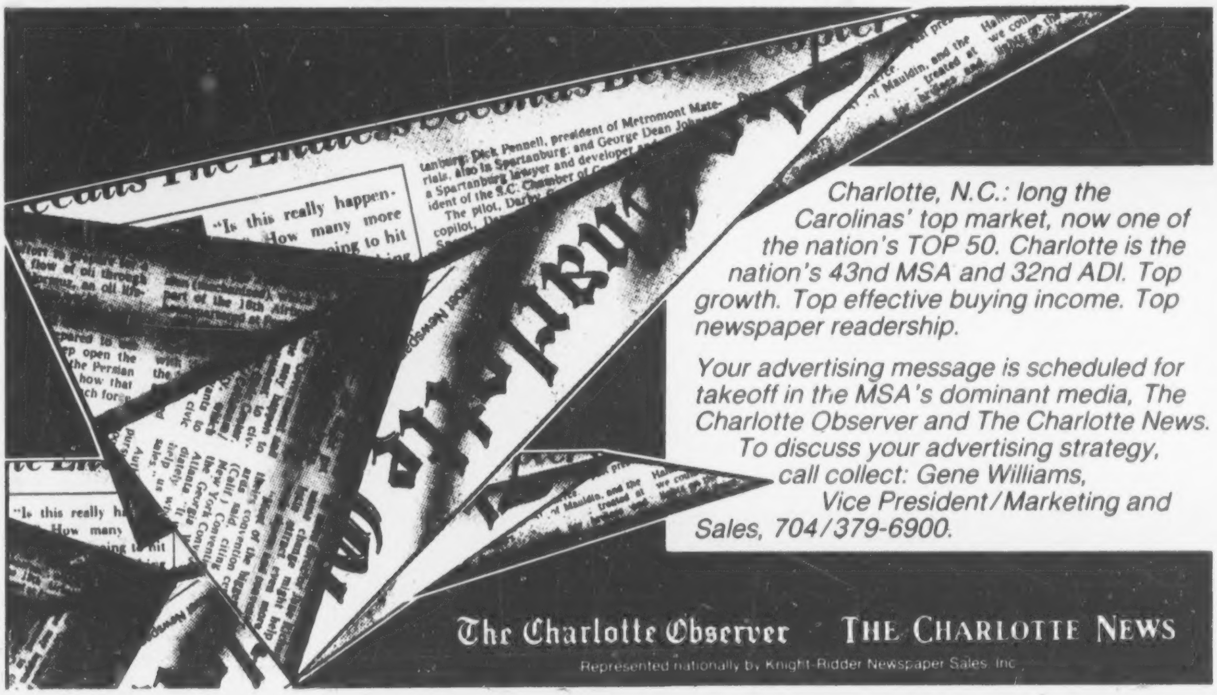
Newsday

A Lot of Readers With A Lot of Money

Source: Belden Associates Long Island Travel Study, 1983

S&MM's SURVEY OF NEWSPAPER MARKETS

STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1983									% Hslds. Cov. Total Area
	POPULATION 12/31/83		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						
	Total Pop. (Thous.)	Total Households (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furnit./ Furnish./ Appl. ($000)	Automotive ($000)	Drug ($000)	
NC (cont.)										
FAYETTEVILLE (Cumberland) . . . **Over 50%:** Cumberland; **20 - 49%:** Hoke.	282.2	88.0	2,117,026	1,143,928	229,573	191,809	63,978	241,858	21,598	58.6
GREENSBORO-WINSTON-SALEM-HIGH POINT (Guilford, Forsyth) . . . **Over 50%:** Forsyth, Guilford; **20 - 49%:** Alleghany, Davidson, Davie, Montgomery, Randolph, Rockingham, Stokes, Surry, Yadkin.	1,061.3	395.3	9,841,192	5,617,003	1,203,582	588,829	342,000	1,240,127	222,362	57.1
HICKORY (Catawba) . . . **20 - 49%:** Catawba.	109.2	40.0	987,251	701,020	130,948	80,581	34,370	156,512	17,470	49.6
RALEIGH-DURHAM (Wake, Durham) . . . **Over 50%:** Durham, Wake; **20 - 49%:** Franklin, Granville, Johnston, Orange, Person, Washington.	752.0	275.4	7,100,501	3,715,918	808,425	473,740	170,841	743,908	104,477	59.4
WILMINGTON (New Hanover) . . . **Over 50%:** New Hanover, Pender; **20 - 49%:** Brunswick, Columbus.	226.6	82.2	1,795,091	1,101,589	261,412	133,680	45,441	223,712	38,350	48.8
NORTH DAKOTA										
BISMARCK (Burleigh) . . . **Over 50%:** Burleigh, Morton; **20 - 49%:** Adams, Emmons, Grant, Hettinger, Kidder, McLean, Mercer, Oliver, Sheridan, Sioux.	147.0	51.7	1,409,775	625,988	131,077	72,174	22,196	128,578	22,633	50.4
FARGO-MOORHEAD (Cass) . . . **Over 50%:** MINN.: Clay, Norman; N.D.: Cass, Ransom; **20 - 49%:** MINN.: Mahnomen, Wilkin; N.D.: Barnes, Dickey, Eddy, Foster, Griggs, La Moure, Richland, Sargent, Steele, Traill.	251.8	91.0	2,390,111	1,310,760	243,856	132,236	49,987	258,768	43,556	50.0



NOW ARRIVING...

Charlotte, N.C.: long the Carolinas' top market, now one of the nation's TOP 50. Charlotte is the nation's 43nd MSA and 32nd ADI. Top growth. Top effective buying income. Top newspaper readership.

Your advertising message is scheduled for takeoff in the MSA's dominant media, The Charlotte Observer and The Charlotte News. To discuss your advertising strategy, call collect: Gene Williams, Vice President/Marketing and Sales, 704/379-6900.

The Charlotte Observer THE CHARLOTTE NEWS

Represented nationally by Knight-Ridder Newspaper Sales, Inc.

If you want to influence Akron...

YOU NEED TO KNOW THE SCORE

If you think you're reaching the Akron portion of the nation's 4th largest market (Cleveland/Akron DMA) with th Cleveland paper, better take another look!

Daily the Beacon Journal reaches 67% of the households in Summit County ... the Plain Dealer just 9%*. On Sundays, the gap is even wider ... 80% vs. 7%*.

So to **win** in Akron, run with the Beacon.
It's the best way to score.

Akron Beacon Journal

BEACON JOURNAL
67
PLAIN DEALER
9
HEY! HEY! BEACON J.
#1

Represented nationally by Knight-Ridder Newspaper Sales, Inc.
*Source: ABC 12 months ending 3/31/83.

S&MM's SURVEY OF NEWSPAPER MARKETS

STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1983										% Hslds. Cov. Total Area
	POPULATION 12/31/83		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP							
	Total Pop. (Thous.)	Total House-holds (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchan-dise ($000)	Furnit./ Furnish./ Appl. ($000)	Auto-motive ($000)	Drug ($000)		
ND (cont.)											
GRAND FORKS (Grand Forks) . . . **Over 50%:** Grand Forks; **20 - 49%:** MINN.: Kittson, Marshall, Pennington, Polk, Red Lake, Roseau; N.D.: Cavalier, Nelson, Pembina, Traill, Walsh.	205.4	72.2	1,852,430	985,946	195,431	61,233	33,621	182,402	30,182		44.6
MINOT (Ward) . . . **Over 50%:** Bottineau, Burke, McHenry, Mountrail, Renville, Ward; **20 - 49%:** Divide, McLean, Pierce, Wells.	121.9	43.1	1,174,617	603,229	116,042	49,621	16,312	146,392	18,195		59.1
OHIO											
AKRON (Summit, Portage) . . . **Over 50%:** Portage, Summit; **20 - 49%:** Medina.	773.0	282.4	7,590,157	3,804,969	1,050,095	423,538	122,856	616,886	138,720		60.6
CANTON (Stark) . . . **20 - 49%:** Carroll, Stark.	405.8	147.2	3,759,941	1,994,724	547,524	259,170	71,377	336,926	66,053		41.7
CINCINNATI (Hamilton) . . . **Over 50%:** KY.: Boone, Campbell, Kenton; OHIO: Hamilton; **20 - 49%:** IND.: Dearborn, Ohio, Ripley; KY.: Bracken, Gallatin, Grant, Pendleton; OHIO: Brown, Butler, Clermont.	1,662.8	614.5	16,698,267	7,998,284	2,057,172	1,154,413	344,219	1,204,631	279,684		50.2
CLEVELAND (Cuyahoga, Lake) . . . **Over 50%:** Cuyahoga, Lake; **20 - 49%:** Geauga, Medina.	1,843.3	703.6	19,282,313	9,678,025	2,323,729	1,375,153	374,270	1,560,769	467,692		63.6

BUY THE GROUP... SAVE 21%!

LAKE COUNTY
LORAIN
ELYRIA
Cleveland
Horvitz
NEWSPAPERS, INC.
OHIO
MANSFIELD
DOVER NEW-PHILADELPHIA

IS YOUR CLEVELAND ADI BUY COMPLETE?

For balanced coverage and minimum duplication within the Cleveland ADI at lower cost, your best buy is the Plain Dealer, THE HORVITZ NEWSPAPER GROUP, The Elyria Chronicle-Telegram, The Akron Beacon Journal, and the Canton Repository.

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Valley View, Ohio 44125
Phone (216)524-0900

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NEWS HERALD
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TIMES REPORTER
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ABC

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● **Now you can increase your reach even further by adding the Elyria Chronicle-Telegram.**

The Plain Dealer Total Coverage Program delivers 660,000 homes for as little as 3¢ per household.*

TCP gives you total saturation of Northeast Ohio households through a combination of advertisements and/or inserts in The Plain Dealer and a direct mailing of The Shopping News to non-subscribers.

With The Plain Dealer, you'll be reaching a higher income, better educated, trendsetting audience. Our Shopping News, an attractive broadsheet using full color on the cover and filled with timely recipes, fashion news and household tips draws extensive readership from non-subscribers. Combined, you'll reach about 100% of our big-spending TCP market—an audience that's virtually unduplicated.

TCP also gives you the advantage of buying just the areas you're interested in reaching—even as little as one zip code.

For more information on TCP, contact Norm Jindra, Retail Advertising Supervisor, TCP Coordinator, (216) 344-4931 or your Newhouse Newspaper representative.

*Based upon the full run cost of a preprint in The Plain Dealer and the Shopping News. TCP preprint costs are based on distribution or delivery only.

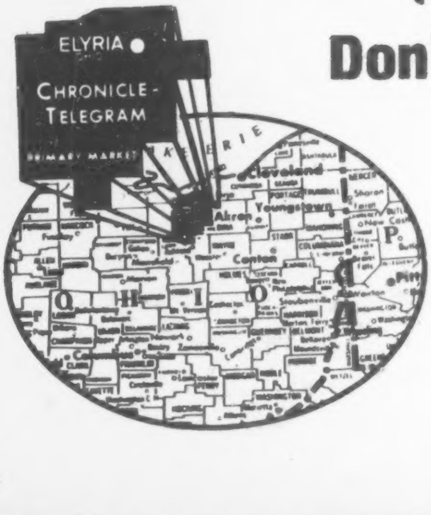
The Plain Dealer

S&MM's SURVEY OF NEWSPAPER MARKETS

STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1983									% Hslds. Cov. Total Area
	POPULATION 12/31/83		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						
	Total Pop. (Thous.)	Total House-holds (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchan-dise ($000)	Furnit./Furnish./Appl. ($000)	Auto-motive ($000)	Drug ($000)	
OH (cont.)										
COLUMBUS (Franklin) . . . **Over 50%:** Franklin; **20 - 49%:** Delaware, Fairfield, Licking, Madison, Pickaway, Union.	1,263.4	479.7	12,695,351	6,503,866	1,396,977	947,403	294,255	1,168,273	201,949	63.6
DAYTON-SPRINGFIELD (Montgomery, Clark) . . . **Over 50%:** Clark, Montgomery; **20 - 49%:** Champaign, Darke, Greene, Miami, Preble.	1,055.9	399.2	10,365,770	5,099,391	1,191,242	765,270	230,402	858,769	135,586	61.8
DOVER (Tuscarawas) . . . **Over 50%:** Tuscarawas.	86.5	32.7	737,921	364,205	97,513	45,423	17,718	55,573	10,930	72.0
FINDLAY (Hancock) . . . **Over 50%:** Hancock.	65.0	24.5	705,553	352,073	69,907	53,815	18,333	61,725	13,220	72.2
HAMILTON-MIDDLETOWN (Butler) . . . **20 - 49%:** Butler.	268.4	95.0	2,614,258	999,134	321,604	91,624	37,770	155,401	33,190	30.1
LIMA (Allen) . . . **Over 50%:** Allen; **20 - 49%:** Putnam.	146.4	51.7	1,266,649	688,349	151,754	132,568	25,350	94,971	27,176	65.6
LORAIN-ELYRIA (Lorain) . . . **Over 50%:** Lorain.	276.6	96.4	2,650,575	1,136,642	300,868	176,116	49,840	200,321	48,237	68.3
MANSFIELD (Richland) . . . **Over 50%:** Richland.	129.6	48.1	1,191,219	675,646	134,316	103,039	25,832	126,632	17,320	64.8
PARKERSBURG-MARIETTA (W.VA.: Wood) . . . **Over 50%:** W.VA.: Wirt, Wood; **20 - 49%:** OHIO: Washington; W.VA.: Pleasants, Ritchie.	185.2	67.5	1,535,964	1,012,816	244,729	179,772	34,889	196,626	29,551	50.4
SANDUSKY (Erie) . . . **Over 50%:** Erie; **20 - 49%:** Huron.	136.3	49.3	1,156,804	593,221	152,779	75,383	25,062	95,777	22,365	44.4
TOLEDO (Lucas) . . . **Over 50%:** Lucas; **20 - 49%:** Fulton, Henry, Ottawa, Wood.	686.1	254.6	6,793,966	3,541,972	876,484	443,664	142,461	572,443	144,973	56.0
WOOSTER (Wayne) . . . **Over 50%:** Wayne; **20 - 49%:** Holmes.	132.0	43.4	1,143,265	473,688	125,969	37,763	18,020	94,880	16,174	56.2
YOUNGSTOWN-WARREN (Mahoning, Trumbull) . . . **Over 50%:** Mahoning, Trumbull.	521.0	192.4	4,909,025	2,526,978	613,424	422,765	100,756	382,373	92,311	68.5
ZANESVILLE (Muskingum) . . . **Over 50%:** Muskingum; **20 - 49%:** Morgan, Perry.	131.3	47.8	1,011,271	463,910	129,170	51,511	15,875	73,103	12,907	51.2
OKLAHOMA										
ENID (Garfield) . . . **Over 50%:** Alfalfa, Garfield, Grant; **20 - 49%:** Kingfisher, Major, Woods.	118.5	45.2	1,199,136	641,708	146,850	54,489	31,304	153,310	24,151	60.0
LAWTON (Comanche) . . . **Over 50%:** Comanche; **20 - 49%:** Cotton.	124.8	39.2	1,048,543	472,898	116,401	63,210	28,097	110,539	6,566	78.8

in the Cleveland-Akron-Lorain Consolidated Area ...
(America's 9th market)

Don't Overlook the "Other One"



The Elyria Chronicle-Telegram is the "Other One" in what really should be called the Cleveland-Akron-Lorain/Elyria Consolidated Area. They included our sales ... income ... households and coverage ... they just forgot our name.

THE CHRONICLE-TELEGRAM
Elyria, Ohio

Increase your market share...

advertise in Columbus, Ohio where The Columbus Dispatch and Citizen-Journal will work for you.

Every day 6 in 10 SMSA adults turn to our pages while more than 7 in 10 adults read the Sunday Dispatch. And, Columbus area adults respond to newspaper advertising. In a recent survey, nearly 56% of central Ohio adults said they were most likely to respond to ads appearing in newspapers—bettering television by nearly 3 to 1. Columbus newspapers beat TV almost 4 to 1 as the source that influenced their last purchase.

Once you have invested big dollars in an advertising campaign you can't afford to have it ignored. The Columbus newspapers reach the people that spend.

Columbus Newspaper Coverage: Selected Target Markets	AM/PM Net Reach	Sunday Reach
Total Adults	60%	73%
Working Women	59	75
Professionally Employed	63	78
Incomes $35,000+	74	83
Weekly Grocery Spending of $75.00+	64	75
Multi-car Households	65	77
Frequent Flyers (6+ Flights Annually)	79	81

If these numbers interest you and you want more, call National Advertising Manager Leonard A. Zane, (614) 461-5183. Ask him to send you a copy of COLUMBUS, The Uncommon Market market and fact book. Columbus, A Choice Test Market is also available. If his line is busy, drop him a note . . . asking for these books or check with our Cresmer, Woodward, O'Mara & Ormsbee representative nearest you.

COLUMBUS
Columbus
THE UNCOMMON MARKET
COLUMBUS
COLUMBUS
Columbus
COLUMBUS

The Columbus Dispatch
Evening & Sunday

Columbus Citizen-Journal
Morning

34 South Third Street Columbus, Ohio 43215

THE UNCOMMON MARKET

Sources: Belden CMS 1983, The Columbus Report Volume 1, Number 1

THERE'S NO GAMBLE WHEN YOU CHOOSE TULSA'S DAILY DOUBLE — THE WORLD AND TRIBUNE.

It's the morning Tulsa World, and the evening Tulsa Tribune. Two daily newspapers that deliver unduplicated readership of 280,350 in the Tulsa SMSA. This, plus a combined total readership in four states of over one half million.

For strong sales in a solid market, choose the Tulsa newspapers. We read Tulsa because Tulsa reads us.

SOURCE: Belden CMS

Newspaper Printing Corporation
Agent for
TULSA WORLD
The Tulsa Tribune
Two independently and separately owned newspapers represented nationally by Branham.

S&MM's SURVEY OF NEWSPAPER MARKETS

STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1983 POPULATION 12/31/83 Total Pop. (Thous.)	Total House-holds (Thous.)	EFFECTIVE BUYING INCOME Total EBI ($000)	RETAIL SALES BY STORE GROUP Total Retail Sales ($000)	Food ($000)	General Merchan-dise ($000)	Furnit./Furnish./Appl. ($000)	Auto-motive ($000)	Drug ($000)	% Hslds. Cov. Total Area
OK (cont.)										
OKLAHOMA CITY (Oklahoma) . . . **Over 50%:** Oklahoma; **20 - 49%:** Beaver, Beckham, Blaine, Canadian, Cleveland, Custer, Dewey, Ellis, Garvin, Grady, Greer, Harmon, Harper, Hughes, Kingfisher, Kiowa, McClain, Murray, Roger Mills, Washita, Woodward.	1,146.8	434.6	11,964,432	6,065,726	1,355,921	676,034	301,397	1,397,866	125,185	52.3
TULSA (Tulsa) . . . **Over 50%:** Tulsa; **20 - 49%:** Craig, Creek, Mayes, Okmulgee, Osage, Rogers, Washington.	829.4	315.9	8,687,713	4,754,883	1,034,403	630,325	263,059	1,005,979	89,855	55.2
OREGON										
EUGENE-SPRINGFIELD (Lane) . . . **Over 50%:** Lane.	270.5	106.3	2,375,686	1,595,692	341,893	257,681	65,836	268,217	47,510	58.2
MEDFORD (Jackson) . . . **Over 50%:** Jackson.	138.1	52.3	1,091,463	811,010	181,135	98,532	33,765	124,874	16,198	52.1
PORTLAND (Multnomah) . . . **Over 50%:** Multnomah; **20 - 49%:** Clackamas, Clatsop, Columbia, Gilliam, Grant, Herney, Hood River, Lincoln, Sherman, Tillamook, Wasco, Washington, Yamhill.	1,310.2	518.2	13,383,439	7,730,990	1,386,278	1,549,649	368,902	1,110,755	177,328	46.3
SALEM (Marion) . . . **Over 50%:** Marion, Polk.	254.4	94.4	2,065,594	1,224,982	211,962	274,039	58,874	175,136	36,908	53.6

FOODday in The Oregonian and in the mail gives you

THE BEST OF BOTH WORLDS...

The Oregonian
Panel says facts don't warrant probe
Hillsboro likely choice for plant
The Oregonian

In Portland, FOODday is a powerful advertising and editorial food package. Delivered with The Oregonian, and in the mail, FOODday gives you "The Best of Both Worlds" — subscriber and non-subscriber! If total household reach is critical to your sales efforts, give Steve Bell a call today at (503) 221-8270.

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PENNSYLVANIA										
ALLENTOWN-BETHLEHEM (Lehigh, Northampton) . . . **Over 50%:** N.J.: Warren; PENN.: Lehigh, Northampton; **20 - 49%:** PENN.: Carbon.	651.1	243.4	6,757,365	3,292,145	795,972	415,358	141,798	552,398	88,610	78.1
ALTOONA (Blair) . . . **Over 50%:** Blair.	136.9	50.5	1,127,899	651,123	167,316	97,045	37,106	108,832	17,513	62.1
BEAVER COUNTY (Beaver) . . . **Over 50%:** Beaver.	203.0	73.3	2,044,620	791,030	207,622	158,893	27,053	121,493	22,879	65.6
BUTLER (Butler) . . . **Over 50%:** Butler.	154.0	53.5	1,375,591	630,122	134,160	63,266	22,398	136,572	15,095	54.9
ERIE (Erie) . . . **Over 50%:** Erie.	285.2	101.7	2,680,842	1,268,130	245,519	178,809	61,294	246,783	41,126	65.3
HARRISBURG-LEBANON-CARLISLE (Dauphin, Lebanon) . . . **Over 50%:** Dauphin, Lebanon; **20 - 49%:** Cumberland, Perry.	572.8	215.0	6,060,330	3,220,060	778,906	365,394	123,793	541,402	89,752	55.6
JOHNSTOWN (Cambria) . . . **Over 50%:** Cambria; **20 - 49%:** Somerset.	264.7	95.0	1,979,873	1,073,490	252,575	174,977	47,734	226,219	30,661	51.1
LANCASTER (Lancaster) . . . **Over 50%:** Lancaste..	376.7	132.9	3,653,034	1,819,924	434,554	184,895	106,311	318,434	50,563	71.6

A TELLING LOOK AT THE 27 MOST FREQUENTLY USED TEST MARKETS
A Definitive Guide to selecting Test Markets
Volume III

WHERE WILL YOU TEST YOUR PRODUCT... AND HOW MUCH WILL IT COST?

If you have been confused by conflicting reports on the "best" test markets, and dreading the paperwork and research necessary to select your own test market, we may have the solution.

A TELLING LOOK AT THE 27 MOST FREQUENTLY USED TEST MARKETS, VOLUME III is an expanded 28 page guide to selecting test markets. This newly updated study contains the research data and documented statistics you will want to review before selecting your test market. Such topics include:

- Why, when, where, and how to conduct a test.
- Basic questions with answers from the experts.
- How to evaluate and select a test market based on:
  1) Population
  2) Demographics
  3) Effective Buying Incomes
  4) Purchasing Patterns and how all of these compare to the national norm.
- Media Coverage, Cost and Control comparisons using a media mix with specific reach and frequency goals.

This free brochure also analyzes matched markets using demographic and geographic profiles, media coverage, market isolation and more. To receive your copy, send in the coupon below.

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(Sorry, Volumes 1 and 2 are no longer available.)
Name______________________________
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For Your Copy Write to: Mr. Gerald Szorek, Times Publishing Company, Times Square,
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PA (cont.)										
PHILADELPHIA (Philadelphia, Bucks, Chester, Delaware, Montgomery; N.J.: Burlington, Camden, Gloucester) . . . **Over 50%:** N.J.: Burlington, Camden, Gloucester; PENN.: Bucks, Chester, Delaware, Montgomery, Philadelphia; **20 - 49%:** N.J.: Cape May, Salem.	4,884.5	1,757.4	51,596,696	23,294,079	5,404,221	2,795,171	979,369	3,965,030	633,935	69.6
PITTSBURGH (Allegheny, Fayette, Washington, Westmoreland) . . . **Over 50%:** Allegheny, Fayette, Washington, Westmoreland; **20 - 49%:** Armstrong, Greene.	2,296.9	874.7	23,591,472	10,865,050	2,425,782	1,641,643	473,817	2,212,061	279,230	66.3
POTTSVILLE (Schuylkill) . . . **20 - 49%:** Schuylkill.	160.5	62.0	1,296,076	518,891	116,326	81,074	17,238	92,829	21,225	44.2
READING (Berks) . . . **Over 50%:** Berks.	319.8	121.0	3,167,859	1,551,869	338,508	230,955	56,939	270,520	25,867	66.4
SCRANTON-WILKES-BARRE (Lackawanna, Luzerne) . . . **Over 50%:** Lackawanna; **20 - 49%:** Luzerne, Wayne, Wyoming.	635.8	237.7	5,561,364	2,594,268	683,998	330,545	95,272	424,385	81,410	57.5
SHARON (Mercer) . . . **Over 50%:** Mercer.	128.4	46.2	1,136,910	562,956	135,398	73,292	17,869	154,498	13,006	53.1
SUNBURY (Northumberland) . . . **Over 50%:** Snyder, Union; **20 - 49%:** Northumberland.	170.2	61.6	1,321,948	692,580	158,038	58,532	18,743	137,148	30,187	40.1
WILLIAMSPORT (Lycoming) . . . **Over 50%:** Lycoming.	120.5	44.0	1,049,863	512,445	141,560	51,056	21,910	129,346	14,274	68.3
YORK (York) . . . **Over 50%:** York.	325.1	120.4	3,249,921	1,486,191	364,766	206,179	67,497	242,893	33,145	72.7

Newspapers: Now more than ever, the sales manager's medium

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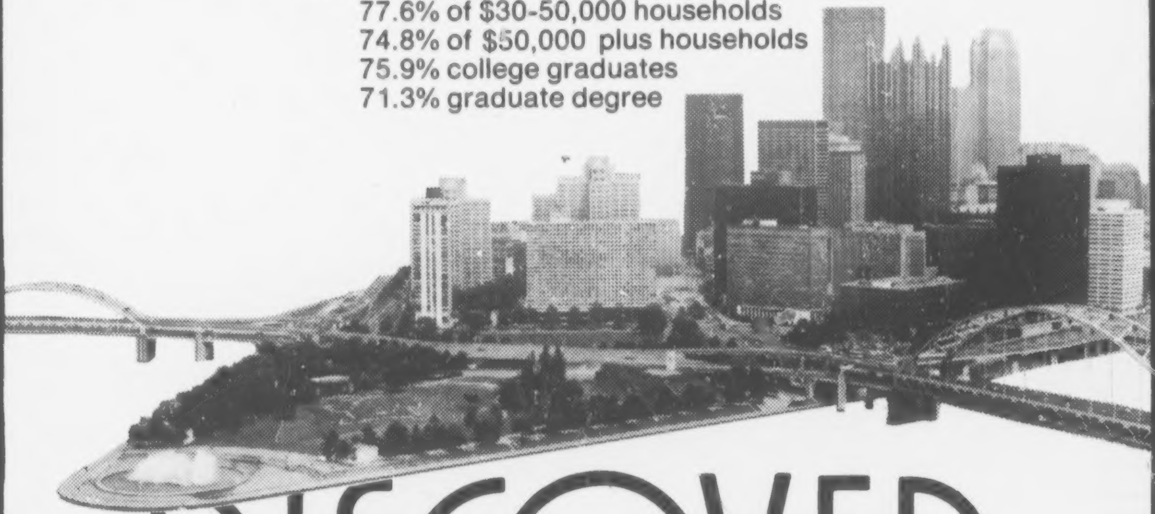
DISCOVER a CMSA . . .

with: Retail Sales of $11.28 Billion
Food Sales topping $2,52 Billion
Automotive Sales at $2.24 Billion
with: 2,379,300 population
E.B.I. - $24.65 Billion
Median Household Income of $24,589
ranking: 2nd in control of investment capital
3rd in number of corporate headquarters
4th most livable city in U.S.*

DISCOVER its metropolitan papers . . .

delivering daily non-duplicated penetration** of:
61.2% of households with $30-50,000 income
65.9% of nouseholds with $50,000 Plus
59.7% college graduates
64.6% graduate degree
with Sunday penetration** of:
77.6% of $30-50,000 households
74.8% of $50,000 plus households
75.9% college graduates
71.3% graduate degree



DISCOVER PITTSBURGH

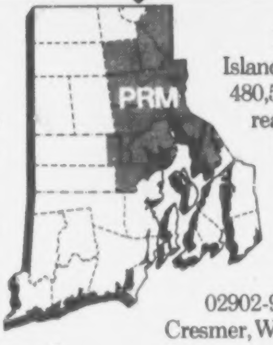
The Pittsburgh Press / Pittsburgh Post-Gazette

A Scripps-Howard newspaper

Represented nationally by Story & Kelly-Smith, Inc.

*Rand McNally & Co. Places Rated Almanac
**with a single insertion
Statistics: S & MM 1984 Survey of Buying Power
Belden CMS 1983

BIG #'s, %'s, $'s



In Rhode Island's Primary Retail Market (PRM), the daily Journal-Bulletin is read by 368,600 adults for 74.1% reach and the Sunday Journal is read by 414,300 adults for 83.2% reach. Retail sales here amount to over $2,900,000,000.

And the PRM is where the action is: 72.5% of Rhode Island households, 71.1% of retail sales, 78.0% of automotive sales, 80.5% of furniture/furnishings/appliance sales, 83.0% of general merchandise and department store sales, 62.7% of eating and drinking sales, and 73.0% of drugstore sales.

In the entire state of Rhode Island, the Journal-Bulletin has 480,500 adult readers for 66.5% reach and the Sunday Journal has 572,700 adult readers for 79.3% reach.

Write or call Bill Peckham, General Advertising Manager, Providence Journal Co., 75 Fountain St., Providence. RI 02902-9985 (401) 277-7172, or contact Cresmer, Woodward, O'Mara & Ormsbee, Inc.

Source: Scarborough's National Newspaper Audience Ratings Study, 1983-Providence Market.

The Providence Journal-Bulletin

Represented nationally by Cresmer, Woodward, O'Mara & Ormsbee, Inc.
Member, Metropolitan Sunday Newspaper, Inc.

S&MM's SURVEY OF NEWSPAPER MARKETS

STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1983 POPULATION 12/31/83 Total Pop. (Thous.)	Total Households (Thous.)	EFFECTIVE BUYING INCOME Total EBI ($000)	RETAIL SALES BY STORE GROUP Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furnit./Furnish./Appl. ($000)	Automotive ($000)	Drug ($000)	% Hslds. Cov. Total Area
RHODE ISLAND										
PROVIDENCE-PAWTUCKET-WOONSOCKET (Providence) . . . Over 50%: Bristol, Kent, Providence; 20 - 49%: Newport, Washington	954.3	350.5	9,388,138	4,913,000	1,119,814	564,588	171,949	603,646	161,794	70.4

It takes 2 buys to dominate the Providence ADI

. . . PANN (the Providence Area Newspaper Network) and the Providence Journal-Bulletin. Together they dominate the ADI with 62% coverage. The PANN Newspaper Network (7 strong daily newspapers) covers 24% of the ADI households with 132,930 ADI circulation; with a total circulation of 145,163

FALLRIVER HERALD NEWS (MASS.)/NEWPORT NEWS/PAWTUCKET TIMES/WESTERLY SUN/
WEST WARWICK PAWTUXET VALLY DAILY TIMES/WILLIMANTIC CHRONICLE (CONN.)/
WOONSOCKET CALL

pann
PROVIDENCE APEA NEWSPAPER NETWORK

S&MM's SURVEY OF NEWSPAPER MARKETS

STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1983									% Hslds. Cov. Total Area
	POPULATION 12/31/83		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						
	Total Pop. (Thous.)	Total House-holds (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furnit./ Furnish./ Appl. ($000)	Automotive ($000)	Drug ($000)	
SOUTH CAROLINA										
ANDERSON (Anderson) . . . **20 - 49%:** GA.: Elbert, Franklin, Hart, Stephens; S.C.: Abbeville, Anderson, Oconee.	293.4	106.4	2,257,941	1,230,362	315,294	113,025	59.882	293,994	51,337	37.4
CHARLESTON (Charleston) . . . **Over 50%:** Charleston, Dorchester; **20 - 49%:** Berkeley, Colleton.	506.8	167.8	3,743,637	1,914,232	419,955	250,707	88,055	352,312	59,144	56.5
CHARLOTTE-GASTONIA-ROCK HILL (N.C.: Mecklenburg, Gaston; S.C.: York; N.C.: Rowan) . . . **Over 50%:** N.C.: Gaston, Mecklenburg, Rowan; S.C.: York; **20 - 49%:** N.C.: Lincoln, Stanly, Union; S.C.: Chester, Lancaster.	1,060.3	384.1	9,670,044	5,256,677	1,211.888	625,668	249,649	1,202,322	200,310	63.2
COLUMBIA (Richland) . . . **Over 50%:** Lexington, Richland; **20 - 49%:** Fairfield, Kershaw, Newberry.	527.3	182.2	4,699,176	2,373,276	478,060	303,340	106,698	510,990	74,307	57.6
FLORENCE (Florence) . . . **Over 50%:** Florence; **20 - 49%:** Darlington.	181.1	61.2	1,248,095	731,867	160,642	83,351	29,807	133,174	24,525	43.1
GREENVILLE-SPARTANBURG (Greenville, Spartanburg) . . . **Over 50%:** Greenville, Spartanburg; **20 - 49%:** Cherokee, Laurens, Oconee, Pickens, Union.	775.8	279.0	6,217,433	3,495,520	769,889	384,089	140,421	725,384	139,379	50.2
SOUTH DAKOTA										
RAPID CITY (Pennington) . . . **Over 50%:** Pennington; **20 - 49%:** Butte, Custer, Fall River, Haakon, Jackson, Lawrence, Meade; WYO.: Weston.	153.6	56.8	1,475,992	929,112	212,324	75,067	38,470	174,454	22,736	50.6
SIOUX FALLS (Minnehaha) . . . **Over 50%:** Minnehaha; **20 - 49%:** IA.: Lyon; MINN.: Rock; S.D.: Lake, Lincoln, McCook, Miner, Moody, Turner, Union.	201.4	76.1	2,000,694	1,167,532	193,861	123,523	38,270	225,956	54,789	45.9
TENNESSEE										
CHATTANOOGA (Hamilton) . . . **Over 50%:** Hamilton; **20 - 49%:** GA.: Catoosa, Dade, Walker; TENN.: Marion, Rhea, Sequatchie.	458.8	165.7	3,875,808	2,123,526	514,437	351,064	87,662	318,996	59,829	52.5
JACKSON (Madison) . . . **Over 50%:** Madison; **20 - 49%:** Chester, Crockett, Gibson, Henderson.	175.2	63.7	1,310,717	754,304	197,147	136,701	25.402	126,148	23,139	44.5
JOHNSON CITY-KINGSPORT-BRISTOL (Washington, Sullivan; VA.: Washington) . . . **Over 50%:** TENN.: Sullivan, Washington; VA.: Scott, Washington; **20 - 49%:** TENN.: Carter, Hawkins, Johnson, Unicoi; VA.: Lee, Russell, Wise.	571.5	204.6	4,477,161	2,569,848	636,703	337,258	97,325	495,913	65,236	52.4
KNOXVILLE (Knox) . . . **Over 50%:** Knox; **20 - 49%:** Anderson, Blount, Campbell, Claiborne, Grainger, Jefferson, Loudon, Monroe, Roane, Sevier, Union.	756.7	279.1	6,528,271	3,530,313	815,035	584,664	154,213	531,452	122,099	50.5
MEMPHIS (Shelby) . . . **Over 50%:** Shelby; **20 - 49%:** ARK.: Crittenden; MISS.: De Soto, Panola, Quitman, Tate, Tunica, Yalobusha; TENN.: Fayette, Tipton.	1,028.8	354.2	8,756,717	4,924,866	1,257,858	756,370	211,429	814,464	166,526	63.9

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GREENVILLE PIEDMONT

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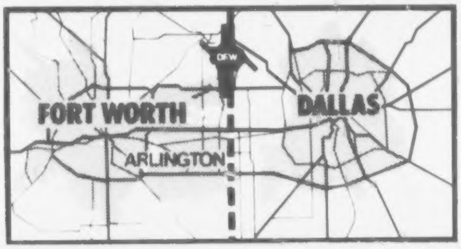
Source: S&MM 1984 Survey of Buying Power. Further reproduction prohibited. Metro Greenville is the Greenville/Spartanburg MSA. Contact your nearest Sawyer-Ferguson-Walker office or call Greenville, SC 803/298-4342.

STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1983 POPULATION 12/31/83		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						% Hslds. Cov. Total Area
	Total Pop. (Thous.)	Total Households (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furnit./ Furnish./ Appl. ($000)	Automotive ($000)	Drug ($000)	
TN (cont.)										
NASHVILLE (Davidson) . . . **Over 50%:** Davidson; **20 - 49%:** Cheatham, Coffee, Dickson, Humphreys, Marshall, Robertson, Rutherford, Sumner, Williamson, Wilson.	965.4	348.5	9,587,624	5,433,848	1,216,689	880,243	240,639	983,767	161,591	47.6
TEXAS										
ABILENE (Taylor) . . . **Over 50%:** Taylor; **20 - 49%:** Callahan, Coleman, Eastland, Fisher, Haskell, Jones, Kent, Knox, Mitchell, Nolan, Runnels, Shackelford, Stephens, Stonewall, Throckmorton.	263.4	96.8	2,202,292	1,335,279	313,218	114,380	49,797	313,930	34,668	51.5
AMARILLO (Potter) . . . **Over 50%:** Armstrong, Oldham, Potter, Randall; **20 - 49%:** OKLA.: Cimarron; TEX.: Briscoe, Carson, Collingsworth, Dallam, Deaf Smith, Donley, Gray, Hall, Hansford, Hartley, Hemphill, Hutchinson, Lipscomb, Moore, Ochiltree, Roberts, Sherman, Swisher, Wheeler.	379.5	140.0	3,613,534	2,314,073	521,398	196,839	119,473	567,083	46,307	50.5
AUSTIN (Travis) . . . **Over 50%:** Travis; **20 - 49%:** Bastrop, Burnet, Caldwell, Hays, Llano, Williamson.	712.2	267.5	7,181,840	3,864,102	885,340	493,326	169,044	674,452	74,517	49.5
BEAUMONT-PORT ARTHUR (Jefferson) . . . **20 - 49%:** Hardin, Jasper, Jefferson, Newton, Orange, Sabine, Tyler.	474.6	168.9	4,672,598	2,715,043	660,265	300,153	121,313	561,691	57,309	38.8
BROWNSVILLE-HARLINGEN (Cameron) . . . **20 - 49%:** Cameron, Willacy.	257.5	72.6	1,516,930	976,679	255,882	172,615	75,344	148,471	14,814	27.7
BRYAN-COLLEGE STATION (Brazos) . . . **Over 50%:** Brazos; **20 - 49%:** Burleson, Robertson.	139.7	50.6	1,276,383	608,401	112,177	64,069	19,760	122,552	31,190	45.5
CORPUS CHRISTI (Nueces) . . . **Over 50%:** Nueces; **20 - 49%:** Aransas, Brooks, Duval, Jim Wells, Kleberg, Refugio, San Patricio.	473.6	153.7	3,943,834	2,341,447	646,238	260,353	103,914	495,207	43,093	53.0
DALLAS (Dallas) . . . **Over 50%:** Dallas; **20 - 49%:** Collin, Denton, Ellis, Kaufman, Rockwall.	2,182.0	812.4	25,018,898	14,274,799	2,757,626	1,586,327	825,713	3,059,685	489,834	58.7

ONE MAJOR MARKET.



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The Fort Worth Star-Telegram.

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Dallas Morning News	**6%**
Dallas Times-Herald	**3%**

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Fort Worth Star-Telegram

YOUR FIRST BUY IN AMERICA'S EIGHTH LARGEST MARKET.

400 W. 7th Street Fort Worth, Texas 76102 (817) 390-7767 Contact Sawyer-Ferguson-Walker, Inc. In Mexico, TOWMAR.

Sources: March 31, 1984, ABC Audit Reports
March 31, 1983, ABC Audit Reports, Dallas papers
S&MM 1984 Survey of Buying Power

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Harry M. Stanley, Jr.
Senior Vice President
The Dallas Morning News

All those fancy demographic titles and categories boil down to one thing in Dallas: The Dallas Morning News gives you the people with the money to spend on your product or service. Because we lead in every readership category that counts.

The 25 - 44 age group. Households with income of $50,000 or more. Professionals. Managers. College grads. Moreover, we lead in total daily readership in the ADI, SMSA and six-county Metro area.

Who says so? Scarborough. And Simmons. Who knows so? Our readers. And our advertisers. Because from top-flight reporting to top drawer sales results, The Dallas Morning News delivers. Just one more reason why nobody beats The Dallas Morning News in the morning.

NOBODY BEATS
The Dallas Morning News
IN THE MORNING

Source: Scarborough Report 1983. Simmons Report 1982. Represented by Cresmer, Woodward, O'Mara & Ormsbee, Inc., National. The Leonard Co., Florida, Mexico, Caribbean, Lenba Hawaii, and Publications Representatives International, Inc. A member of Metropolitan Sunday Newspapers, Inc.

San Antonio Newspaper Facts

FACT #1 The San Antonio Express and News combined into a single "All Day" newspaper on Sept. 10, 1984.

FACT #2 Resultant Express-News daily circulation is unknown because of their previous high duplication of readers.

FACT #3 The San Antonio Light is the only "All Day" newspaper in San Antonio with known paid circulation figures.

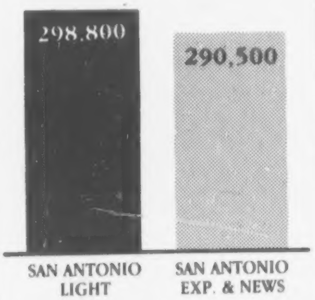
FACT #4 For circulation coverage you can count on, you need the

San Antonio Light

THE LARGEST AND BEST DAILY NEWSPAPER IN SOUTH TEXAS

REPRESENTED NATIONALLY BY HEARST ADVERTISING SERVICE
AND CRESMER WOODWARD, O'MARA & ORMSBEE, INC.

READERSHIP*
(Combined Net SMSA)



*Simmons Readership Study, 1982

S&MM's SURVEY OF NEWSPAPER MARKETS

STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1983										% Hslds. Cov. Total Area
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TX (cont.)											
EL PASO (El Paso) . . . **20 - 49%:** Culberson, El Paso, Hudspeth.	539.4	159.7	3,797,222	2,281,898	483,803	359,210	165,264	438,819	70,155		49.1
FORT WORTH-ARLINGTON (Tarrant) . . . **Over 50%:** Tarrant; **20 - 49%:** Erath, Hood, Johnson, Palo Pinto, Parker, Wise.	1,187.8	435.3	12,488,981	7,362,522	1,306,905	943,342	292,291	1,766,829	304,054		53.8
GALVESTON-TEXAS CITY (Galveston) . . . **20 - 49%:** Galveston.	212.6	76.3	2,287,447	1,183,605	360,117	90.002	28,373	240,917	27,796		35.4
HOUSTON (Harris) . . . **Over 50%:** Harris; **20 - 49%:** Austin, Brazoria, Brazos, Colorado, Fort Bend, Galveston, Grimes, Madison, Matagorda, Montgomery, Polk, San Jacinto, Trinity, Walker, Waller, Washington, Wharton.	3,900.9	1,402.4	44,116,736	23,815,014	5,283,145	3,196,693	991,178	5,273,269	491,568		49.4
KILLEEN-TEMPLE (Bell) . . . **20 - 49%:** Bell, Milam.	197.6	67.9	1,585,187	974,715	203,145	101,732	33,307	253,37[illegible]	16,225		33.8
LONGVIEW-MARSHALL (Gregg) . . . **Over 50%:** Gregg; **20 - 49%:** Upshur.	146.5	53.1	1,385,478	930,992	227,581	99,269	45,532	196,754	21,680		50.0
LUBBOCK (Lubbock) . . . **Over 50%:** Lubbock; **20 - 49%:** Bailey, Borden, Cochran, Cottle, Crosby, Dawson, Dickens, Floyd, Gaines, Garza, Hale, Hockley, King, Lamb, Lynn, Motley, Terry, Yoakum.	422.9	146.1	3,372,774	2,294,137	522,306	206,912	118,531	583,174	45,225		46.9
MCALLEN-EDINBURG-MISSION (Hidalgo) . . . **20 - 49%:** Hidalgo.	332.6	90.2	1,743,422	1,300,871	348,228	221,675	67,494	193,223	25,881		27.5
ODESSA (Ector) . . . **Over 50%:** Ector; **20 - 49%:** Andrews, Crane, Upton, Ward, Winkler.	181.4	64.0	1,910,169	1,183,106	278,374	148,354	50,542	267,894	13,418		50.5
SAN ANGELO (Tom Green) . . . **Over 50%:** Coke, Schleicher, Sterling, Tom Green; **20 - 49%:** Concho, Crockett, Glasscock, Irion, Kimble, McCulloch, Mason, Menard, Reagan, Runnels, Sutton, Terrell, Upton.	162.5	58.4	1,455,011	1,000,219	240,293	87,877	36,412	269,349	12,539		55.2

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WAIT FOR COIN TO DROP
PULL
COIN RETURN
Sunday
Houston Chronicle
Southwest's Largest Newspaper
Bond election predicted for rail plan
Metro spends $20,000 on trip to pitch elevated rail
Well-b...led bunch

The best way to get to Houston is through this door.

Daily Circulation
Chronicle leads by 57,375 versus Houston's other newspaper.

Saturday Circulation
Chronicle leads by 21, 467 versus Houston's other newspaper.

Sunday Circulation
Chronicle leads by 80,141 versus Houston's other newspaper.

Adults 18–54
66% of adults 18–54 who read a daily newspaper choose The Chronicle.

College Graduates
65% of college graduates who read a daily newspaper choose The Chronicle.

$35,000+ Income
68% of daily newspaper readers in households with $35,000+ income choose The Chronicle.

Professional, Managerial, Technical
64% of professional, managerial and technical workers who read a daily newspaper choose The Chronicle.

Total Advertising Linage
Chronicle leads by 35,408,462 versus Houston's other newspaper.

For further directions on how to get to Houston, call The Chronicle. We've researched every aspect of our market. From population trends to buying habits. To apply our knowledge to your needs, call our Research Manager collect, 713/220-7401.

Houston Chronicle

Sources: Calculations computed by The Chronicle from the September 30, 1983 Publishers' Statements for The Houston Chronicle and The Houston Post. Scarborough's 1983 National Newspaper Audience Ratings Study, Houston SMSA, Media Records, Year, 1983 (Includes full and part-run linage).

Represented by Sawyer Ferguson Walker

S&MM's SURVEY OF NEWSPAPER MARKETS

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TX (cont.)										
SAN ANTONIO (Bexar) . . . **Over 50%:** Bexar; **20 - 49%:** Atascosa, Bandera, Comal, Frio, Gonzales, Guadalupe, Karnes, Kendall, Kerr, McMullen, Medina, Uvalde, Wilson.	1,373.5	460.5	11,960,491	6,610,751	1,637,300	882,050	278,844	1,215,589	107,949	61.0
TEXARKANA (Bowie; ARK.: Miller) . . . **Over 50%:** ARK.: Miller; TEX.: Bowie; **20 - 49%:** ARK.: Little River.	133.0	47.9	1,037,150	692,252	198,185	83,911	22,337	127,094	16,336	53.5
TYLER (Smith) . . . **Over 50%:** Smith; **20 - 49%:** Van Zandt, Wood.	211.6	77.4	2,047,152	1,212,287	285,898	145,260	72,259	229,487	23,725	47.6
VICTORIA (Victoria) . . . **Over 50%:** Victoria; **20 - 49%:** Calhoun, De Witt, Goliad, Jackson, Lavaca, Refugio.	167.0	58.3	1,515,317	892,638	210,348	92,159	39,691	198,159	21,782	53.8
WACO (McLennan) . . . **Over 50%:** McLennan; **20 - 49%:** Bosque, Hill, Limestone.	248.2	91.7	2,088,234	1,349,814	352,465	119,309	57,214	299,119	37,468	50.4
WICHITA FALLS (Wichita) . . . **Over 50%:** Wichita; **20 - 49%:** Archer, Baylor, Clay, Foard, Hardeman, Jack, Knox, Montague, Throckmorton, Young.	212.6	78.9	1,909,731	1,100,687	246.632	114,227	49,432	247,219	21,886	59.1
UTAH										
PROVO-OREM (Utah) . . . **20 - 49%:** Juab, Utah.	258.8	69.0	1,508,937	935,837	225,862	157,142	51,303	179,421	27,135	44.7
SALT LAKE CITY-OGDEN (Salt Lake, Weber) . . . **Over 50%:** Box Elder, Davis, Morgan, Salt Lake, Weber; **20 - 49%:** Beaver, Carbon, Juab, Millard, Sevier, Summit, Tooele, Wasatch.	1,163.6	369.5	9,841,522	5,323,084	1,206,520	879,011	318,127	1,001,647	129,194	58.1
VERMONT										
BURLINGTON (Chittenden) . . . **Over 50%:** Chittenden; **20 - 49%:** Addison, Franklin, Grand Isle, Lamoille.	208.7	72.0	1,898,461	1,242,469	279,446	134,928	62,314	144,887	30,919	59.2
VIRGINIA										
CHARLOTTESVILLE (Albemarle) . . . **Over 50%:** Albemarle; **20 - 49%:** Fluvanna, Greene, Madison, Orange.	150.9	53.3	1,395,583	703,779	169,910	74,162	28,172	114,461	24,752	51.1
FREDERICKSBURG (Spotsylvania) . . . **Over 50%:** King George, Spotsylvania, Stafford; **20 - 49%:** Caroline.	133.9	43.0	1,157,979	536,342	131,466	65,696	19,964	94,232	14,534	64.8
HARRISONBURG (Rockingham) . . . **Over 50%:** Rockingham; **20 - 49%:** Page; W.VA.: Pendleton.	107.8	37.0	788,233	436,836	116,054	38,165	21,262	69,044	14,210	65.5

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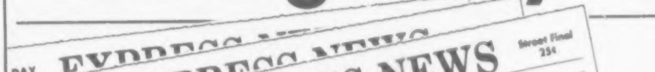

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S&MM's SURVEY OF NEWSPAPER MARKETS

STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1983									% Hslds. Cov. Total Area
	POPULATION 12/31/83		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						
	Total Pop. (Thous.)	Total Households (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furnit./ Furnish./ Appl. ($000)	Automotive ($000)	Drug ($000)	
VA (cont.)										
JOHNSON CITY-KINGSPORT-BRISTOL (TENN.: Washington, Sullivan; VA.: Washington) . . . **Over 50%:** TENN.: Sullivan, Washington; VA.: Scott, Washington; **20 - 49%:** TENN.: Carter, Hawkins, Johnson, Unicoi; VA.: Lee, Russell, Wise.	571.5	204.6	4,477,161	2,569,848	636,703	337,258	97,325	495,913	65,236	52.4
LYNCHBURG (Campbell) . . . **Over 50%:** Amherst, Campbell; **20 - 49%:** Appomattox.	157.1	54.1	1,364,649	809,310	196,539	106,861	35,912	158,783	34,807	64.2
NORFOLK-VIRGINIA BEACH-NEWPORT NEWS (Norfolk, Newport News) . . . **Over 50%:** Isle of Wight, James City, Newport News, Norfolk, Suffolk, Virginia Beach, York; **20 - 49%:** N.C.: Currituck, Dare, Gates; VA.: Gloucester, Mathews, Middlesex, Northampton, Southampton, Surry.	1,334.3	455.6	12,025,098	6,702,244	1,441,967	825,311	360,933	1,348,732	166,260	59.7
RICHMOND-PETERSBURG (Henrico) . . . **Over 50%:** Chesterfield, Hanover, Henrico; **20 - 49%:** Amelia, Brunswick, Charles City, Cumberland, Dinwiddie, Essex, Goochland, Greensville, King and Queen, King William, Lancaster, Louisa, Lunenburg, Mecklenburg, Middlesex, New Kent, Northumberland, Nottoway, Powhatan, Prince Edward, Prince George, Richmond.	989.0	352.8	9,296,166	5,223,244	1,180,008	713,500	230,355	984,434	182,597	64.3
ROANOKE (Roanoke) . . . **Over 50%:** Botetourt, Roanoke; **20 - 49%:** Alleghany, Bedford, Craig, Floyd, Franklin, Giles, Montgomery, Pulaski, Rockbridge, Wythe.	540.7	192.1	4,541,077	2,613,363	628,526	305,204	119,088	471,468	88,929	56.0
WASHINGTON (D.C.: District of Columbia; MD.: Frederick, Montgomery, Prince George's; VA.: Fairfax) . . . **Over 50%:** D.C.: District of Columbia; MD.: Frederick, Montgomery, Prince George's; VA.: Arlington, Fairfax; **20 - 49%:** MD.: Calvert, Charles, Howard, St. Mary's; VA.: Fauquier, Loudoun, Prince William.	3,556.7	1,303.9	47,869,693	21,716,664	4,401,130	2,860,185	974,325	4,191,944	864,933	63.6
WASHINGTON										
BREMERTON (Kitsap) . . . **Over 50%:** Kitsap.	165.7	60.0	1,647,973	672,528	192,376	65,359	22,283	92,209	55,467	58.6
LONGVIEW (Cowlitz) . . . **Over 50%:** Cowlitz, Wahkiakum.	85.7	32.4	807,501	371,698	92,238	54,368	11,761	61,833	16,766	68.0
OLYMPIA (Thurston) . . . **20 - 49%:** Thurston.	138.2	52.8	1,418,664	601,066	169,415	57,795	34,075	86,276	26,440	47.6
RICHLAND-KENNEWICK-PASCO (Benton, Franklin) . . . **Over 50%:** Benton, Franklin.	159.1	57.8	1,851,460	993,868	240.176	121,858	31,812	150,280	64,562	55.7

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	POPULATION 12/31/83		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP							
	Total Pop. (Thous.)	Total House-holds (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furnit./ Furnish./ Appl. ($000)	Automotive ($000)	Drug ($000)		
WA (cont.)											
SEATTLE (King, Snohomish) . . . **Over 50%:** King, Snohomish; **20 - 49%:** Island, Jefferson, San Juan, Skagit.	1,817.7	712.8	22,068,969	11,113,015	2,466,908	1,278,955	481,091	1,478,745	460,372		64.7
SPOKANE (Spokane) . . . **Over 50%:** Lincoln, Spokane; **20 - 49%:** IDA.: Benewah, Bonner, Boundary, Kootenai, Shoshone; WASH.: Adams, Ferry, Pend Oreille, Stevens, Whitman.	592.5	219.7	4,961,629	2,675,685	667,874	293,956	109,393	425,478	107,737		53.7
TACOMA (Pierce) . . . **Over 50%:** Pierce.	513.3	189.9	4,513,439	2,348,179	486,858	327,798	101,892	425,286	83,893		52.3
VANCOUVER (Clark) . . . **Over 50%:** Clark.	207.5	75.8	1,995,893	766,987	192,671	118,870	23,016	98,937	32,006		57.0
WENATCHEE (Chelan) . . . **Over 50%:** Chelan, Douglas; **20 - 49%:** Grant, Okanogan.	152.2	58.2	1,256,435	723,227	221,543	47,037	20,886	93,099	44,392		47.0
YAKIMA (Yakima) . . . **Over 50%:** Yakima.	179.8	65.2	1,429,614	874,446	205,706	99,063	35,287	149,155	31,842		55.5
WEST VIRGINIA											
BECKLEY (Raleigh) . . . **Over 50%:** Raleigh; **20 - 49%:** Fayette, Summers, Wyoming.	202.4	71.1	1,427,847	919,543	264,558	126,372	36,534	189,957	27,600		41.2
BLUEFIELD (Mercer) . . . **Over 50%:** Mercer; **20 - 49%:** VA.: Bland, Tazewell.	135.6	48.3	973,098	812,230	233,988	88,084	30,372	191,682	20,136		46.3
CHARLESTON (Kanawha) . . . **Over 50%:** Kanawha; **20 - 49%:** Boone, Braxton, Clay, Fayette, Jackson, Nicholas, Pocahontas, Putnam, Roane.	467.4	171.8	4,036,929	2,486,460	613,662	364,403	80,968	582,337	82,714		56.1
CLARKSBURG (Harrison) . . . **Over 50%:** Harrison; **20 - 49%:** Doddridge, Lewis.	104.2	38.4	777,222	483,763	129,621	48,150	20,911	125,794	15,552		56.5
HUNTINGTON-ASHLAND (Cabell) . . . **Over 50%:** Cabell; **20 - 49%:** OHIO: Lawrence; W.VA.: Wayne.	217.2	80.4	1,749,601	1,085,347	261,963	155,423	56,886	181,092	43,366		45.2
PARKERSBURG-MARIETTA (Wood) . . . **Over 50%:** Wirt, Wood; **20 - 49%:** OHIO: Washington; W.VA.: Pleasants, Ritchie.	185.2	67.5	1,535,964	1,012,816	244,729	179,772	34,889	196,626	29,551		50.4
WHEELING (Ohio) . . . **Over 50%:** Marshall, Ohio; **20 - 49%:** OHIO: Belmont; W.VA.: Brooke, Wetzel.	235.2	87.7	2,010,180	1,130,003	292,349	160,781	55,798	205,784	38,678		46.9
WISCONSIN											
APPLETON-OSHKOSH-NEENAH (Outagamie, Winnebago) . . . **Over 50%:** Outagamie, Winnebago; **20 - 49%:** Calumet, Green Lake, Waupaca, Waushara.	378.1	136.3	3,662,693	1,551,336	355,165	182,392	66,050	264,044	44,386		56.7
EAU CLAIRE (Eau Claire) . . . **Over 50%:** Eau Claire; **20 - 49%:** Buffalo, Chippewa, Dunn, Pepin.	192.8	67.4	1,634,751	829,240	147,847	126,228	30,662	136,202	28,184		41.6
GREEN BAY (Brown) . . . **Over 50%:** Brown; **20 - 49%:** Door, Kewaunee, Oconto.	256.5	92.8	2,427,694	1,118,698	250,906	170,593	55,910	161,701	27,876		56.8
JANESVILLE-BELOIT (Rock) . . . **20 - 49%:** Rock, Walworth.	212.8	77.5	1,908,154	972,531	233,980	143,461	29,917	122,647	28,111		37.2
KENOSHA (Kenosha) . . . **Over 50%:** Kenosha.	122.3	44.4	1,395,791	445,504	120,958	59,646	15,933	48,055	11,862		65.9
LA CROSSE (La Crosse) . . . **Over 50%:** La Crosse; **20 - 49%:** MINN.: Houston; WIS.: Monroe, Vernon.	174.4	62.1	1,547,635	741,469	144,594	97,283	32,603	98,676	22,786		50.1
MADISON (Dane) . . . **Over 50%:** Dane; **20 - 49%:** Columbia, Grant, Green, Iowa, Juneau, Lafayette, Richland, Sauk.	580.7	219.4	5,942,492	2,896,889	565,741	262,975	156,717	406,318	72,588		44.1

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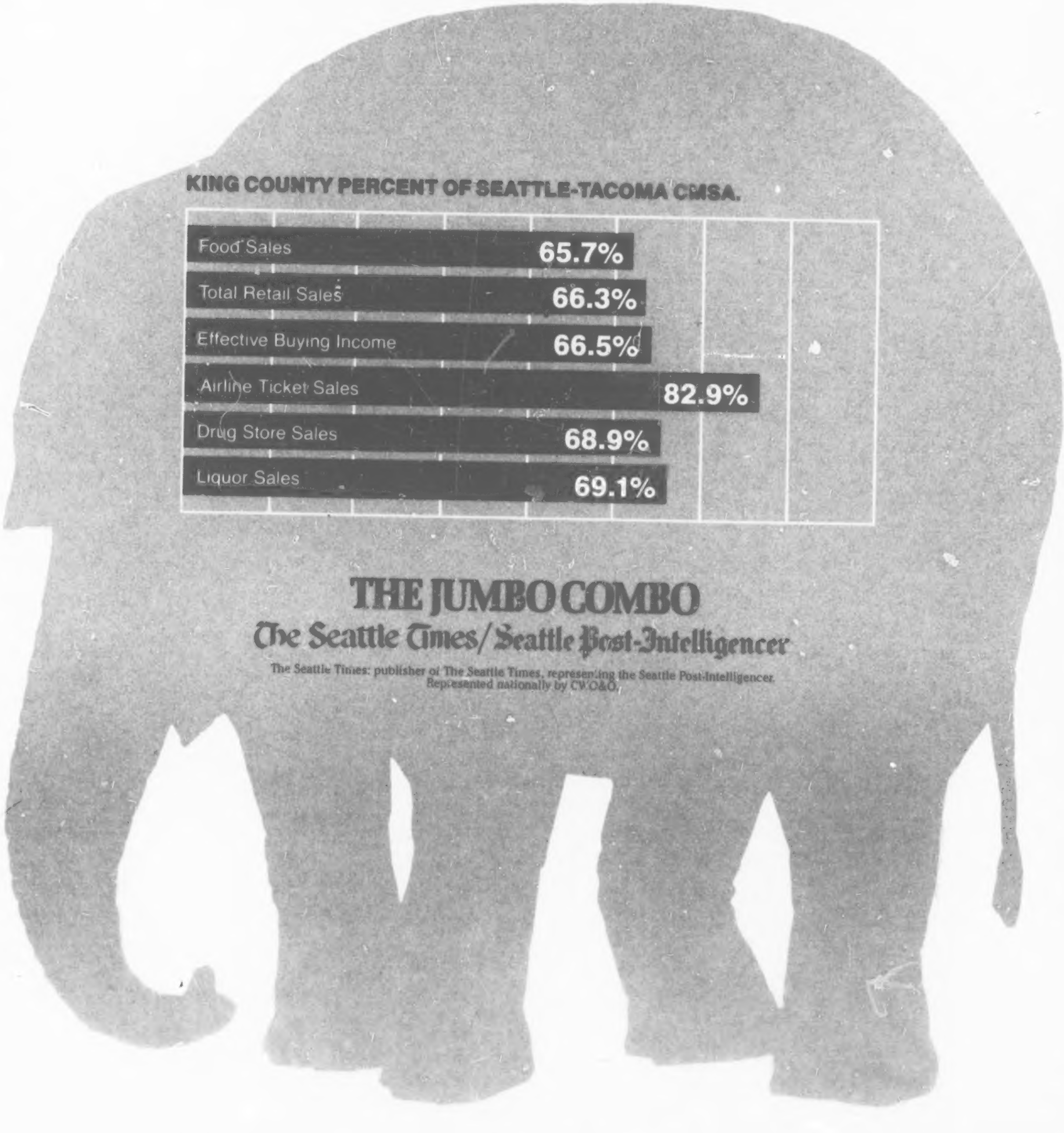

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WI (cont.)										
MILWAUKEE (Milwaukee) . . . **Over 50%:** Milwaukee, Ozaukee, Waukesha; **20 - 49%:** Price, Washington.	1,405.2	522.0	15,406,902	7,092,140	1,672,272	985,486	334,040	1,030,136	264,074	75.5
RACINE (Racine) . . . **Over 50%:** Racine.	171.2	60.9	1,688,705	688,641	173,358	88,723	31,484	96,117	22,063	57.8
SHEBOYGAN (Sheboygan) . . . **Over 50%:** Sheboygan.	101.2	36.4	1,016,504	418,231	112,705	68,857	10,851	60,914	15,601	70.4
WAUSAU (Marathon) . . . **Over 50%:** Marathon; **20 - 49%:** Lincoln.	141.4	50.2	1,257,067	520,479	138,571	64,482	20,984	76,269	11,116	50.8
WYOMING										
CASPER (Natrona) . . . **Over 50%:** Natrona; **20 - 49%:** Converse, Hot Springs, Johnson, Niobrara, Sublette.	114.2	42.4	1,278,054	888,760	185,268	47,805	51,154	199,255	22,392	54.2

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Section E

S&MM's

22nd ANNUAL SURVEY of TV MARKETS

ALPHABETICAL LISTING OF S&MM TV MARKETS
With each county's % share of total households in ADI

(Details may not add up to 100% because of rounding.)

ABILENE-SWEETWATER, TEX.— Brown 12.4, Callahan 4.3, Coke 1.2, Coleman 3.9, Concho 1.0, Eastland 7.4, Fisher 2.0, Haskell 2.7, Jones 6.0, Kimble 1.4, King 0.2, Mitchell 3.0, Nolan 6.0, Runnels 4.1, Shackelford 1.5, Stephens 3.9, Sterling 0.4, Stonewall 0.9, Taylor 37.8. Tot. Hslds.: 112,100.

ALBANY, GA.— Atkinson 1.6, Baker 0.9, Ben Hill 4.7, Berrien 3.9, Calhoun 1.2, Coffee 7.4, Colquitt 9.9, Cook 3.6, Crisp 5.4, Dougherty 27.0, Irwin 2.6, Lanier 1.6, Lee 3.5, Mitchell 5.3, Telfair 3.1, Tift 9.0, Turner 2.4, Wilcox 2.0, Worth 4.8. Tot. Hslds.: 127,000.

ALBANY-SCHENECTADY-TROY, N.Y.— MASS.: Berkshire 11.2; N.Y.: Albany 23.1, Columbia 4.8, Fulton 4.4, Greene 3.5, Hamilton 0.4, Montgomery 4.2, Rensselaer 11.4, Saratoga 12.2, Schenectady 11.9, Schoharie 2.2, Warren 4.3, Washington 3.9; VT.: Bennington 2.7. Tot. Hslds.: 480,100.

ALBUQUERQUE, N.M.— ARIZ.: Apache (northern portion) 3.0; COLO.: Archuleta 0.4, Conejos 0.6, Costilla 0.3, La Plata 2.8, Mineral 0.1, Montezuma 1.6, Rio Grande 0.9; N.M.: Bernalillo 43.4, Cibola 2.5, Colfax 1.3, De Baca 0.3, Grant 2.3, Guadalupe 0.4, Harding 0.1, Lincoln 1.3, Los Alamos 1.7, McKinley 4.4, Mora 0.4, Quay 1.0, Rio Arriba 2.5, Sandoval 3.3, San Juan 7.9, San Miguel 2.0, Santa Fe 7.8, Sierra 1.0, Socorro 1.1, Taos 1.8, Torrance 0.8, Valencia 3.2. Tot. Hslds.: 393,200.

ALEXANDRIA, LA.— Avoyelles 16.6, Grant 7.3, Rapides 55.6, Vernon 20.4. Tot. Hslds.: 88,600.

ALEXANDRIA, MINN.— Beltrami 18.6, Cass 13.8, Douglas 18.6, Grant 4.5, Hubbard 9.7, Pope 7.6, Todd 15.5, Traverse 3.1, Wadena 8.6. Tot. Hslds.: 58,000.

ALPENA, MICH— Alcona 26.1, Alpena 73.9. Tot. Hslds.: 15,300.

AMARILLO, TEX.— KANS.: Morton 0.7; N.M.: Curry 8.7, Union 1.0; OKLA.: Cimarron 0.8, Texas 3.9; TEX.: Armstrong 0.5, Briscoe 0.6, Carson 1.4, Castro 1.9, Childress 1.6, Collingsworth 1.0, Cottle 0.7, Dallam 1.4, Deaf Smith 3.9, Donley 0.9, Gray 6.0, Hall 1.3, Hansford 1.4, Hartley 0.8, Hemphill 1.3, Hutchinson 6.0, Lipscomb 0.8, Moore 3.5, Ochiltree 2.0, Oldham 0.4, Parmer 2.0, Potter 23.1, Randall 18.1, Roberts 0.2, Sherman 0.6, Swisher 1.9, Wheeler 1.7. Tot. Hslds.: 175,900.

ANNISTON, ALA.— Calhoun 100.0. Tot. Hslds.: 42,300.

ARDMORE-ADA, OKLA.— Atoka 6.3, Bryan 16.8, Carter 23.6, Choctaw 8.7, Coal 3.2, Johnston 5.7, Love 4.4, Marshall 6.7, Pontotoc 17.8, Pushmataha 6.7. Tot. Hslds.: 75,700.

ATLANTA, GA.— ALA.: Cleburne 0.4; GA.: Banks 0.3, Barrow 0.7, Bartow 1.3, Butts 0.4, Carroll 1.8, Cherokee 1.8, Clarke 2.5, Clayton 5.1, Cobb 11.3, Coweta 1.3, Dawson 0.2, De Kalb 16.6, Douglas 1.8, Fayette 1.1, Floyd 2.6, Forsyth 1.0, Fulton 20.3, Gilmer 0.4, Gordon 1.0, Greene 0.3, Gwinnett 6.5, Habersham 0.8, Hall 2.5, Haralson 0.6, Heard 0.2, Henry 1.2, Jackson 0.8, Jasper 0.3, Lamar 0.4, Lumpkin 0.3, Meriwether 0.6, Monroe 0.5, Morgan 0.3, Newton 1.1, Oconee 0.4, Oglethorpe 0.3, Paulding 0.9, Pickens 0.4, Pike 0.3, Polk 1.0, Putnam 0.3, Rabun 0.4, Rockdale 1.3, Spalding 1.5, Towns 0.2, Troup 1.6, Union 0.3, Upson 0.8, Walton 1.0, White 0.3; N.C.: Clay 0.2. Tot. Hslds.: 1,119,500.

AUGUSTA, GA.— Burke 3.1, Columbia 7.9, Emanuel 3.4, Glascock 0.4, Hancock 1.4, Jefferson 3.1, Jenkins 1.4, Johnson 1.5, Lincoln 1.0, McDuffie 3.3, Richmond 30.5, Screven 2.5, Taliaferro 0.4, Warren 1.0, Washington 3.1, Wilkes 1.8; S.C.: Aiken 19.5, Allendale 1.7, Bamberg 2.9, Barnwell 3.3, Edgefield 2.9, McCormick 1.2, Saluda 2.8. Tot. Hslds.: 206,300.

AUSTIN, TEX.— Bastrop 3.7, Burnet 3.1, Caldwell 2.9, Fayette 2.9, Hays 5.3, Lee 1.6, Llano 1.8, Mason 0.6, Travis 66.8, Williamson 11.4. Tot. Hslds.: 281,900.

BAKERSFIELD, CALIF.— Kern (western portion) 100.0. Tot. Hslds.: 133,300.

BALTIMORE, MD.— Anne Arundel 15.5, Baltimore 29.1, Baltimore city 32.1, Caroline 1.0, Carroll 4.0, Cecil 2.4, Dorchester 1.3, Harford 5.9, Howard 5.5, Kent 0.7, Queen Anne's 1.1, Talbot 1.2. Tot. Hslds.: 856,800.

BANGOR, MAINE— Hancock 13.6, Knox 10.6, Penobscot 38.5, Piscataquis 5.3, Somerset 13.0, Waldo 8.6, Washington 10.5. Tot. Hslds.: 123,200.

BATON ROUGE, LA.— Ascension 7.2, Assumption 2.8, East Baton Rouge 55.8, East Feliciana 2.2, Iberville 4.1, Livingston 8.7, Pointe Coupee 3.4, St. Helena 1.3, St. Mary 8.3, West Baton Rouge 2.5, West Feliciana 1.0; MISS.: Amite 1.7, Wilkinson 1.2. Tot. Hslds.: 253,500.

BEAUMONT-PORT ARTHUR, TEX.— Hardin 9.2, Jasper 7.2, Jefferson 55.9, Newton 3.0, Orange 18.5, Sabine 2.2, Tyler 4.0. Tot. Hslds.: 168,900.

BEND, ORE.— Deschutes 100.0. Tot. Hslds.: 25,300.

BILLINGS-HARDIN, MONT.— Big Horn 3.7, Carbon 4.1, Custer 6.0, Garfield 0.7, Golden Valley 0.5, Musselshell 2.2, Park 6.2, Petroleum 0.2, Rosebud 4.6, Stillwater 2.5, Sweet Grass 1.5, Treasure 0.5, Wheatland 1.0, Yellowstone 51.5; WYO.: Big Horn 5.0, Park 9.9. Tot. Hslds.: 88,200.

BILOXI-GULFPORT-PASCAGOULA, MISS.— Harrison 94.5, Stone 5.5. Tot. Hslds.: 60,200.

BINGHAMTON, N.Y.— Broome 51.0, Chenango 11.6, Delaware 10.9, Tioga 11.6; PA.: Bradford 14.9. Tot. Hslds.: 154,400.

BIRMINGHAM, ALA.— Bibb 1.1, Blount 2.8, Cherokee 1.4, Chilton 2.4, Clay 0.9, Coosa 0.8, Cullman 4.7, Etowah 7.7, Fayette 1.4, Greene 0.7, Hale 1.0, Jefferson 51.5, Marion 2.3, Perry 0.9, St. Clair 3.1, Shelby 5.1, Talladega 5.2, Walker 5.1, Winston 1.7. Tot. Hslds.: 496,400.

BLUEFIELD-BECKLEY-OAK HILL, W.VA.— VA.: Bland 1.5, Tazewell 12.8; W.VA.: Fayette 14.8, Greenbrier 10.0, McDowell 11.2, Mercer 19.6, Monroe 3.2, Raleigh 22.8, Summers 3.9. Tot. Hslds.: 142,300.

BOISE, IDA.— Ada 46.5, Adams 0.8, Boise 0.9, Camas 0.2, Canyon 19.5, Elmore 4.6, Gem 2.9, Gooding 3.0, Owyhee 1.8, Payette 3.9, Valley 1.4, Washington 2.1; ORE.: Baker 4.0, Grant 2.0, Malheur 6.3. Tot. Hslds.: 153,200.

BOSTON, MASS.— Barnstable 3.5, Essex 12.1, Middlesex 25.0, Nantucket 0.1, Norfolk 11.1, Plymouth 7.4, Suffolk 12.8, Worcester 12.0; N.H.: Belknap 0.9, Cheshire 1.2, Hillsborough 5.3, Merrimack 1.9, Rockingham 3.7, Strafford 1.6, Sullivan 0.7; VT.: Windham 0.8. Tot. Hslds.: 1,952,200.

BOWLING GREEN, KY.— Adair 13.2, Hart 13.0, Metcalfe 8.4, Warren 65.4. Tot. Hslds.: 43,100.

BRISTOL-KINGSPORT-JOHNSON CITY, TENN.— KY.: Letcher 4.1; N.C.: Avery 1.9; TENN.: Carter 7.0, Greene 7.3, Hawkins 5.9, Johnson 1.9, Sullivan 20.3, Unicoi 2.2, Washington 12.1; VA.: Bristol city 2.7, Buchanan 4.6, Dickenson 2.6, Lee 3.5, Norton city 0.7, Russell 4.3, Scott 3.2, Smyth 4.3, Washington 6.0, Wise 5.6. Tot. Hslds.: 271,700.

BUFFALO, N.Y.— Allegany 2.8, Cattaraugus 4.9, Chautauqua 8.7, Erie 58.5, Genesee 3.3, Niagara 13.3, Orleans 2.2, Wyoming 2.2; PA.: McKean 3.0, Potter 1.0. Tot. Hslds.: 622,400.

BURLINGTON-PLATTSBURGH, VT.— N.Y.: Clinton 12.4, Essex 6.3, Franklin 7.2; VT.: Addison 4.7, Caledonia 4.5, Chittenden 19.2, Franklin 5.6, Grand Isle 0.8, Lamoille 3.0, Orange 3.9, Orleans 3.9, Rutland 10.0, Washington 9.1, Windsor 9.3. Tot. Hslds.: 216,300.

CASPER-RIVERTON, WYO.— Converse 9.5, Fremont 24.1, Hot Springs 3.9, Johnson 4.6, Natrona 51.7, Washakie 6.3. Tot. Hslds.: 56,900.

CEDAR RAPIDS-WATERLOO-DUBUQUE, IOWA— Allamakee 1.7, Benton 2.9, Black Hawk 15.9, Bremer 2.9, Buchanan 2.6, Butler 2.1, Chickasaw 1.8, Clayton 2.5, Delaware 2.1, Dubuque 10.0, Fayette 3.0, Grundy 1.7, Iowa 1.9, Johnson 10.3, Jones 2.3, Keokuk 1.6, Linn 20.6, Tama 2.2, Washington 2.4, Winneshiek 2.4; WISC.: Crawford 1.9, Grant 5.5. Tot. Hslds.: 318,200.

CHARLESTON, S.C.— Berkeley 18.4, Charleston 49.9, Colleton 5.7, Dorchester 11.9, Georgetown 7.8, Williamsburg 6.2. Tot. Hslds.: 195,300.

CHARLESTON-HUNTINGTON, W.VA.— KY.: Boyd 3.9, Carter 1.7, Elliott 0.5, Floyd 3.4, Greenup 2.6, Johnson 1.7, Lawrence 1.0, Lewis 1.0, Magoffin 0.9, Martin 0.9, Morgan 0.8, Pike 5.6; OHIO: Athens 3.6, Gallia 2.1, Jackson 2.1, Lawrence 4.4, Meigs 1.7, Scioto 5.9, Vinton 0.8, Washington 4.4; W.VA.: Boone 2.0, Cabell 7.6, Calhoun 0.6, Clay 0.8, Jackson 1.7, Kanawha 16.5, Lincoln 1.5, Logan 3.2, Mason 1.9, Mingo 2.4, Nicholas 1.9, Pleasants 0.5, Putnam 2.7, Roane 1.0, Wayne 3.1, Webster 0.8, Wirt 0.3, Wyoming 2.3. Tot. Hslds.: 530,400.

CHARLOTTE, N.C.— Alexander 1.5, Anson 1.4, Ashe 1.4, Burke 4.3, Cabarrus 5.1, Caldwell 3.9, Catawba 6.3, Cleveland 4.7, Gaston 9.2, Iredell 4.8, Lincoln 2.6, Mecklenburg 25.0, Richmond 2.6, Rowan 5.9, Stanly 2.9, Union 3.9, Watauga 1.9; S.C.: Chester 1.6, Chesterfield 2.2, Lancaster 3.0, York 6.1. Tot. Hslds.: 639,600.

CHATTANOOGA, TENN.— ALA.: Jackson 6.6; GA.: Catoosa 4.7, Chattooga 2.6, Dade 1.4, Fannin 2.0, Murray 2.6, Walker 6.8, Whitfield 8.1; N.C.: Cherokee 2.5; TENN.: Bledsoe 1.1, Bradley 8.5, Grundy 1.6, Hamilton 36.7, McMinn 5.2, Marion 3.0, Meigs 0.9, Polk 1.6, Rhea 3.0, Sequatchie 1.1. Tot. Hslds.: 292,100.

CHEYENNE, WYO.— NEB.: Banner 0.6, Morrill 4.8, Scotts Bluff 28.6; WYO.: Goshen 9.5, Laramie 56.5. Tot. Hslds.: 48,600.

CHICAGO, ILL.— Cook 62.5, De Kalb 0.8, Du Page 8.5, Grundy 0.4, Kane 3.3, Kankakee 1.2, Kendall 0.5, Lake 5.1, La Salle 1.4, Livingston 0.5, McHenry 1.8, Will 3.7; IND.: Jasper 0.3, Lake 5.6, La Porte 1.2, Newton 0.2, Porter 1.4; WISC.: Kenosha 1.5. Tot. Hslds.: 3,038,800.

CHICO-REDDING, CALIF.— Butte 43.4, Glenn 5.7, Modoc 2.4, Shasta 33.9, Tehama 11.1, Trinity 3.6. Tot. Hslds.: 148,200.

CINCINNATI, OHIO— IND.: Dearborn 1.7, Fayette 1.4, Franklin 0.9, Ohio 0.3, Ripley 1.2, Switzerland 0.4, Union 0.3; KY.: Boone 2.4, Bracken 0.4, Campbell 4.0, Carroll 0.5, Gallatin 0.3, Grant 0.7, Kenton 7.0, Mason 0.9, Owen 0.5, Pendleton 0.6, Robertson 0.1; OHIO: Adams 1.3, Brown 1.6, Butler 13.2, Clermont 6.5, Clinton 1.8, Hamilton 45.7, Highland 1.8, Warren 4.6. Tot. Hslds.: 719,900.

CLARKSBURG-WESTON, W.VA.— Barbour 7.0, Braxton 6.1, Doddridge 3.0, Gilmer 3.5, Harrison 33.8, Lewis 8.1, Randolph 12.1, Ritchie 5.0, Taylor 7.1, Tucker 4.0, Upshur 10.2. Tot. Hslds.: 85,400.

CLEVELAND, OHIO— Ashland 1.2, Ashtabula 2.7, Cuyahoga 39.9, Erie 2.1, Geauga 1.8, Holmes 0.6, Huron 1.4, Lake 5.5, Lorain 6.8, Medina 2.8, Portage 3.4, Richland 3.4, Stark 9.8, Summit 13.8, Tuscarawas 2.3, Wayne 2.5. Tot. Hslds.: 1,407,800.

COLORADO SPRINGS-PUEBLO, COLO.— Baca 0.9, Bent 1.0, Cheyenne 0.4, Crowley 0.5, Custer 0.3, El Paso 59.5, Fremont 5.5, Huerfano 1.2, Kiowa 0.3, Las Animas 2.7, Otero 3.9, Pueblo 23.0, Saguache 0.7. Tot. Hslds.: 205,100.

COLUMBIA, S.C.— Calhoun 1.6, Clarendon 3.5, Fairfield 2.5, Kershaw 5.5, Lee 2.3, Lexington 21.6, Newberry 4.5, Orangeburg 11.0, Richland 36.2, Sumter 11.3. Tot. Hslds.: 259,300.

COLUMBIA-JEFFERSON CITY, MO.— Audrain 7.0, Boone 27.3, Callaway 8.2, Chariton 2.9, Cole 15.3, Cooper 3.9, Howard 2.6, Maries 2.1, Miller 5.3, Moniteau 3.1, Morgan 4.1, Osage 2.9, Phelps 8.6, Randolph 6.8. Tot. Hslds.: 139,000.

COLUMBUS, GA.— ALA.: Barbour 4.7, Chambers 7.7, Lee 16.3, Randolph 4.0, Russell 9.2; GA.: Chattahoochee 1.7, Clay 0.7, Dooly 2.0, Harris 3.3, Macon 2.6, Marion 0.9, Muscogee 32.6, Quitman 0.4, Randolph 1.8, Schley 0.6, Stewart 1.0, Sumter 5.3, Talbot 1.1, Taylor 1.4, Terrell 2.2, Webster 0.4. Tot. Hslds.: 181,500.

COLUMBUS-TUPELO, MISS.— ALA.: Lamar 4.0, Pickens 4.7; MISS.: Calhoun 3.7, Chickasaw 4.0, Choctaw 2.0, Clay 4.7, Itawamba 5.0, Lee 14.4, Lowndes 13.2, Monroe 8.3, Montgomery 3.0, Noxubee 2.7, Oktibbeha 7.8, Pontotoc 5.2, Prentiss 5.8, Tishomingo 4.8, Webster 2.4, Winston 4.4. Tot. Hslds.: 150,900.

COLUMBUS, OHIO— Coshocton 2.2, Crawford 2.9, Delaware 3.1, Fairfield 5.5, Fayette 1.6, Franklin 54.3, Hocking 1.5, Knox 2.7, Licking 7.2, Madison 1.8, Marion 3.9, Morgan 0.8, Morrow 1.5, Perry 1.8, Pickaway 2.4, Pike 1.4, Ross 3.7, Union 1.7. Tot. Hslds.: 631,100.

CORPUS CHRISTI, TEX.— Aransas 3.8, Bee 5.4, Brooks 1.6, Duval 2.5, Jim Hogg 1.1, Jim Wells 7.4, Kenedy 0.1, Kleberg 6.6, Nueces 57.5, Refugio 1.9, San Patricio 12.0. Tot. Hslds.: 164,600.

DALLAS-FT. WORTH, TEX.— Anderson 1.0, Bosque 0.4, Collin 4.0, Comanche 0.3, Cooke 0.8, Dallas 43.9, Delta 0.1, Denton 4.3, Ellis 1.5, Erath 0.7, Fannin 0.7, Freestone 0.4, Grayson 2.5, Hamilton 0.3, Henderson 1.3, Hill 0.7, Hood 0.6, Hopkins 0.7, Hunt 1.5, Johnson 1.9, Kaufman 1.0, Lamar 1.2, Limestone 0.5, Navarro 1.0, Palo Pinto 0.6, Parker 1.2, Rains 0.2, Rockwall 0.4, Somervell 0.1, Tarrant 23.8, Van Zandt 0.9, Wise 0.7, Wood 0.7. Tot. Hslds.: 1,474,700.

DAVENPORT-ROCK ISLAND-MOLINE, IOWA— ILL.: Bureau 4.4, Carroll 2.1, Henderson 1.0, Henry 6.3, Jo Daviess 2.7, Knox 7.0, Lee 3.9, Mercer 2.2, Rock Island 18.8, Warren 2.4, Whiteside 7.2; IOWA: Cedar 2.1, Clinton 6.2, Des Moines 5.3, Henry 2.1, Jackson 2.4, Louisa 1.3, Muscatine 4.5, Scott 18.1. Tot. Hslds.: 339,000.

DAYTON, OHIO— IND.: Randolph 2.2, Wayne 5.6; OHIO: Auglaize 3.2, Champaign 2.6, Clark 11.3, Darke 4.2, Greene 9.5, Logan 3.1, Miami 6.9, Montgomery 45.4, Preble 2.9, Shelby 3.2. Tot. Hslds.: 482,500.

DENVER, COLO.— Adams 10.0, Alamosa 0.4, Arapahoe 14.2, Boulder 8.3, Chaffee 0.5, Clear Creek 0.3, Denver 22.8, Douglas 1.0, Eagle 0.7, Elbert 0.3, Garfield 1.0, Gilpin 0.1, Grand 0.4, Gunnison 0.4, Hinsdale 0.0, Jackson 0.1, Jefferson 16.1, Kit Carson 0.3, Lake 0.3, Larimer 6.6, Lincoln 0.2, Logan 0.8, Moffat 0.6, Morgan 0.9, Park 0.3, Phillips 0.2, Pitkin 0.5, Prowers 0.5, Rio Blanco 0.3, Routt 0.6, Sedgwick 0.1, Summit 0.5, Teller 0.4, Washington 0.2, Weld 5.0, Yuma 0.4; NEB.: Box Butte 0.6, Cheyenne 0.4, Dawes 0.4, Deuel 0.1, Keith 0.4, Kimball 0.2; WYO.: Albany 1.2, Carbon 0.8, Niobrara 0.1, Platte 0.5. Tot. Hslds.: 965,900.

ALPHABETICAL LISTING OF S&MM TV MARKETS

With each county's % share of total households in ADI

(Details may not add up to 100% because of rounding.)

DES MOINES, IOWA— Adair 1.0, Appanoose 1.7, Boone 2.7, Calhoun 1.4, Carroll 2.2, Clarke 0.9, Dallas 3.2, Decatur 0.9, Greene 1.3, Guthrie 1.3, Hamilton 1.9, Hardin 2.2, Humboldt 1.4, Jasper 3.8, Lucas 1.2, Madison 1.3, Mahaska 2.4, Marion 3.0, Marshall 4.4, Monroe 0.9, Pocahontas 1.1, Polk 33.4, Poweshiek 1.9, Ringgold 0.6, Story 6.9, Union 1.5, Wapello 4.2, Warren 3.5, Wayne 0.9, Webster 4.6, Wright 1.7, MO.: Mercer 0.5. Tot. Hslds.: 369,600.

DETROIT, MICH.— Lapeer 1.4, Livingston 2.1, Macomb 14.4, Monroe 2.7, Oakland 22.2, St. Clair 2.9, Sanilac 0.9, Washtenaw 5.8, Wayne 47.8. Tot. Hslds.: 1,661,600.

DOTHAN, ALA.— Coffee 14.1, Dale 15.2, Geneva 8.8, Henry 5.5, Houston 29.0; FLA.: Holmes 5.8, Jackson 13.9, GA.: Early 4.5, Seminole 3.2. Tot. Hslds.: 100,000.

DULUTH-SUPERIOR, MINN.— MICH.: Gogebic 4.1, MINN.: Aitkin 3.0, Carlton 5.9, Cook 1.0, Itasca 9.2, Koochiching 3.5, Lake 2.5, St. Louis 47.0; WISC.: Ashland 3.6, Bayfield 3.1, Douglas 9.5, Iron 1.5, Sawyer 2.9, Washburn 3.1. Tot. Hslds.: 174,500.

EL CENTRO-YUMA, CALIF.— ARIZ.: Yuma 48.6, CALIF.: Imperial 51.4. Tot. Hslds.: 60,500.

EL PASO, TEX.— N.M.: Dona Ana 16.3, Hidalgo 1.0, Luna 2.8, Otero 7.1; TEX.: Culberson 0.5, El Paso 72.1, Hudspeth 0.4. Tot. Hslds.: 219,100.

ELMIRA, N.Y.— Chemung 40.8, Steuben 42.5, PA.: Tioga 16.7. Tot. Hslds.: 85,800.

ERIE, PA.— Crawford 21.6, Erie 67.0, Warren 11.4. Tot. Hslds.: 151,700.

EUGENE, ORE.— Coos 14.4, Douglas 21.2, Lane 64.5. Tot. Hslds.: 164,900.

EUREKA, CALIF.— Del Norte 12.9, Humboldt 74.8; ORE.: Curry 12.3. Tot. Hslds.: 58,700.

EVANSVILLE, IND.— ILL.: Edwards 1.3, Gallatin 1.1, Wabash 2.0, Wayne 2.9, White 2.8, IND.: Dubois 4.6, Gibson 4.8, Perry 2.5, Pike 2.0, Posey 3.6, Spencer 2.5, Vanderburgh 24.5, Warrick 5.9, KY.: Daviess 12.2, Hancock 1.1, Henderson 6.1, Hopkins 6.8, McLean 1.4, Muhlenberg 4.4, Ohio 3.1, Union 2.2, Webster 2.2. Tot. Hslds.: 263,700.

FARGO, N.D.— MINN.: Becker 5.1, Clay 8.0, Clearwater 1.4, Kittson 1.1, Lake of the Woods 0.7, Mahnomen 0.8, Marshall 2.1, Norman 1.6, Otter Tail 9.1, Pennington 2.7, Polk 5.9, Red Lake 0.8, Roseau 2.1, Wilkin 1.3, N.D.: Barnes 2.5, Benson 1.2, Cass 17.0, Cavalier 1.2, Dickey 1.2, Eddy 0.7, Foster 0.8, Grand Forks 11.1, Griggs 0.7, La Moure 1.1, Nelson 0.9, Pembina 1.8, Ramsey 2.3, Ransom 1.1, Richland 3.2, Sargent 0.9, Steele 0.5, Stutsman 4.3, Towner 0.7, Traill 1.6, Walsh 2.6. Tot. Hslds.: 212,200.

FLAGSTAFF, ARIZ.— Coconino 100.0. Tot. Hslds.: 26,200.

FLINT-SAGINAW-BAY CITY, MICH.— Arenac 1.3, Bay 9.6, Clare 2.2, Genesee 36.7, Gladwin 1.8, Gratiot 3.1, Huron 3.1, Iosco 2.5, Isabella 4.0, Midland 6.0, Ogemaw 1.5, Saginaw 18.0, Shiawassee 5.5, Tuscola 4.4. Tot. Hslds.: 423,700.

FLORENCE, S.C.— Darlington 16.1, Dillon 7.3, Florence 29.1, Horry 31.2, Marion 8.6, Marlboro 7.7. Tot. Hslds.: 135,300.

FT. MYERS-NAPLES, FLA.— Charlotte 16.9, Collier 23.5, Glades 1.4, Hendry 3.8, Lee 54.5. Tot. Hslds.: 183,700.

FT. SMITH, ARK.— Crawford 9.9, Franklin 4.1, Logan 5.1, Madison 3.1, Scott 2.7, Sebastian 27.1, Washington 27.6, OKLA.: Le Flore 11.8, Sequoyah 8.6. Tot. Hslds.: 137,900.

FT. WAYNE, IND.— Adams 4.3, Allen 45.5, De Kalb 5.0, Huntington 5.4, Jay 3.5, Noble 5.4, Steuben 4.1, Wabash 5.3, Wells 3.9, Whitley 4.0, OHIO: Mercer 5.6, Paulding 3.2, Van Wert 4.9. Tot. Hslds.: 232,000.

FRESNO, CALIF.— Fresno 50.9, Kings 6.6, Madera 6.3, Merced 12.9, Tulare 23.3. Tot. Hslds.: 387,400.

GAINESVILLE, FLA.— Alachua 81.8, Dixie 4.0, Gilchrist 3.2, Levy 11.1. Tot. Hslds.: 75,100.

GLENDIVE, MONT.— Dawson 86.5, Prairie 13.5. Tot. Hslds.: 5,200.

GRAND JUNCTION, COLO.— Delta 16.2, Mesa 62.1, Montrose 17.4, Ouray 1.3, San Juan 0.5, San Miguel 2.5. Tot. Hslds.: 55,600.

GRAND RAPIDS-KALAMAZOO-BATTLE CREEK, MICH.— Allegan 5.0, Barry 2.9, Branch 2.5, Calhoun 8.8, Ionia 2.9, Kalamazoo 13.6, Kent 28.6, Mecosta 2.0, Montcalm 3.0, Muskegon 9.6, Newaygo 2.3, Oceana 1.4, Ottawa 9.4, St. Joseph 3.6, Van Buren 4.3. Tot. Hslds.: 564,600.

GREAT FALLS, MONT.— Blaine 3.8, Cascade 46.4, Chouteau 3.3, Fergus 7.5, Glacier 5.3, Hill 10.1, Judith Basin 1.5, Liberty 1.4, Meagher 1.2, Phillips 3.0, Pondera 3.8, Teton 3.8, Toole 3.5, Valley 5.6. Tot. Hslds.: 66,400.

GREEN BAY, WISC.— MICH.: Delta 3.8, Dickinson 2.7, Menominee 2.6, Schoolcraft 0.8; WISC.: Brown 18.4, Calumet 3.0, Door 2.9, Fond du Lac 8.7, Green Lake 2.0, Kewaunee 1.9, Manitowoc 8.3, Marinette 4.2, Menominee 0.2, Oconto 3.1, Outagamie 13.0, Shawano 3.7, Waupaca 4.5, Waushara 2.1, Winnebago 14.0. Tot. Hslds.: 353,800.

GREENSBORO-WINSTON SALEM-HIGH POINT, N.C.— Alamance 7.8, Alleghany 0.8, Caswell 1.4, Davidson 9.0, Davie 2.0, Forsyth 20.4, Guilford 25.6, Montgomery 1.7, Randolph 7.5, Rockingham 6.6, Stokes 2.7, Surry 4.7, Wilkes 4.7, Yadkin 2.3, VA.: Grayson 1.3, Patrick 1.4. Tot. Hslds.: 473,800.

GREENVILLE-NEW BERN-WASHINGTON, N.C.— Beaufort 6.9, Bertie 3.3, Carteret 8.1, Craven 11.7, Duplin 6.7, Edgecombe 8.8, Greene 2.5, Hyde 1.0, Jones 1.5, Lenoir 10.0, Martin 4.0, Onslow 15.3, Pamlico 1.7, Pitt 15.5, Tyrrell 0.6, Washington 2.3. Tot. Hslds.: 216,300.

GREENVILLE-SPARTANBURG-ASHEVILLE, S.C.— GA.: Elbert 1.2, Franklin 1.0, Hart 1.1, Madison 1.1, Stephens 1.3, N.C.: Buncombe 10.9, Graham 0.4, Haywood 3.0, Henderson 4.3, Jackson 1.5, McDowell 2.2, Macon 1.5, Madison 1.0, Mitchell 0.9, Polk 0.9, Rutherford 3.5, Swain 0.7, Transylvania 1.5, Yancey 0.9, S.C.: Abbeville 1.4, Anderson 8.8, Cherokee 2.4, Greenville 18.8, Greenwood 3.7, Laurens 3.0, Oconee 3.2, Pickens 4.9, Spartanburg 13.0, Union 1.8. Tot. Hslds.: 591,300.

GREENWOOD-GREENVILLE, MISS.— Bolivar 17.1, Carroll 4.1, Grenada 9.2, Humphreys 5.5, Leflore 16.4, Sunflower 12.2, Tallahatchie 6.5, Washington 29.0. Tot. Hslds.: 79,700.

HAGERSTOWN, MD.— Washington 100.0. Tot. Hslds.: 41,000.

HARRISBURG-YORK-LANCASTER-LEBANON, PA.— Adams 5.0, Cumberland 13.7, Dauphin 18.5, Juniata 1.4, Lancaster 26.5, Lebanon 8.0, Perry 2.7, York 24.0. Tot. Hslds.: 500,700.

HARRISONBURG, VA.— Harrisonburg city 22.6, Rockingham 49.3, W.VA.: Grant 10.0, Hardy 10.0, Pendleton 8.1. Tot. Hslds.: 37,100.

HARTFORD-NEW HAVEN, CONN.— Hartford 36.6, Litchfield 7.3, Middlesex 6.1, New Haven 34.5, New London 10.7, Tolland 4.7. Tot. Hslds.: 806,800.

HOUSTON, TEX.— Austin 0.5, Brazoria 4.6, Calhoun 0.5, Chambers 0.5, Colorado 0.5, Fort Bend 3.9, Galveston 5.5, Grimes 0.4, Harris 72.0, Jackson 0.4, Liberty 1.4, Matagorda 1.1, Montgomery 4.0, Polk 0.8, San Jacinto 0.4, Trinity 0.3, Walker 1.0, Waller 0.5, Washington 0.6, Wharton 1.1. Tot. Hslds.: 1,388,100.

HUNTSVILLE-DECATUR-FLORENCE, ALA.— Colbert 8.2, De Kalb 8.4, Franklin 4.3, Lauderdale 12.1, Lawrence 4.1, Limestone 6.4, Madison 29.0, Marshall 10.2, Morgan 13.4, TENN.: Lincoln 3.9. Tot. Hslds.: 251,100.

IDAHO FALLS-POCATELLO, IDA.— Bannock 22.2, Bingham 10.6, Blaine 4.3, Bonneville 20.8, Butte 1.0, Cassia 5.7, Clark 0.3, Custer 1.5, Fremont 3.4, Jefferson 4.5, Lemhi 2.8, Madison 5.0, Minidoka 6.1, Power 2.3, Teton 0.8; WYO.: Lincoln 4.3, Teton 4.3. Tot. Hslds.: 108,200.

INDIANAPOLIS, IND.— Bartholomew 3.0, Blackford 0.7, Boone 1.7, Brown 0.6, Carroll 0.9, Cass 1.8, Clinton 1.4, Decatur 1.0, Delaware 5.5, Fountain 0.8, Grant 3.4, Hamilton 3.9, Hancock 1.9, Hendricks 3.1, Henry 2.3, Howard 4.0, Jennings 1.0, Johnson 3.5, Madison 6.3, Marion 36.0, Miami 1.7, Monroe 4.5, Montgomery 1.6, Morgan 2.3, Owen 0.8, Putnam 1.2, Rush 0.8, Shelby 1.8, Tipton 0.8, Warren 0.4, White 1.2. Tot. Hslds.: 791,800.

JACKSON, MISS.— Adams 4.8, Attala 2.5, Claiborne 1.4, Copiah 3.2, Franklin 1.1, Hinds 33.7, Holmes 2.6, Issaquena 0.3, Jefferson 1.0, Jefferson Davis 1.6, Lawrence 1.6, Leake 2.4, Lincoln 3.9, Madison 5.3, Pike 4.7, Rankin 9.5, Scott 3.2, Sharkey 0.8, Simpson 2.9, Smith 1.9, Walthall 1.7, Warren 6.7, Yazoo 3.3. Tot. Hslds.: 274,200.

JACKSON, TENN.— Carroll 18.8, Hardin 15.3, Henderson 15.1, Madison 50.8. Tot. Hslds.: 54,300.

JACKSONVILLE, FLA.— Baker 1.3, Bradford 1.8, Clay 6.5, Columbia 3.5, Duval 56.9, Hamilton 0.8, Nassau 3.3, Putnam 5.3, St. Johns 5.7, Suwannee 2.2, Union 0.6, GA.: Brantley 0.9, Camden 1.3, Charlton 0.6, Clinch 0.6, Glynn 5.4, Ware 3.3. Tot. Hslds.: 387,400.

JOHNSTOWN-ALTOONA, PA.— Bedford 5.6, Blair 16.6, Cambria 21.3, Cameron 0.9, Centre 12.6, Clearfield 9.9, Elk 4.4, Forest 0.6, Fulton 1.6, Huntingdon 4.9, Jefferson 6.1, Mifflin 5.7, Somerset 9.9. Tot. Hslds.: 305,100.

JONESBORO, ARK.— Clay 11.8, Craighead 34.3, Greene 17.5, Lawrence 10.4, Randolph 9.4, Sharp 9.3, MO.: Ripley 7.3. Tot. Hslds.: 67,000.

JOPLIN-PITTSBURG, MO.— ARK.: Benton 18.3, KANS.: Allen 3.7, Bourbon 3.9, Cherokee 5.1, Crawford 9.0, Labette 5.8, Neosho 4.1, Wilson 2.8, Woodson 1.0, MO.: Barton 2.6, Jasper 19.5, McDonald 3.3, Newton 9.0, Vernon 4.3, OKLA.: Ottawa 7.5. Tot. Hslds.: 174,800.

KANSAS CITY, MO.— KANS.: Anderson 0.5, Atchison 0.9, Doniphan 0.5, Douglas 3.6, Franklin 1.3, Jefferson 0.8, Johnson 15.6, Leavenworth 2.6, Linn 0.5, Miami 1.2, Wyandotte 9.1, MO.: Andrew 0.7, Bates 0.9, Caldwell 0.5, Carroll 0.7, Cass 2.7, Clay 7.5, Clinton 0.9, Daviess 0.5, De Kalb 0.4, Grundy 0.7, Henry 1.1, Jackson 34.6, Johnson 1.8, Lafayette 1.6, Linn 0.9, Livingston 0.9, Pettis 2.0, Platte 2.6, Ray 1.1, Saline 1.4. Tot. Hslds.: 699,500.

KNOXVILLE, TENN.— KY.: Bell 2.9, Harlan 3.6, Knox 2.6, Leslie 1.2, McCreary 1.3, Russell 1.4, Wayne 1.5, Whitley 3.1, TENN.: Anderson 6.2, Blount 7.2, Campbell 3.1, Claiborne 2.2, Cocke 2.6, Cumberland 2.7, Fentress 1.3, Grainger 1.5, Hamblen 4.7, Hancock 0.6, Jefferson 2.7, Knox 30.0, Loudon 2.6, Monroe 2.5, Morgan 1.4, Roane 4.4, Scott 1.6, Sevier 4.0, Union 1.1. Tot. Hslds.: 413,600.

LA CROSSE-EAU CLAIRE, WISC.— MINN.: Houston 3.9, Winona 9.8, WISC.: Buffalo 3.3, Chippewa 11.3, Eau Claire 18.4, Jackson 3.9, Juneau 5.2, La Crosse 21.0, Monroe 7.9, Rusk 3.5, Trempealeau 6.0, Vernon 6.0. Tot. Hslds.: 160,500.

LAFAYETTE, IND.— Benton 7.9, Tippecanoe 92.1. Tot. Hslds.: 45,800.

LAFAYETTE, LA.— Acadia 10.1, Allen 3.9, Evangeline 6.1, Iberia 11.2, Jefferson Davis 5.7, Lafayette 31.3, St. Landry 15.1, St. Martin 7.2, Vermilion 9.3. Tot. Hslds.: 193,600.

LAKE CHARLES, LA.— Beauregard 14.4, Calcasieu 81.2, Cameron 4.5. Tot. Hslds.: 76,400.

LANSING, MICH.— Clinton 8.6, Eaton 15.3, Hillsdale 6.7, Ingham 45.0, Jackson 24.3. Tot. Hslds.: 211,200.

LAREDO, TEX.— Webb 92.6, Zapata 7.4. Tot. Hslds.: 32,300.

LAS VEGAS, NEV.— Clark 98.1, Lincoln 0.7, Nye (southern portion) 1.2. Tot. Hslds.: 211,800.

LAUREL-HATTIESBURG, MISS.— Covington 6.9, Forrest 30.7, Jones 28.0, Lamar 11.0, Marion 11.1, Perry 4.3, Wayne 8.0. Tot. Hslds.: 79,800.

LEXINGTON, KY.— Anderson 1.5, Bath 1.2, Bourbon 2.2, Boyle 3.0, Breathitt 1.7, Casey 1.8, Clark 3.4, Clay 2.4, Estill 1.6, Fayette 25.8, Fleming 1.4, Franklin 5.3, Garrard 1.3, Harrison 1.7, Jackson 1.3, Jessamine 3.1, Knott 1.9, Laurel 4.6, Lee 0.9, Lincoln 2.2, Madison 5.7, Menifee 0.5, Mercer 2.3, Montgomery 2.4, Nicholas 0.8, Owsley 0.6, Perry 3.7, Powell 1.2, Pulaski 5.7, Rockcastle 1.6, Rowan 2.0, Scott 2.5, Wolfe 0.8, Woodford 2.0. Tot. Hslds.: 317,300.

LIMA, OHIO— Allen 100.0. Tot. Hslds.: 40,900.

LINCOLN-HASTINGS-KEARNEY, NEB.— KANS.: Cloud 1.9, Jewell 0.8, Phillips 1.1, Republic 1.2, Smith 0.9, Washington 1.3, NEB.: Adams 4.7, Antelope 1.3, Boone 1.0, Brown 0.7, Buffalo 5.0, Chase 0.7, Clay 1.2, Custer 2.0, Dawson 3.4, Fillmore 1.2, Franklin 0.7, Frontier 0.5, Furnas 1.0, Gage 3.5, Garfield 0.4, Gosper 0.3, Greeley 0.5, Hall 7.2, Hamilton 1.3, Harlan 0.7, Hayes 0.2, Holt 2.0, Howard 0.9, Jefferson 1.4, Kearney 1.0, Lancaster 30.1, Loup 0.1, Merrick 1.3, Nance 0.7, Nuckolls 1.0, Perkins 0.5, Phelps 1.4, Platte 4.1, Polk 0.9, Red Willow 1.9, Rock 0.4, Saline 2.0, Sherman 0.6, Thayer 1.1, Valley 0.9, Webster 0.7, Wheeler 0.2, York 2.2. Tot. Hslds.: 255,900.

LITTLE ROCK, ARK.— Arkansas 2.0, Bradley 1.1, Calhoun 0.5, Clark 1.8, Cleburne 1.7, Cleveland 0.7, Conway 1.6, Dallas 0.9, Desha 1.5, Drew 1.4, Faulkner 3.9, Garland 6.9, Grant 1.1, Hot Spring 2.3, Independence 2.7, Jackson 1.8, Jefferson 7.0, Johnson 1.5, Lincoln 0.9, Lonoke 2.8, Monroe 1.1, Montgomery 0.7, Nevada 0.9, Ouachita 2.5, Perry 0.6, Pike 0.9, Polk 1.5, Pope 3.4, Prairie 0.9, Pulaski 29.7, Saline 4.4, Searcy 0.8, Stone 0.8, Van Buren 1.3, White 4.2, Woodruff 0.9, Yell 1.5. Tot. Hslds.: 435,200.

LOS ANGELES, CALIF.— Inyo 0.2, Kern (eastern portion) 0.5, Los Angeles 64.1, Orange 17.7, Riverside (western portion) 4.9, San Bernardino 8.0, Ventura 4.5. Tot. Hslds.: 4,406,600.

LOUISVILLE, KY.— IND.: Clark 6.3, Crawford 0.7, Floyd 4.3, Harrison 1.9, Jackson 2.6, Jefferson 2.1, Lawrence 3.1, Orange 1.3, Scott 1.4, Washington 1.5, KY.: Breckinridge 1.2, Bullitt 2.9, Grayson 1.5, Green 0.8, Hardin 5.3, Henry 0.9, Jefferson 50.1, Larue 0.9, Marion 1.1, Meade 1.5, Nelson 1.8, Oldham 1.8, Shelby 1.7, Spencer 0.4, Taylor 1.6, Trimble 0.4, Washington 0.7. Tot. Hslds.: 515,300.

ALPHABETICAL LISTING OF S&MM TV MARKETS

With each county's % share of total households in ADI

(Details may not add up to 100% because of rounding.)

LUBBOCK, TEX.— N.M.: Roosevelt 3.6, TEX.: Bailey 1.8, Borden 0.2, Cochran 0.9, Crosby 1.8, Dawson 3.5, Dickens 0.9, Floyd 2.1, Gaines 2.9, Garza 1.2, Hale 8.3, Hockley 5.3, Kent 0.3, Lamb 4.2, Lubbock 51.1, Lynn 1.8, Motley 0.5, Scurry 4.5, Terry 3.2, Yoakum 2.0. Tot. Hslds.: 157,800.

MACON, GA.— Baldwin 7.5, Bibb 37.9, Bleckley 2.5, Crawford 1.7, Dodge 4.2, Houston 19.6, Jones 4.3, Laurens 9.2, Peach 4.8, Pulaski 2.2, Treutlen 1.5, Twiggs 2.2, Wilkinson 2.4. Tot. Hslds.: 142,600.

MADISON, WISC.— Columbia 8.2, Dane 65.1, Green 5.8, Iowa 3.6, Lafayette 3.1, Marquette 2.5, Richland 3.2, Sauk 8.4. Tot. Hslds.: 198,700.

MANKATO, MINN.— IOWA: Emmet 21.6, MINN.: Blue Earth 78.4. Tot. Hslds.: 23,100.

MARQUETTE, MICH.— Alger 5.9, Baraga 5.5, Houghton 23.4, Iron 9.7, Keweenaw 1.3, Marquette 45.4, Ontonagon 6.0, WISC.: Florence 2.7. Tot. Hslds.: 54,800.

MCALLEN-BROWNSVILLE, TEX.— Cameron 39.4, Hidalgo 52.6, Starr 5.0, Willacy 2.9. Tot. Hslds.: 171,400.

MEDFORD, ORE.— CALIF.: Siskiyou 14.1, ORE.: Jackson 44.4, Josephine 20.2, Klamath 18.8, Lake 2.5. Tot. Hslds.: 117,800.

MEMPHIS, TENN.— ARK.: Crittenden 2.9, Cross 1.2, Lee 0.8, Mississippi 3.4, Phillips 2.0, Poinsett 1.6, St. Francis 1.7, MISS.: Alcorn 2.3, Benton 0.4, Coahoma 2.1, De Soto 3.4, Lafayette 2.0, Marshall 1.7, Panola 1.7, Quitman 0.7, Tate 1.1, Tippah 1.2, Tunica 0.5, Union 1.5, Yalobusha 0.9, MO.: Pemiscot 1.5, TENN.: Chester 0.8, Crockett 0.9, Dyer 2.3, Fayette 1.4, Gibson 3.3, Hardeman 1.4, Haywood 1.2, Lauderdale 1.5, McNairy 1.6, Shelby 49.1, Tipton 2.0. Tot. Hslds.: 557,500.

MERIDIAN, MISS.— ALA.: Choctaw 7.0, Marengo 10.5, Sumter 6.7, MISS.: Clarke 7.7, Jasper 7.5, Kemper 4.2, Lauderdale 36.3, Neshoba 11.0, Newton 9.0. Tot. Hslds.: 78,800.

MIAMI, FLA.— Broward 40.7, Dade 56.7, Monroe 2.5. Tot. Hslds.: 1,138,200.

MILWAUKEE, WISC.— Dodge 3.7, Jefferson 3.4, Milwaukee 53.2, Ozaukee 3.4, Racine 8.8, Sheboygan 5.3, Walworth 3.9, Washington 4.3, Waukesha 14.0. Tot. Hslds.: 689,200.

MINNEAPOLIS-ST. PAUL, MINN.— Anoka 5.8, Benton 0.8, Big Stone 0.2, Brown 0.9, Carver 1.1, Chippewa 0.5, Chisago 0.8, Cottonwood 0.5, Crow Wing 1.4, Dakota 6.3, Goodhue 1.2, Hennepin 32.4, Isanti 0.7, Kanabec 0.4, Kandiyohi 1.2, Lac qui Parle 0.3, Le Sueur 0.7, Lyon 0.8, McLeod 0.9, Martin 0.8, Meeker 0.7, Mille Lacs 0.6, Morrison 0.9, Nicollet 0.8, Pine 0.6, Ramsey 15.2, Redwood 0.6, Renville 0.6, Rice 1.3, Scott 1.3, Sherburne 0.9, Sibley 0.5, Stearns 3.0, Steele 0.9, Stevens 0.3, Swift 0.4, Wabasha 0.6, Waseca 0.6, Washington 3.4, Watonwan 0.4, Wright 1.8, Yellow Medicine 0.4, WISC.: Barron 1.3, Burnett 0.4, Dunn 1.0, Pepin 0.2, Pierce 0.9, Polk 1.1, St. Croix 1.3. Tot. Hslds.: 1,152,900.

MINOT-BISMARCK-DICKINSON, N.D.— MONT.: Daniels 0.7, McCone 0.6, Richland 3.3, Roosevelt 2.4, Sheridan 1.4, Wibaux 0.4; N.D.: Adams 0.9, Billings 0.3, Bottineau 2.4, Bowman 1.1, Burke 1.1, Burleigh 15.7, Divide 0.9, Dunn 1.1, Emmons 1.4, Golden Valley 0.6, Grant 1.1, Hettinger 1.1, Kidder 1.0, Logan 0.9, McHenry 2.0, McIntosh 1.4, McKenzie 1.9, McLean 3.3, Mercer 3.6, Morton 6.8, Mountrail 2.0, Oliver 0.6, Pierce 1.4, Renville 0.9, Rolette 2.6, Sheridan 0.7, Sioux 0.6, Slope 0.3, Stark 6.5, Ward 15.0, Wells 1.9, Williams 6.6; S.D.: Campbell 0.6, Corson 1.1, Walworth 1.9. Tot. Hslds.: 140,400.

MISSOULA-BUTTE, MONT.— Beaverhead 2.2, Broadwater 1.1, Deer Lodge 3.1, Flathead 15.5, Gallatin 12.2, Granite 0.7, Jefferson 2.0, Lake 5.4, Lewis and Clark 13.1, Madison 1.6, Mineral 1.0, Missoula 22.8, Powell 1.8, Ravalli 7.0, Silver Bow 10.4. Tot. Hslds.: 135,900.

MOBILE-PENSACOLA, ALA.— Baldwin 7.5, Clarke 2.3, Conecuh 1.3, Escambia 3.2, Mobile 32.8, Monroe 1.9, Washington 1.4; FLA.: Escambia 21.5, Okaloosa 10.2, Santa Rosa 5.3; MISS.: George 1.3, Greene 0.8, Jackson 10.5. Tot. Hslds.: 404,600.

MONROE-EL DORADO, LA.— ARK.: Ashley 4.8, Chicot 3.0, Union 9.4; LA.: Caldwell 2.3, Catahoula 2.3, Concordia 4.3, East Carroll 2.0, Franklin 4.5, Jackson 3.6, La Salle 3.6, Lincoln 7.3, Madison 3.1, Morehouse 6.6, Ouachita 27.5, Richland 4.1, Tensas 1.5, Union 4.2, West Carroll 2.5, Winn 3.4. Tot. Hslds.: 187,500.

MONTGOMERY, ALA.— Autauga 6.6, Bullock 2.0, Butler 4.3, Covington 8.4, Crenshaw 3.0, Elmore 9.0, Lowndes 2.1, Macon 4.9, Montgomery 43.1, Pike 5.7, Tallapoosa 8.2, Wilcox 2.6. Tot. Hslds.: 172,300.

NASHVILLE, TENN.— KY.: Allen 0.9, Barren 2.1, Butler 0.6, Christian 3.3, Clinton 0.5, Cumberland 0.5, Edmonson 0.6, Logan 1.4, Monroe 0.7, Simpson 0.9, Todd 0.7, Trigg 0.5, TENN.: Bedford 1.6, Benton 0.9, Cannon 0.6, Cheatham 1.3, Clay 0.5, Coffee 2.2, Davidson 28.6, Decatur 0.7, De Kalb 0.8, Dickson 1.8, Franklin 1.7, Giles 1.4, Henry 1.8, Hickman 0.8, Houston 0.4, Humphreys 0.9, Jackson 0.5, Lawrence 1.9, Lewis 0.5, Macon 0.9, Marshall 1.2, Maury 2.9, Montgomery 4.6, Moore 0.2, Overton 1.0, Perry 0.4, Pickett 0.2, Putnam 2.8, Robertson 2.1, Rutherford 4.8, Smith 0.9, Stewart 0.5, Sumner 4.9, Trousdale 0.4, Van Buren 0.2, Warren 1.9, Wayne 0.8, White 1.1, Williamson 3.3, Wilson 3.3. Tot. Hslds.: 641,000.

NEW ORLEANS, LA.— Jefferson 28.1, Lafourche 4.6, Orleans 34.3, Plaquemines 1.3, St. Bernard 3.7, St. Charles 2.2, St. James 1.0, St. John the Baptist 1.8, St. Tammany 7.2, Tangipahoa 4.7, Terrebonne 5.3, Washington 2.5, MISS.: Hancock 1.5, Pearl River 1.9. Tot. Hslds.: 631,800.

NEW YORK, N.Y.— CONN.: Fairfield 4.3, N.J.: Bergen 4.6, Essex 4.5, Hudson 3.1, Hunterdon 0.5, Middlesex 3.1, Monmouth 2.8, Morris 2.1, Ocean 2.3, Passaic 2.4, Somerset 1.1, Sussex 0.7, Union 2.7, N.Y.: Bronx 6.0, Dutchess 1.3, Kings 12.3, Nassau 6.5, New York (Manhattan) 11.1, Orange 1.4, Putnam 0.4, Queens 11.1, Richmond 1.9, Rockland 1.3, Suffolk 6.3, Sullivan 0.4, Ulster 0.9, Westchester 4.8, PA.: Pike 0.1. Tot. Hslds.: 6,623,600.

NORFOLK-PORTSMOUTH-NEWPORT NEWS-HAMPTON, VA.— N.C.: Camden 0.4, Chowan 1.0, Currituck 1.0, Dare 1.3, Gates 0.6, Hertford 1.5, Northampton 1.5, Pasquotank 2.1, Perquimans 0.7, VA.: Accomack 2.3, Chesapeake city 8.1, Franklin city 0.5, Gloucester 1.7, Hampton city 8.7, Isle of Wight 1.5, James City 1.7, Mathews 0.7, Newport News city 10.8, Norfolk city 17.3, Northampton 1.1, Poquoson city 0.6, Portsmouth city 7.3, Southampton 1.1, Suffolk city 3.2, Surry 0.4, Virginia Beach city 20.1, Williamsburg city 0.6, York 2.3. Tot. Hslds.: 499,900.

NORTH PLATTE, NEB.— Arthur 1.3, Blaine 1.9, Hooker 2.5, Lincoln 88.1, Logan 2.5, McPherson 1.3, Thomas 2.5. Tot. Hslds.: 16,000.

ODESSA-MIDLAND, TEX.— N.M.: Lea (southern portion) 1.9, TEX.: Andrews 3.7, Brewster 2.1, Crane 1.3, Crockett 1.3, Ector 35.0, Glasscock 0.3, Howard 9.1, Jeff Davis 0.4, Loving 0.1, Martin 1.2, Midland 26.3, Pecos 3.5, Presidio 1.3, Reagan 1.0, Reeves 3.6, Terrell 0.4, Upton 1.2, Ward 3.7, Winkler 2.6. Tot. Hslds.: 134,700.

OKLAHOMA CITY, OKLA.— Alfalfa 0.5, Beckham 1.5, Blaine 1.0, Caddo 2.1, Canadian 4.0, Cleveland 9.4, Custer 1.9, Dewey 0.4, Ellis 0.4, Garfield 4.4, Garvin 2.0, Grady 2.8, Grant 0.5, Greer 0.5, Harmon 0.3, Harper 0.3, Hughes 1.0, Kay 3.5, Kingfisher 1.0, Kiowa 0.9, Lincoln 2.0, Logan 1.8, McClain 1.4, Major 0.6, Murray 0.9, Noble 0.8, Okfuskee 0.8, Oklahoma 40.1, Payne 4.2, Pottawatomie 3.9, Roger Mills 0.4, Seminole 1.9, Washita 1.0, Woods 0.7, Woodward 1.5. Tot. Hslds.: 594,800.

OMAHA, NEB.— IOWA: Adams 0.6, Audubon 0.9, Cass 2.0, Crawford 2.0, Fremont 1.1, Harrison 1.8, Mills 1.4, Montgomery 1.6, Page 2.2, Pottawattamie 9.3, Shelby 1.6, Taylor 1.0; MO.: Atchison 0.9; NEB.: Burt 1.0, Butler 1.0, Cass 2.2, Colfax 1.1, Cuming 1.2, Dodge 3.9, Douglas 43.9, Johnson 0.6, Nemaha 0.9, Otoe 1.6, Pawnee 0.4, Richardson 1.3, Sarpy 8.6, Saunders 2.0, Seward 1.6, Stanton 0.7, Washington 1.7. Tot. Hslds.: 346,100.

ORLANDO-DAYTONA BEACH-MELBOURNE, FLA.— Brevard 18.3, Flagler 0.9, Lake 7.3, Marion 8.4, Orange 29.6, Osceola 3.7, Seminole 11.8, Sumter 1.5, Volusia 18.5. Tot. Hslds.: 652,500.

OTTUMWA-KIRKSVILLE, IOWA— Davis 11.7, Jefferson 20.6, Van Buren 11.3, MO.: Adair 31.6, Putnam 7.9, Schuyler 6.9, Sullivan 10.0. Tot. Hslds.: 29,100.

PADUCAH-CAPE GIRARDEAU-HARRISBURG-MARION, KY.— ILL.: Alexander 1.4, Franklin 5.3, Hamilton 1.1, Hardin 0.6, Jackson 7.1, Jefferson 4.5, Johnson 1.1, Massac 1.8, Pope 0.5, Pulaski 1.0, Saline 3.6, Union 2.2, Williamson 6.9; KY.: Ballard 1.0, Caldwell 1.5, Calloway 3.3, Carlisle 0.6, Crittenden 1.0, Fulton 0.9, Graves 3.9, Hickman 0.6, Livingston 1.1, Lyon 0.7, McCracken 7.1, Marshall 3.0; MO.: Bollinger 1.2, Butler 4.3, Cape Girardeau 6.4, Carter 0.6, Dunklin 4.0, Mississippi 1.6, New Madrid 2.3, Reynolds 0.8, Scott 4.3, Stoddard 3.2, Wayne 1.4; TENN.: Lake 0.7, Obion 3.6, Weakley 3.5. Tot. Hslds.: 341,700.

PALM SPRINGS, CALIF.— Riverside (central portion) 100.0. Tot. Hslds.: 52,300.

PANAMA CITY, FLA.— Bay 59.5, Calhoun 5.2, Franklin 4.3, Gulf 5.5, Liberty 2.3, Walton 14.0, Washington 9.1. Tot. Hslds.: 64,900.

PARKERSBURG, W.VA.— Wood 100.0. Tot. Hslds.: 34,900.

PEORIA, ILL.— Fulton 7.7, McLean 20.7, Marshall 2.5, Mason 3.5, Peoria 34.8, Putnam 1.1, Stark 1.3, Tazewell 22.9, Woodford 5.5. Tot. Hslds.: 218,200.

PHILADELPHIA, PA.— DEL.: Kent 1.4, New Castle 5.6, N.J.: Atlantic 3.0, Burlington 4.9, Camden 6.7, Cape May 1.5, Cumberland 1.8, Gloucester 2.8, Mercer 4.3, Salem 0.9, Warren 1.2, PA.: Berks 4.8, Bucks 6.8, Chester 4.5, Delaware 7.6, Lehigh 4.2, Monroe 1.1, Montgomery 9.3, Northampton 3.3, Philadelphia 24.1. Tot. Hslds.: 2,535,600.

PHOENIX, ARIZ.— Apache (southern portion) 0.4, Gila 1.8, Graham 0.9, Greenlee 0.5, La Paz 0.7, Maricopa 80.9, Mohave 3.3, Navajo 2.6, Pinal 4.0, Yavapai 4.1, CALIF.: Riverside (eastern portion) 0.7. Tot. Hslds.: 790,700.

PITTSBURGH, PA.— MD.: Garrett 0.8; OHIO: Columbiana 3.4, PA.: Allegheny 43.9, Armstrong 2.4, Beaver 5.9, Butler 4.3, Clarion 1.2, Fayette 4.8, Greene 1.2, Indiana 2.6, Lawrence 3.1, Venango 1.9, Washington 6.5, Westmoreland 11.7, W.VA.: Hancock 1.2, Marion 2.0, Monongalia 2.3, Preston 0.9. Tot. Hslds.: 1,240,800.

PORTLAND, ORE.— Benton 3.1, Clackamas 11.1, Clatsop 1.6, Columbia 1.7, Crook 0.6, Gilliam 0.1, Harney 0.4, Hood River 0.8, Jefferson 0.5, Lincoln 2.0, Linn 4.2, Marion 9.6, Multnomah 29.1, Polk 2.1, Sherman 0.1, Tillamook 1.1, Union 1.1, Wasco 1.0, Washington 12.7, Wheeler 0.1, Yamhill 2.6; WASH.: Clark 9.4, Cowlitz 3.9, Klickitat 0.8, Skamania 0.4, Wahkiakum 0.2. Tot. Hslds.: 804,400.

PORTLAND-POLAND SPRING, MAINE— Androscoggin 11.5, Cumberland 26.3, Franklin 3.3, Kennebec 13.0, Lincoln 3.2, Oxford 5.8, Sagadahoc 3.5, York 17.2, N.H.: Carroll 3.9, Coos 4.0, Grafton 7.6; VT.: Essex 0.7. Tot. Hslds.: 317,800.

PRESQUE ISLE, MAINE— Aroostook 100.0. Tot. Hslds.: 29,700.

PROVIDENCE-NEW BEDFORD, R.I.— CONN.: Windham 6.0, MASS.: Bristol 31.0, Dukes 0.8; R.I.: Bristol 2.8, Kent 10.1, Newport 5.3, Providence 38.1, Washington 6.0. Tot. Hslds.: 563,200.

QUINCY-HANNIBAL, ILL.— Adams 21.8, Brown 1.8, Cass 4.5, Hancock 7.5, McDonough 10.6, Pike 6.1, Schuyler 2.6, Scott 1.8, IOWA: Lee 13.0, MO.: Clark 2.4, Knox 1.7, Lewis 3.1, Macon 4.9, Marion 8.6, Monroe 2.8, Ralls 2.7, Scotland 1.7, Shelby 2.4. Tot. Hslds.: 125,500.

RALEIGH-DURHAM, N.C.— Chatham 2.2, Cumberland 13.9, Durham 10.2, Franklin 1.8, Granville 1.9, Halifax 3.2, Harnett 3.7, Hoke 1.1, Johnston 4.5, Lee 2.3, Moore 3.6, Nash 4.3, Orange 5.2, Person 1.8, Sampson 3.0, Scotland 1.9, Vance 2.2, Wake 20.7, Warren 0.9, Wayne 5.9, Wilson 3.9, VA.: Mecklenburg 1.7. Tot. Hslds.: 587,100.

RAPID CITY, S.D.— MONT.: Carter 0.6, Fallon 1.5, Powder River 0.9; NEB.: Garden 1.0, Grant 0.3, Sheridan 3.0, Sioux 0.7, S.D.: Bennett 1.0, Butte 3.5, Custer 2.6, Fall River 3.6, Haakon 1.0, Harding 0.6, Jackson 1.3, Lawrence 7.8, Meade 7.8, Pennington 29.2, Perkins 1.9, Shannon 2.5, Ziebach 0.6; WYO.: Campbell 12.1, Crook 2.2, Sheridan 11.2, Weston 2.9. Tot. Hslds.: 95,300.

RENO, NEV.— CALIF.: Alpine 0.2, El Dorado (eastern portion) 7.7, Lassen 5.0, Mono 2.8, Placer (eastern portion) 2.1, NEV.: Carson City 8.4, Churchill 3.4, Douglas 5.3, Esmeralda 0.2, Eureka 0.3, Humboldt 2.5, Lander 1.1, Lyon 3.7, Mineral 1.3, Nye (northern portion) 1.3, Pershing 0.8, Storey 0.4, Washoe 53.4. Tot. Hslds.: 185,700.

RICHMOND, VA.— Albemarle 5.0, Amelia 0.6, Augusta 4.3, Brunswick 1.1, Buckingham 0.9, Caroline 1.4, Charles City 0.5, Charlottesville city 3.1, Chesterfield 12.0, Colonial Heights city 1.3, Cumberland 0.6, Dinwiddie 1.4, Emporia city 0.4, Essex 0.7, Fluvanna 0.9, Goochland 0.9, Greene 0.7, Greensville 0.7, Hanover 4.0, Henrico 16.3, Hopewell city 2.0, King and Queen 0.5, King William 0.8, Lancaster 0.9, Louisa 1.5, Lunenburg 1.0, Madison 0.8, Middlesex 0.7, New Kent 0.8, Northumberland 0.9, Nottoway 1.2, Orange 1.6, Petersburg city 3.4, Powhatan 0.9, Prince Edward 1.1, Prince George 1.4, Richmond 0.6, Richmond city 19.3, Staunton city 1.7, Sussex 0.8, Waynesboro city 1.3. Tot. Hslds.: 441,800.

ROANOKE-LYNCHBURG, VA.— Alleghany 1.3, Amherst 2.7, Appomattox 1.2, Bath 0.6, Bedford 3.4, Bedford city 0.6, Botetourt 2.4, Buena Vista city 0.7, Campbell 4.4, Carroll 2.7, Charlotte 1.2, Clifton Forge city 0.5, Covington city 0.9, Craig 0.4, Danville city 4.9, Floyd 1.2, Franklin 3.6, Galax city 0.8, Giles 1.8, Halifax 2.7, Henry 5.7, Highland 0.3, Lexington city 0.6, Lynchburg city 7.0, Martinsville city 1.8, Montgomery 6.3, Nelson 1.2, Pittsylvania 6.6, Pulaski 3.7, Radford city 1.1, Roanoke 7.3, Roanoke city 11.7, Rockbridge 1.8, Salem city 2.5, South Boston city 0.7, Wythe 2.7; W.VA.: Pocahontas 1.0. Tot. Hslds.: 353,300.

ROCHESTER, N.Y.— Livingston 5.6, Monroe 76.3, Ontario 9.4, Wayne 8.8. Tot. Hslds.: 346,600.

ROCHESTER-MASON CITY-AUSTIN, MINN.— IOWA: Cerro Gordo 13.2, Floyd 5.0, Franklin 3.6, Hancock 3.7, Howard 2.9, Kossuth 5.5, Mitchell 3.2, Winnebago 3.5, Worth 2.5; MINN.: Dodge 3.6, Faribault

ALPHABETICAL LISTING OF S&MM TV MARKETS
With each county's % share of total households in ADI

(Details may not add up to 100% because of rounding.)

5.0, Fillmore 5.4, Freeborn 9.2, Mower 10.1, Olmsted 23.5. Tot. Hslds.: 145,300.

ROCKFORD, ILL.— Boone 5.5, Ogle 9.2, Stephenson 9.9, Winnebago 49.0; WISC.: Rock 26.5. Tot. Hslds.: 192,000.

ROSWELL, N.M.— Chaves 36.1, Eddy 31.7, Lea (northern portion) 32.2. Tot. Hslds.: 55,900.

SACRAMENTO-STOCKTON, CALIF.— Amador 1.0, Calaveras 1.0, Colusa 0.5, Contra Costa (eastern portion) 3.0, El Dorado (western portion) 3.0, Mariposa 0.6, Nevada 2.7, Placer (western portion) 5.2, Plumas 0.9, Sacramento 37.8, San Joaquin 15.3, Sierra 0.2, Solano (eastern portion) 6.1, Stanislaus 11.7, Sutter 2.3, Tuolumne 1.6, Yolo 5.1, Yuba 2.1. Tot. Hslds.: 906,100.

ST. JOSEPH, MO.— Buchanan 63.5, Gentry 5.9, Harrison 8.2, Holt 5.3, Nodaway 15.0, Worth 2.1. Tot. Hslds.: 51,200.

ST. LOUIS, MO.— ILL.: Bond 0.6, Calhoun 0.2, Clinton 1.1, Fayette 0.8, Greene 0.6, Jersey 0.7, Macoupin 1.9, Madison 8.8, Marion 1.7, Monroe 0.7, Montgomery 1.2, Perry 0.8, Randolph 1.2, St. Clair 9.0, Washington 0.6; MO.: Crawford 0.7, Franklin 2.5, Gasconade 0.5, Iron 0.4, Jefferson 5.0, Lincoln 0.8, Madison 0.4, Montgomery 0.4, Perry 0.6, Pike 0.6, St. Charles 5.1, Ste. Genevieve 0.5, St. Francois 1.5, St. Louis 33.8, St. Louis city 16.3, Warren 0.5, Washington 0.6. Tot. Hslds.: 1,045,800.

SALINAS-MONTEREY, CALIF.— Monterey 53.6, San Benito 4.6, Santa Cruz 41.8. Tot. Hslds.: 196,800.

SALISBURY, MD.— DEL.: Sussex 46.4; MD.: Somerset 8.1, Wicomico 29.8, Worcester 15.8. Tot. Hslds.: 81,900.

SALT LAKE CITY, UTAH— COLO.: Dolores 0.1; IDA.: Bear Lake 0.5, Caribou 0.6, Franklin 0.5, Oneida 0.2; NEV.: Elko 1.4, White Pine 0.6; UTAH: Beaver 0.3, Box Elder 1.9, Cache 3.6, Carbon 1.5, Daggett 0.0, Davis 8.4, Duchesne 0.8, Emery 0.7, Garfield 0.2, Grand 0.6, Iron 1.1, Juab 0.3, Kane 0.3, Millard 0.6, Morgan 0.3, Piute 0.1, Rich 0.1, Salt Lake 40.9, San Juan 0.6, Sanpete 0.9, Sevier 0.9, Summit 0.7, Tooele 1.6, Uintah 1.3, Utah 12.3, Wasatch 0.5, Washington 1.7, Wayne 0.1, Weber 9.3; WYO.: Sublette 0.3, Sweetwater 3.1, Uinta 1.2. Tot. Hslds.: 549,300.

SAN ANGELO, TEX.— Irion 1.2, McCulloch 8.3, Menard 2.1, Schleicher 2.4, Sutton 4.5, Tom Green 81.5. Tot. Hslds.: 42,100.

SAN ANTONIO, TEX.— Atascosa 1.8, Bandera 0.7, Bexar 68.8, Blanco 0.4, Comal 3.0, De Witt 1.4, Dimmit 0.7, Edwards 0.1, Frio 0.8, Gillespie 1.1, Goliad 0.4, Gonzales 1.2, Guadalupe 3.5, Karnes 0.9, Kendall 0.9, Kerr 2.5, Kinney 0.2, La Salle 0.4, Lavaca 1.5, Live Oak 0.7, McMullen 0.1, Maverick 1.8, Medina 1.6, Real 0.2, Uvalde 1.5, Val Verde 2.3, Wilson 1.2, Zavala 0.6. Tot. Hslds.: 521,600.

SAN DIEGO, CALIF.— San Diego 100.0. Tot. Hslds.: 749,300.

SAN FRANCISCO, CALIF.— Alameda 21.5, Contra Costa (western portion) 11.6, Lake 0.9, Marin 4.5, Mendocino 1.3, Napa 1.9, San Francisco 14.3, San Mateo 11.4, Santa Clara 24.4, Solano (western portion) 1.8, Sonoma 6.3. Tot. Hslds.: 2,086,500.

SANTA BARBARA-SANTA MARIA-SAN LUIS OBISPO, CALIF.— San Luis Obispo 36.3, Santa Barbara 63.7. Tot. Hslds.: 185,900.

SARASOTA, FLA.— Sarasota 100.0. Tot. Hslds.: 103,800.

SAVANNAH, GA.— Appling 2.8, Bacon 1.7, Bryan 1.9, Bulloch 6.0, Candler 1.4, Chatham 37.4, Effingham 3.5, Evans 1.6, Jeff Davis 2.1, Liberty 6.2, Long 0.9, McIntosh 1.5, Montgomery 1.2, Pierce 2.1, Tattnall 3.0, Toombs 4.2, Wayne 3.6, Wheeler 0.9; S.C.: Beaufort 12.2, Hampton 3.4, Jasper 2.7. Tot. Hslds.: 196,100.

SEATTLE-TACOMA, WASH.— Clallam 1.9, Grays Harbor 2.2, Island 1.6, Jefferson 0.6, King 45.5, Kitsap 5.2, Kittitas (western portion) 0.2, Lewis 1.9, Mason 1.1, Pacific 0.6, Pierce 16.5, San Juan 0.3, Skagit 2.3, Snohomish 11.7, Thurston 4.6, Whatcom 3.7. Tot. Hslds.: 1,149,900.

SELMA, ALA.— Dallas 100.0. Tot. Hslds.: 17,500.

SHREVEPORT-TEXARKANA, LA.— ARK.: Columbia 2.0, Hempstead 1.9, Howard 1.1, Lafayette 0.8, Little River 1.0, Miller 3.0, Sevier 1.2; LA.: Bienville 1.3, Bossier 6.6, Caddo 21.3, Claiborne 1.4, De Soto 2.1, Natchitoches 3.1, Red River 0.8, Sabine 2.2, Webster 3.6; OKLA.: McCurtain 3.0; TEX.: Bowie 6.4, Camp 0.8, Cass 2.5, Franklin 0.7, Gregg 8.9, Harrison 4.3, Marion 1.0, Morris 1.2, Nacogdoches 4.0, Panola 1.8, Red River 1.4, Rusk 3.6, San Augustine 0.7, Shelby 2.0, Titus 1.9, Upshur 2.6. Tot. Hslds.: 460,800.

SIOUX CITY, IOWA— Buena Vista 5.4, Cherokee 4.2, Clay 5.4, Dickinson 4.5, Ida 2.3, Monona 3.1, O'Brien 4.3, Palo Alto 3.3, Plymouth 6.0, Sac 3.6, Sioux 7.1, Woodbury 25.4; NEB.: Cedar 2.6, Dakota 4.2, Dixon 1.7, Madison 8.1, Pierce 2.1, Thurston 1.6, Wayne 2.2; S.D.: Union 2.8. Tot. Hslds.: 149,100.

SIOUX FALLS-MITCHELL, S.D.— IOWA: Lyon 2.0, Osceola 1.4; MINN.: Jackson 2.1, Lincoln 1.2, Murray 1.7, Nobles 3.3, Pipestone 1.8, Rock 1.6; NEB.: Boyd 0.6, Cherry 1.1, Keya Paha 0.2, Knox 1.8; S.D.: Aurora 0.5, Beadle 3.2, Bon Homme 1.3, Brookings 3.7, Brown 6.1, Brule 0.9, Buffalo 0.2, Charles Mix 1.4, Clark 0.8, Clay 2.1, Codington 3.5, Davison 3.1, Day 1.3, Deuel 0.8, Dewey 0.6, Douglas 0.6, Edmunds 0.8, Faulk 0.5, Grant 1.4, Gregory 0.9, Hamlin 0.8, Hand 0.8, Hanson 0.5, Hughes 2.5, Hutchinson 1.5, Hyde 0.3, Jerauld 0.5, Jones 0.3, Kingsbury 1.1, Lake 1.7, Lincoln 2.2, Lyman 0.6, McCook 1.0, McPherson 0.6, Marshall 0.9, Mellette 0.3, Miner 0.6, Minnehaha 19.2, Moody 1.0, Potter 0.6, Roberts 1.6, Sanborn 0.5, Spink 1.4, Stanley 0.4, Sully 0.3, Todd 0.9, Tripp 1.2, Turner 1.5, Yankton 3.0. Tot. Hslds.: 233,600.

SOUTH BEND-ELKHART, IND.— Elkhart 17.8, Fulton 2.6, Kosciusko 8.0, La Grange 3.0, Marshall 5.1, Pulaski 1.8, St. Joseph 31.0, Starke 2.8; MICH.: Berrien 21.5, Cass 6.3. Tot. Hslds.: 277,800.

SPOKANE, WASH.— IDA.: Benewah 0.9, Bonner 2.9, Boundary 0.8, Clearwater 1.1, Idaho 1.6, Kootenai 7.2, Latah 3.2, Lewis 0.4, Nez Perce 3.8, Shoshone 1.9; MONT.: Lincoln 1.9, Sanders 1.1; ORE.: Wallowa 0.9; WASH.: Adams 1.4, Asotin 2.0, Chelan 5.6, Columbia 0.5, Douglas 2.8, Ferry 0.6, Garfield 0.3, Grant 5.5, Lincoln 1.1, Okanogan 3.7, Pend Oreille 1.0, Spokane 40.8, Stevens 3.2, Whitman 3.9. Tot. Hslds.: 333,200.

SPRINGFIELD, MASS.— Franklin 11.0, Hampden 68.9, Hampshire 20.2. Tot. Hslds.: 234,100.

SPRINGFIELD, MO.— ARK.: Baxter 4.5, Boone 3.8, Carroll 2.5, Fulton 1.5, Izard 1.7, Marion 1.7, Newton 1.0; MO.: Barry 3.5, Benton 1.8, Camden 3.2, Cedar 1.8, Christian 3.2, Dade 1.1, Dallas 1.6, Dent 2.0, Douglas 1.6, Greene 26.4, Hickory 1.0, Howell 4.1, Laclede 3.4, Lawrence 4.0, Oregon 1.4, Ozark 1.2, Polk 2.5, Pulaski 3.5, St. Clair 1.2, Shannon 1.0, Stone 2.5, Taney 3.2, Texas 2.9, Webster 2.7, Wright 2.2. Tot. Hslds.: 280,600.

SPRINGFIELD-DECATUR-CHAMPAIGN, ILL.— Champaign 17.3, Christian 4.1, Coles 5.6, De Witt 2.0, Douglas 2.2, Effingham 3.4, Ford 1.7, Iroquois 3.5, Logan 3.3, Macon 14.4, Menard 1.3, Morgan 4.1, Moultrie 1.5, Piatt 1.8, Sangamon 20.9, Shelby 2.6, Vermilion 10.3. Tot. Hslds.: 352,700.

SYRACUSE, N.Y.— Cayuga 7.6, Cortland 4.7, Madison 5.9, Oneida (western portion) 8.5, Onondaga 46.5, Oswego 10.9, Schuyler 1.7, Seneca 3.2, Tompkins 8.6, Yates 2.3. Tot. Hslds.: 367,500.

TALLAHASSEE, FLA.— Gadsden 8.2, Jefferson 2.4, Lafayette 1.0, Leon 38.9, Madison 3.1, Taylor 4.0, Wakulla 2.8; GA.: Brooks 3.3, Decatur 5.6, Echols 0.5, Grady 4.3, Lowndes 15.7, Miller 1.7, Thomas 8.5. Tot. Hslds.: 155,600.

TAMPA-ST. PETERSBURG, FLA.— Citrus 2.9, De Soto 0.7, Hardee 0.7, Hernando 2.4, Highlands 2.2, Hillsborough 26.5, Manatee 7.1, Pasco 9.8, Pinellas 35.1, Polk 12.7. Tot. Hslds.: 994,600.

TERRE HAUTE, IND.— ILL.: Clark 4.1, Clay 3.8, Crawford 5.1, Cumberland 2.7, Edgar 5.3, Jasper 2.6, Lawrence 4.2, Richland 4.4; IND.: Clay 5.7, Daviess 6.1, Greene 7.3, Knox 9.5, Martin 2.2, Parke 3.6, Sullivan 4.9, Vermillion 4.3, Vigo 24.2. Tot. Hslds.: 164,500.

TOLEDO, OHIO— MICH.: Lenawee 7.3; OHIO: Defiance 3.4, Fulton 3.3, Hancock 6.0, Hardin 2.9, Henry 2.5, Lucas 43.2, Ottawa 3.6, Putnam 2.6, Sandusky 5.6, Seneca 5.2, Williams 3.3, Wood 9.3, Wyandot 1.9. Tot. Hslds.: 411,600.

TOPEKA, KANS.— Brown 3.2, Clay 2.7, Coffey 2.6, Geary 7.2, Jackson 3.0, Lyon 9.2, Marshall 3.4, Morris 1.8, Nemaha 2.8, Osage 4.0, Pottawatomie 4.0, Riley 13.7, Shawnee 40.8, Wabaunsee 1.7. Tot. Hslds.: 150,800.

TRAVERSE CITY-CADILLAC, MICH.— Antrim 4.1, Benzie 2.9, Charlevoix 5.1, Cheboygan 5.2, Chippewa 6.2, Crawford 2.4, Emmet 5.7, Grand Traverse 14.0, Kalkaska 3.0, Lake 2.2, Leelanau 3.6, Luce 1.4, Mackinac 2.4, Manistee 6.0, Mason 6.6, Missaukee 2.4, Montmorency 2.1, Osceola 4.7, Oscoda 1.9, Otsego 3.7, Presque Isle 3.4, Roscommon 5.0, Wexford 6.3. Tot. Hslds.: 150,800.

TUCSON, ARIZ.— Cochise 12.0, Pima 85.0, Santa Cruz 2.6; N.M.: Catron 0.4. Tot. Hslds.: 269,100.

TULSA, OKLA.— KANS.: Chautauqua 0.5, Montgomery 3.8; OKLA.: Adair 1.5, Cherokee 2.6, Craig 1.2, Creek 5.3, Delaware 2.3, Haskell 1.0, Latimer 0.8, McIntosh 1.5, Mayes 3.0, Muskogee 6.0, Nowata 1.0, Okmulgee 3.5, Osage 3.6, Pawnee 1.5, Pittsburg 3.6, Rogers 4.3, Tulsa 44.4, Wagoner 3.8, Washington 4.6. Tot. Hslds.: 451,800.

TUSCALOOSA, ALA.— Tuscaloosa 100.0. Tot. Hslds.: 50,300.

TWIN FALLS, IDA.— Jerome 20.9, Lincoln 4.6, Twin Falls 74.5. Tot. Hslds.: 26,300.

TYLER, TEX.— Angelina 24.3, Cherokee 14.8, Houston 8.2, Smith 52.7. Tot. Hslds.: 100,300.

UTICA, N.Y.— Herkimer 23.2, Oneida (eastern portion) 56.1, Otsego 20.6. Tot. Hslds.: 103,300.

VICTORIA, TEX.— Victoria 100.0. Tot. Hslds.: 26,300.

WACO-TEMPLE, TEX.— Bell 26.0, Brazos 17.5, Burleson 2.2, Coryell 7.4, Falls 3.2, Lampasas 2.2, Leon 2.0, McLennan 29.6, Madison 1.5, Milam 3.9, Mills 0.8, Robertson 2.6, San Saba 1.1. Tot. Hslds.: 227,300.

WASHINGTON, D.C.— District of Columbia 16.8; MD.: Allegany 2.0, Calvert 0.9, Charles 1.7, Frederick 2.8, Montgomery 14.9, Prince George's 15.5, St. Mary's 1.4; PA.: Franklin 2.9; VA.: Alexandria city 3.5, Arlington 4.8, Clarke 0.2, Culpeper 0.5, Fairfax 15.7, Fairfax city 0.5, Falls Church city 0.3, Fauquier 0.9, Frederick 0.8, Fredericksburg city 0.4, King George 0.2, Loudoun 1.5, Manassas city 0.4, Manassas Park city 0.1, Page 0.5, Prince William 3.3, Rappahannock 0.2, Shenandoah 0.7, Spotsylvania 0.9, Stafford 1.0, Warren 0.6, Westmoreland 0.4, Winchester city 0.6; W.VA.: Berkeley 1.2, Hampshire 0.4, Jefferson 0.8, Mineral 0.7, Morgan 0.3. Tot. Hslds.: 1,480,800.

WATERTOWN-CARTHAGE, N.Y.— Jefferson 41.0, Lewis 11.2, St. Lawrence 47.8. Tot. Hslds.: 77,600.

WAUSAU-RHINELANDER, WISC.— Adams 3.5, Clark 7.3, Forest 2.1, Langlade 4.6, Lincoln 6.3, Marathon 25.6, Oneida 8.1, Portage 12.6, Price 3.8, Taylor 4.1, Vilas 4.5, Wood 17.3. Tot. Hslds.: 157,200.

WEST PALM BEACH, FLA.— Indian River 7.2, Martin 8.3, Okeechobee 2.2, Palm Beach 72.0, St. Lucie 10.3. Tot. Hslds.: 383,500.

WHEELING-STEUBENVILLE, W.VA.— OHIO: Belmont 19.1, Carroll 5.5, Guernsey 9.5, Harrison 3.9, Jefferson 19.7, Monroe 3.9, Noble 2.5; W.VA.: Brooke 6.3, Marshall 8.9, Ohio 13.5, Tyler 2.5, Wetzel 4.7. Tot. Hslds.: 167,100.

WICHITA-HUTCHINSON, KANS.— Barber 0.6, Barton 3.0, Butler 4.2, Chase 0.3, Cheyenne 0.4, Clark 0.2, Comanche 0.2, Cowley 3.5, Decatur 0.4, Dickinson 1.9, Edwards 0.4, Elk 0.4, Ellis 2.4, Ellsworth 0.7, Finney 2.2, Ford 2.3, Gove 0.3, Graham 0.4, Grant 0.6, Gray 0.5, Greeley 0.2, Greenwood 0.9, Hamilton 0.2, Harper 0.8, Harvey 2.8, Haskell 0.3, Hodgeman 0.2, Kearny 0.3, Kingman 0.8, Kiowa 0.4, Lane 0.2, Lincoln 0.4, Logan 0.3, McPherson 2.5, Marion 1.2, Meade 0.4, Mitchell 0.8, Ness 0.4, Norton 0.6, Osborne 0.6, Ottawa 0.5, Pawnee 0.8, Pratt 1.0, Rawlins 0.4, Reno 6.2, Rice 1.1, Rooks 0.6, Rush 0.4, Russell 0.9, Saline 4.7, Scott 0.5, Sedgwick 34.7, Seward 1.6, Sheridan 0.3, Sherman 0.7, Stafford 0.6, Stanton 0.2, Stevens 0.4, Sumner 2.3, Thomas 0.8, Trego 0.4, Wallace 0.2, Wichita 0.3; NEB.: Dundy 0.3, Hitchcock 0.4; OKLA.: Beaver 0.7. Tot. Hslds.: 421,600.

WICHITA FALLS-LAWTON, TEX.— OKLA.: Comanche 22.2, Cotton 2.0, Jackson 6.9, Jefferson 2.1, Stephens 11.3, Tillman 3.0; TEX.: Archer 1.8, Baylor 1.2, Clay 2.5, Foard 0.6, Hardeman 1.5, Jack 1.9, Knox 1.2, Montague 4.5, Throckmorton 0.6, Wichita 27.9, Wilbarger 3.8, Young 5.2. Tot. Hslds.: 161,800.

WILKES BARRE-SCRANTON, PA.— Carbon 4.3, Clinton 2.9, Columbia 4.8, Lackawanna 17.3, Luzerne 26.7, Lycoming 9.1, Montour 1.2, Northumberland 8.1, Schuylkill 12.8, Snyder 2.4, Sullivan 0.5, Susquehanna 2.9, Union 2.2, Wayne 2.8, Wyoming 2.1. Tot. Hslds.: 485,300.

WILMINGTON, N.C.— Bladen 8.5, Brunswick 11.6, Columbus 14.3, New Hanover 32.7, Pender 6.5, Robeson 26.4. Tot. Hslds.: 126,400.

YAKIMA, WASH.— ORE.: Morrow 1.6, Umatilla 12.8; WASH.: Benton 25.8, Franklin 7.7, Kittitas (eastern portion) 3.9, Walla Walla 10.2, Yakima 37.8. Tot. Hslds.: 172,300.

YOUNGSTOWN, OHIO— Mahoning 43.6, Trumbull 37.0; PA.: Mercer 19.4. Tot. Hslds.: 238,600.

ZANESVILLE, OHIO— Muskingum 100.0. Tot. Hslds.: 31,200.

S&MM's SURVEY OF TELEVISION MARKETS

	S&MM ESTIMATES 1983												
	POPULATION—12/31/83										EFFECTIVE BUYING INCOME	RETAIL SALES	
STATE S&MM/ARBITRON TV MARKET (ADI)	Total Pop. (Thous.)	Total Households (Thous.)	Black Pop. (Thous.)	Spanish-Origin Pop. (Thous.)	Population by Age Group (Thousands) 2–11 Years	12–17 Years	18–24 Years	25–34 Years	35–49 Years	50 & Over	Total EBI ($000)	Total Retail Sales ($000)	**Buying Power Index**
1	2				3						4	5	6

1 The *Survey's* **TV Markets** are Arbitron's Areas of Dominant Influence (ADIs). Arbitron, which generates ratings of TV programs, studies each county for its measurable viewing patterns. The hours of viewing accorded each TV station whose signal reaches the county are totalled; then each station's percentage share of total viewing hours is calculated. The market or origin of the TV stations with the largest share of viewing hours becomes the ADI name of that market, and all counties whose largest viewing share is given to stations of that same market of origin are grouped within the ADI. (For its purposes, Arbitron splits certain counties, treating each portion as if it were a separate county). Each county (or portion) is allocated exclusively to a single ADI, thus eliminating overlap. All of the U.S. is covered except for Hawaii and Alaska.

2 Population is the number of **persons** living in the ADI on 12/31/83. It includes those living in colleges and hospitals, and armed forces personnel (and their dependents) permanently assigned to the area, but excludes tourists and transients. **Households** are units made up of all the people occupying a single housing unit under the rules of the 1980 Census of Population and Housing—such as a house, an apartment, a group of rooms, or a single room. The members of a household need not be related, and a single person living alone in a housing unit is also counted as a household. Two further refinements of total population are the number of **black persons** and **Spanish-origin persons** living in the ADI as of 12/31/83.

Caution: Although a county's population total will include all the people in the area, the household total will not do so because it excludes those living in group quarters. Thus if you calculate average Effective Buying Income per household, it must be recognized that this indicator will include the income of people not living in households.

3 Population by Age Groups was added to the *Survey* last year in recognition of the fact that advertisers evaluate TV markets primarily on the basis of audience characteristics. The age groups shown are those popularly associated with lifestyle phases. Thus the 2 to 11 age group is identified with the children's market; the 12 to 17 age group with the teenage market, the 18 to 24 age group with the young adult market, etc. The population totals represent the number of persons living in the ADI as of 12/31/83. Costs, of course, are also a major consideration in the selection of TV markets. However, these are determined as a result of negotiations and the laws of supply and demand; hence, any tabulation of such is usually outdated as soon as it appears.

4 Effective Buying Income (EBI), a classification developed exclusively by Sales & Marketing Management, is personal income less personal tax and nontax payments. Personal income is the aggregate of wages and salaries, other labor income (such as employer contributions to private pension funds), proprietors' income, rental income (which includes imputed rental income of owner-occupants of nonfarm dwellings), dividends paid by corporations, personal interest income from all sources, and transfer payments (such as pensions and welfare assistance). Deducted from this total are personal taxes (federal, state, and local), nontax payments (such as fines, fees, penalties), and personal contributions for social insurance. The resultant figure is commonly known as "disposable personal income." Compensation paid to military, business, and diplomatic personnel stationed overseas is deducted from this total to arrive at Effective Buying Income.

Effective Buying Income is a bulk measurement of market potential. It indicates the general ability to buy and is essential in comparing, selecting, and grouping markets on that basis. But for products that appeal to specific income classes, the percent of households by Effective Buying Income groups, as reported in the July 23 *Survey of Buying Power*, should be considered.

5 Total Retail Sales are net sales (minus refunds, allowances for returns, and taxes) of establishments engaged primarily in retail trade. Retail sales by such nonretailers as wholesalers and service establishments are not counted. In line with new Census Bureau policy, Total Retail Sales no longer includes: (1) sales and other taxes collected from customers, and (2) carrying charges or other charges for credit. Although retail sales are often used to gauge the purchasing power of the residents in a market, they are only an approximation because the market's volume may be affected by the movement of shoppers to and from adjacent areas as well as by purchases by nonhousehold units such as businesses and the inhabitants of group quarters. They are actually a measure of the drawing power of local retail establishments.

6 Buying Power Index (BPI) is a weighted index that converts three basic elements—population, Effective Buying Income, and retail sales—into a measurement of a market's ability to buy, and expresses it as a percentage of the U.S. potential. It is calculated by giving a weight of 5 to the market's percent of the U.S. Effective Buying Income, 3 to its percent of U.S. retail sales, and 2 to its percent of U.S. population. The total of those weighted percents is then divided by 10 to arrive at the BPI. However, depending upon what your research has revealed about buyers of your product, you can construct your own customized BPI by using any of the factors contained in the tables and assigning to them what you think are relevant weights.

S&MM/ARBITRON TV MARKET (ADI) RANKING

POPULATION

ADI	(Thous.)	Rank
New York, N.Y.	18,025.8	1
Los Angeles, Calif.	12,118.7	2
Chicago, Ill.	8,450.1	3
Philadelphia, Pa.	7,031.3	4
Boston, Mass.	5,348.8	5
San Francisco, Calif.	5,342.1	6
Detroit, Mich.	4,656.5	7
Washington, D.C.	4,053.8	8
Dallas - Ft. Worth, Tex.	3,976.0	9
Houston, Tex.	3,891.1	10
Cleveland, Ohio	3,785.1	11
Pittsburgh, Pa.	3,322.3	12
Minneapolis - St. Paul, Minn.	3,192.3	13
Atlanta, Ga.	3,120.8	14
Seattle - Tacoma, Wash.	2,984.4	15
Miami, Fla.	2,951.9	16
St. Louis, Mo.	2,865.1	17
Denver, Colo.	2,510.7	18
Tampa - St. Petersburg, Fla.	2,473.1	19
Baltimore, Md.	2,409.5	20
Sacramento - Stockton, Calif.	2,384.0	21
Hartford - New Haven, Conn.	2,226.6	22
Indianapolis, Ind.	2,204.3	23
Phoenix, Ariz.	2,112.2	24
Portland, Ore.	2,085.8	25
San Diego, Calif.	2,036.1	26
Cincinnati, Ohio	1,963.6	27
Milwaukee, Wisc.	1,877.9	28
Kansas City, Mo.	1,857.1	29
Nashville, Tenn.	1,793.3	30
Salt Lake City, Utah	1,775.4	31
Charlotte, N.C.	1,772.9	32
New Orleans, La.	1,768.5	33
Buffalo, N.Y.	1,725.4	34
Orlando - Daytona Beach - Melbourne, Fla.	1,702.0	35
Columbus, Ohio	1,681.6	36
Raleigh - Durham, N.C.	1,667.5	37
Memphis, Tenn.	1,620.3	38
Greenville - Spartanburg - Asheville, S.C.-N.C.	1,620.0	39
Grand Rapids - Kalamazoo - Battle Creek, Mich.	1,607.4	40
Oklahoma City, Okla.	1,576.9	41
San Antonio, Tex.	1,567.2	42
Providence - New Bedford, R.I.-Mass.	1,545.5	43
Charleston - Huntington, W.Va.	1,489.4	44
Norfolk - Portsmouth - Newport News - Hampton, Va.	1,461.3	45
Louisville, Ky.	1,429.5	46
Harrisburg - York - Lancaster - Lebanon, Pa.	1,367.6	47
Birmingham, Ala.	1,357.9	48
Albany - Schenectady - Troy, N.Y.	1,311.8	49
Wilkes-Barre - Scranton, Pa.	1,308.2	50
Dayton, Ohio	1,287.4	51
Greensboro - Winston-Salem - High Point, N.C.	1,277.2	52
Shreveport - Texarkana, La.-Tex.-Ark.	1,275.6	53
Richmond, Va.	1,244.9	54
Flint - Saginaw - Bay City, Mich.	1,221.2	55
Little Rock, Ark.	1,211.6	56
Tulsa, Okla.	1,202.4	57
Mobile - Pensacola, Ala.-Fla.	1,161.1	58
Knoxville, Tenn.	1,142.2	59
Toledo, Ohio	1,132.3	60
Albuquerque, N.M.	1,132.1	61
Fresno, Calif.	1,128.8	62
Wichita - Hutchinson, Kans.	1,093.5	63
Jacksonville, Fla.	1,074.1	64
Syracuse, N.Y.	1,047.7	65
Roanoke - Lynchburg, Va.	1,001.3	66
Green Bay, Wisc.	965.8	67
Des Moines, Iowa	959.7	68
Rochester, N.Y.	956.1	69
West Palm Beach, Fla.	939.3	70
Omaha, Neb.	932.4	71
Springfield - Decatur - Champaign, Ill.	924.5	72
Davenport - Rock Island - Moline, Iowa-Ill.	903.2	73
Paducah - Cape Girardeau - Harrisburg - Marion, Ky.-Mo.-Ill.	895.0	74
Spokane, Wash.	893.1	75
Lexington, Ky.	882.9	76
Cedar Rapids - Waterloo - Dubuque, Iowa	868.7	77
Portland - Poland Spring, Maine	860.4	78
Johnstown - Altoona, Pa.	854.7	79
Chattanooga, Tenn.	821.0	80
Jackson, Miss.	808.1	81
South Bend - Elkhart, Ind.	778.1	82
Bristol - Kingsport - Johnson City, Tenn.	768.5	83
Columbia, S.C.	764.6	84
Baton Rouge, La.	757.0	85
Springfield, Mo.	753.6	86
Austin, Tex.	749.6	87
El Paso, Tex.	715.9	88
Evansville, Ind.	714.6	89
Tucson, Ariz.	708.1	90
Huntsville - Decatur - Florence, Ala.	688.3	91
Lincoln - Hastings - Kearney, Neb.	678.1	92
Ft. Wayne, Ind.	659.0	93
Waco - Temple, Tex.	653.0	94
Youngstown, Ohio	649.4	95
Springfield, Mass.	647.8	96
Greenville - New Bern - Washington, N.C.	637.7	97
Sioux Falls - Mitchell, S.D.	629.8	98
McAllen - Brownsville, Tex.	624.0	99
Burlington - Plattsburgh, Vt.-N.Y.	618.8	100
Lansing, Mich.	613.3	101
Augusta, Ga.	608.2	102
Fargo, N.D.	595.1	103
Charleston, S.C.	592.2	104
Peoria, Ill.	587.7	105
Savannah, Ga.	587.0	106
Lafayette, La.	567.3	107
Colorado Springs - Pueblo, Colo.	562.4	108
Salinas - Monterey, Calif.	559.7	109
Las Vegas, Nev.	540.0	110
Monroe - El Dorado, La.-Ark.	535.3	111
Columbus, Ga.	531.7	112
Madison, Wisc.	519.5	113
Rockford, Ill.	517.5	114
Corpus Christi, Tex.	507.5	115
Santa Barbara - Santa Maria - San Luis Obispo, Calif.	493.7	116
Montgomery, Ala.	491.3	117
Amarillo, Tex.	481.8	118
Yakima, Wash.	474.7	119
Beaumont - Port Arthur, Tex.	474.6	120
Duluth - Superior, Minn.-Wisc.	472.9	121
Joplin - Pittsburg, Mo.-Kans	456.5	122
Lubbock, Tex.	456.1	123
Wichita Falls - Lawton, Tex.-Okla.	455.6	124
Wheeling - Steubenville, W.Va.-Ohio	452.6	125
La Crosse - Eau Claire, Wisc.	451.8	126
Ft. Myers - Naples, Fla.	448.9	127
Tallahassee, Fla.	448.6	128
Columbus - Tupelo, Miss.	441.5	129
Wausau - Rhinelander, Wisc.	440.5	130
Terre Haute, Ind.	438.2	131
Binghamton, N.Y.	431.6	132
Eugene, Ore.	428.1	133
Boise, Ida.	425.7	134
Erie, Pa.	424.4	135
Macon, Ga.	418.5	136
Reno, Nev.	416.7	137
Traverse City - Cadillac, Mich.	414.0	138
Topeka, Kans.	403.5	139
Bluefield - Beckley - Oak Hill, W.Va.	401.3	140
Minot - Bismarck - Dickinson, N.D.	399.4	141
Sioux City, Iowa	399.0	142
Florence, S.C.	396.4	143
Columbia - Jefferson City, Mo.	390.0	144
Rochester - Mason City - Austin, Minn.-Iowa	385.0	145
Odessa - Midland, Tex.	383.2	146
Ft. Smith, Ark.	381.4	147
Albany, Ga.	380.8	148
Chico - Redding, Calif.	380.5	149
Bakersfield, Calif.	376.9	150
Wilmington, N.C.	364.0	151
Missoula - Butte, Mont.	362.7	152
Bangor, Maine	344.6	153
Quincy - Hannibal, Ill.-Mo.	332.6	154
Idaho Falls - Pocatello, Ida.	329.1	155
Medford, Ore.	309.7	156
Abilene - Sweetwater, Tex.	303.8	157
Utica, N.Y.	293.4	158
Dothan, Ala.	284.2	159
Tyler, Tex.	283.9	160
Rapid City, S.D.	265.6	161
Alexandria, La.	265.2	162
Greenwood - Greenville, Miss.	252.1	163
Elmira, N.Y.	241.3	164
Clarksburg - Weston, W.Va.	235.6	165
Sarasota, Fla.	233.5	166
Billings - Hardin, Mont.	233.2	167
Watertown - Carthage, N.Y.	232.9	168
Laurel - Hattiesburg, Miss.	231.7	169
Meridian, Miss.	227.7	170
Salisbury, Md.	224.8	171
Lake Charles, La.	220.0	172
Gainesville, Fla.	204.0	173
Ardmore - Ada, Okla.	203.0	174
El Centro - Yuma, Calif.-Ariz.	187.5	175
Jonesboro, Ark.	182.6	176
Great Falls, Mont.	177.3	177
Panama City, Fla.	176.8	178
Biloxi - Gulfport - Pascagoula, Miss.	174.9	179
Alexandria, Minn.	165.7	180
Marquette, Mich.	158.6	181
Roswell, N.M.	158.2	182
Casper - Riverton, Wyo.	157.0	183
Grand Junction, Colo.	151.0	184
Jackson, Tenn.	149.3	185
Eureka, Calif.	148.7	186
Tuscaloosa, Ala.	142.3	187
Palm Springs, Calif.	141.8	188
St. Joseph, Mo.	135.3	189
Lafayette, Ind.	133.0	190
Cheyenne, Wyo.	130.4	191
Anniston, Ala.	122.8	192
Laredo, Tex.	121.6	193
Bowling Green, Ky.	119.4	194
San Angelo, Tex.	117.0	195
Hagerstown, Md.	114.6	196
Lima, Ohio	113.0	197
Harrisonburg, Va.	108.5	198
Parkersburg, W.Va.	93.4	199
Presque Isle, Maine	88.3	200
Flagstaff, Ariz.	84.7	201
Zanesville, Ohio	84.4	202
Ottumwa - Kirksville, Iowa-Mo.	77.6	203
Victoria, Tex.	77.5	204
Twin Falls, Ida.	75.4	205
Bend, Ore.	67.4	206
Mankato, Minn.	64.8	207
Selma, Ala.	51.9	208
North Platte, Neb.	43.4	209
Alpena, Mich.	41.9	210
Glendive, Mont.	13.8	211

S&MM/ARBITRON TV MARKET (ADI) RANKING

HOUSEHOLDS

ADI	(Thous.)	Rank
New York, N.Y.	6,623.6	1
Los Angeles, Calif.	4,406.6	2
Chicago, Ill.	3,038.8	3
Philadelphia, Pa.	2,538.6	4
San Francisco, Calif.	2,086.5	5
Boston, Mass.	1,952.2	6
Detroit, Mich.	1,661.6	7
Washington, D.C.	1,480.8	8
Dallas - Ft. Worth, Tex.	1,474.7	9
Cleveland, Ohio	1,407.8	10
Houston, Tex.	1,398.1	11
Pittsburgh, Pa.	1,240.8	12
Minneapolis - St. Paul, Minn.	1,152.9	13
Seattle - Tacoma, Wash.	1,149.9	14
Miami, Fla.	1,138.2	15
Atlanta, Ga.	1,119.5	16
St. Louis, Mo.	1,045.8	17
Tampa - St. Petersburg, Fla.	994.6	18
Denver, Colo.	965.9	19
Sacramento - Stockton, Calif.	906.1	20
Baltimore, Md.	856.8	21
Hartford - New Haven, Conn.	806.8	22
Portland, Ore.	804.4	23
Indianapolis, Ind.	791.8	24
Phoenix, Ariz.	790.7	25
San Diego, Calif.	749.3	26
Cincinnati, Ohio	719.9	27
Kansas City, Mo.	699.5	28
Milwaukee, Wisc.	689.2	29
Orlando - Daytona Beach - Melbourne, Fla.	652.5	30
Nashville, Tenn.	641.0	31
Charlotte, N.C.	639.6	32
New Orleans, La.	631.8	33
Columbus, Ohio	631.1	34
Buffalo, N.Y.	622.4	35
Oklahoma City, Okla.	594.8	36
Greenville - Spartanburg - Asheville, S.C.-N.C.	591.3	37
Raleigh - Durham, N.C.	587.1	38
Grand Rapids - Kalamazoo - Battle Creek, Mich	564.6	39
Providence - New Bedford, R.I.-Mass.	563.2	40
Memphis, Tenn.	557.5	41
Salt Lake City, Utah	549.3	42
Charleston - Huntington, W.Va.	530.4	43
San Antonio, Tex.	521.6	44
Louisville, Ky.	515.3	45
Harrisburg - York - Lancaster - Lebanon, Pa	500.7	46
Norfolk - Portsmouth - Newport News - Hampton, Va.	499.9	47
Birmingham, Ala.	496.4	48
Wilkes-Barre - Scranton, Pa.	485.3	49
Dayton, Ohio	482.5	50
Albany - Schenectady - Troy, N.Y.	480.1	51
Greensboro - Winston-Salem - High Point, N.C.	473.8	52
Shreveport - Texarkana, La.-Tex.-Ark.	460.8	53
Tulsa, Okla.	451.8	54
Richmond, Va.	441.8	55
Little Rock, Ark.	435.2	56
Flint - Saginaw - Bay City, Mich.	423.7	57
Wichita - Hutchinson, Kans.	421.6	58
Knoxville, Tenn.	413.6	59
Toledo, Ohio	411.6	60
Mobile - Pensacola, Ala.-Fla.	404.6	61
Albuquerque, N.M.	393.2	62
Fresno, Calif.	387.4	63
Jacksonville, Fla.	387.4	63
West Palm Beach, Fla.	383.5	65
Des Moines, Iowa	369.6	66
Syracuse, N.Y.	367.5	67
Green Bay, Wisc.	353.8	68
Roanoke - Lynchburg, Va.	353.3	69
Springfield - Decatur - Champaign, Ill.	352.7	70
Rochester, N.Y.	346.6	71
Omaha, Neb.	346.1	72
Paducah - Cape Girardeau - Harrisburg - Marion, Ky.-Mo.-Ill.	341.7	73
Davenport - Rock Island - Moline, Iowa-Ill.	339.0	74
Spokane, Wash.	333.2	75
Cedar Rapids - Waterloo - Dubuque, Iowa	318.2	76
Portland - Poland Spring, Maine	317.8	77
Lexington, Ky.	317.3	78
Johnstown - Altoona, Pa.	305.1	79
Chattanooga, Tenn.	292.1	80
Austin, Tex.	281.9	81
Springfield, Mo.	280.6	82
South Bend - Elkhart, Ind.	277.8	83
Jackson, Miss.	274.2	84
Bristol - Kingsport - Johnson City, Tenn.	271.7	85
Tucson, Ariz.	269.1	86
Evansville, Ind.	263.7	87
Columbia, S.C.	259.3	88
Lincoln - Hastings - Kearney, Neb.	255.9	89
Baton Rouge, La.	253.8	90
Huntsville - Decatur - Florence, Ala.	251.1	91
Youngstown, Ohio	238.6	92
Springfield, Mass.	234.1	93
Sioux Falls - Mitchell, S.D.	233.6	94
Ft. Wayne, Ind.	232.0	95
Waco - Temple, Tex.	227.3	96
El Paso, Tex.	219.1	97
Peoria, Ill.	218.2	98
Burlington - Plattsburgh, Vt.-N.Y.	216.3	99
Greenville - New Bern - Washington, N.C.	216.3	99
Fargo, N.D.	212.2	101
Las Vegas, Nev.	211.8	102
Lansing, Mich.	211.2	103
Augusta, Ga.	206.3	104
Colorado Springs - Pueblo, Colo.	205.1	105
Madison, Wisc.	198.7	106
Salinas - Monterey, Calif.	196.8	107
Savannah, Ga.	196.1	108
Charleston, S.C.	195.3	109
Lafayette, La.	193.6	110
Rockford, Ill.	192.0	111
Monroe - El Dorado, La.-Ark.	187.5	112
Santa Barbara - Santa Maria - San Luis Obispo, Calif.	185.9	113
Ft. Myers - Naples, Fla.	183.7	114
Columbus, Ga.	181.5	115
Amarillo, Tex.	175.9	116
Joplin - Pittsburg, Mo.-Kans	174.8	117
Duluth - Superior, Minn.-Wisc.	174.5	118
Montgomery, Ala.	172.3	119
Yakima, Wash.	172.3	119
McAllen - Brownsville, Tex.	171.4	121
Beaumont - Port Arthur, Tex.	168.9	122
Wheeling - Steubenville, W.Va.-Ohio	167.1	123
Reno, Nev.	165.7	124
Eugene, Ore.	164.9	125
Corpus Christi, Tex.	164.6	126
Terre Haute, Ind.	164.5	127
Wichita Falls - Lawton, Tex.-Okla.	161.8	128
La Crosse - Eau Claire, Wisc.	160.5	129
Lubbock, Tex.	157.9	130
Wausau - Rhinelander, Wisc.	157.2	131
Tallahassee, Fla.	155.6	132
Binghamton, N.Y.	154.4	133
Boise, Ida.	153.2	134
Erie, Pa.	151.7	135
Columbus - Tupelo, Miss	150.9	136
Topeka, Kans.	150.8	137
Traverse City - Cadillac, Mich.	150.5	138
Sioux City, Iowa	149.1	139
Chico - Redding, Calif.	148.2	140
Rochester - Mason City - Austin, Minn.-Iowa	145.3	141
Macon, Ga.	142.6	142
Bluefield - Beckley - Oak Hill, W.Va.	142.3	143
Minot - Bismarck - Dickinson, N.D.	140.4	144
Columbia - Jefferson City, Mo.	139.0	145
Ft. Smith, Ark.	137.9	146
Missoula - Butte, Mont.	136.9	147
Florence, S.C.	135.3	148
Odessa - Midland, Tex.	134.7	149
Bakersfield, Calif.	133.3	150
Albany, Ga.	127.0	151
Wilmington, N.C.	126.4	152
Quincy - Hannibal, Ill.-Mo	125.5	153
Bangor, Maine	123.2	154
Medford, Ore.	117.8	155
Abilene - Sweetwater, Tex.	112.1	156
Idaho Falls - Pocatello, Ida.	103.2	157
Sarasota, Fla.	103.8	158
Utica, N.Y.	103.3	159
Tyler, Tex.	100.3	160
Dothan, Ala.	100.0	161
Rapid City, S.D.	95.3	162
Alexandria, La.	88.6	163
Billings - Hardin, Mont.	88.2	164
Elmira, N.Y.	85.8	165
Clarksburg - Weston, W.Va.	85.4	166
Salisbury, Md.	81.9	167
Laurel - Hattiesburg, Miss.	79.9	168
Greenwood - Greenville, Miss.	79.7	169
Meridian, Miss.	78.8	170
Watertown - Carthage, N.Y.	77.6	171
Lake Charles, La.	76.4	172
Ardmore - Ada, Okla.	75.7	173
Gainesville, Fla.	75.1	174
Jonesboro, Ark.	67.0	175
Great Falls, Mont.	66.4	176
Panama City, Fla.	64.9	177
El Centro - Yuma, Calif.-Ariz.	60.5	178
Biloxi - Gulfport - Pascagoula, Miss.	60.2	179
Eureka, Calif.	58.7	180
Alexandria, Minn.	58.0	181
Casper - Riverton, Wyo.	56.9	182
Roswell, N.M.	55.9	183
Grand Junction, Colo.	55.6	184
Marquette, Mich.	54.6	185
Jackson, Tenn.	54.3	186
Palm Springs, Calif.	52.3	187
St. Joseph, Mo.	51.2	188
Tuscaloosa, Ala.	50.3	189
Cheyenne, Wyo.	49.6	190
Lafayette, Ind.	45.6	191
Bowling Green, Ky.	43.1	192
Anniston, Ala.	42.3	193
San Angelo, Tex.	42.1	194
Hagerstown, Md.	41.0	195
Lima, Ohio	40.9	196
Harrisonburg, Va.	37.1	197
Parkersburg, W.Va.	34.9	198
Laredo, Tex.	32.3	199
Zanesville, Ohio	31.2	200
Presque Isle, Maine	29.7	201
Ottumwa - Kirksville, Iowa-Mo.	29.1	202
Twin Falls, Ida.	26.3	203
Victoria, Tex.	26.3	203
Flagstaff, Ariz.	26.2	205
Bend, Ore.	25.3	206
Mankato, Minn.	23.1	207
Selma, Ala.	17.5	208
North Platte, Neb.	16.0	209
Alpena, Mich.	15.3	210
Glendive, Mont.	5.2	211

S&MM/ARBITRON TV MARKET (ADI) RANKING

EFFECTIVE BUYING INCOME (EBI)

ADI	($000)	Rank
New York, N.Y.	211,354,216	1
Los Angeles, Calif.	135,807,941	2
Chicago, Ill.	93,156,155	3
Philadelphia, Pa.	73,887,770	4
San Francisco, Calif.	69,075,811	5
Boston, Mass.	58,512,796	6
Washington, D.C.	51,373,584	7
Detroit, Mich.	49,228,678	8
Houston, Tex.	43,972,800	9
Dallas - Ft. Worth, Tex.	42,620,551	10
Cleveland, Ohio	37,416,241	11
Minneapolis - St. Paul, Minn.	33,418,776	12
Seattle - Tacoma, Wash.	32,759,401	13
Pittsburgh, Pa.	32,621,347	14
Miami, Fla.	31,294,343	15
Atlanta, Ga.	30,502,505	16
St. Louis, Mo.	28,454,151	17
Denver, Colo.	28,068,519	18
Hartford - New Haven, Conn.	26,450,990	19
Sacramento - Stockton, Calif.	24,306,525	20
Baltimore, Md.	24,226,329	21
Tampa - St. Petersburg, Fla.	23,702,389	22
San Diego, Calif.	22,696,449	23
Indianapolis, Ind.	20,468,035	24
Portland, Ore.	20,180,988	25
Milwaukee, Wisc.	19,825,353	26
Phoenix, Ariz.	19,802,049	27
Cincinnati, Ohio	19,207,179	28
Kansas City, Mo.	19,125,853	29
New Orleans, La.	16,354,400	30
Buffalo, N.Y.	16,246,092	31
Columbus, Ohio	16,000,306	32
Oklahoma City, Okla.	15,836,138	33
Orlando - Daytona Beach - Melbourne, Fla.	15,743,482	34
Nashville, Tenn.	15,517,249	35
Grand Rapids - Kalamazoo - Battle Creek, Mich.	15,301,202	36
Charlotte, N.C.	15,300,953	37
Providence - New Bedford, R.I.-Mass.	14,772,025	38
Salt Lake City, Utah	14,200,767	39
Raleigh - Durham, N.C.	13,819,531	40
Harrisburg - York - Lancaster - Lebanon, Pa.	13,736,510	41
San Antonio, Tex.	13,147,606	42
Albany - Schenectady - Troy, N.Y.	13,099,865	43
Norfolk - Portsmouth - Newport News - Hampton, Va.	12,874,461	44
Greenville - Spartanburg - Asheville, S.C.-N.C.	12,868,899	45
Louisville, Ky.	12,746,865	46
Memphis, Tenn.	12,408,499	47
Dayton, Ohio	12,270,527	48
Tulsa, Okla.	11,589,999	49
Richmond, Va.	11,587,781	50
Greensboro - Winston-Salem - High Point, N.C.	11,537,937	51
Charleston - Huntington, W.Va.	11,452,414	52
Flint - Saginaw - Bay City, Mich.	11,429,288	53
Wichita - Hutchinson, Kans	11,294,206	54
Birmingham, Ala.	11,219,689	55
Wilkes-Barre - Scranton, Pa.	11,021,946	56
Rochester, N.Y.	11,004,755	57
West Palm Beach, Fla.	10,883,855	58
Toledo, Ohio	10,785,354	59
Shreveport - Texarkana, La.-Tex.-Ark.	10,618,026	60
Syracuse, N.Y.	10,369,227	61
Mobile - Pensacola, Ala.-Fla.	10,285,557	62
Fresno, Calif.	9,727,178	63
Jacksonville, Fla.	9,708,308	64
Des Moines, Iowa	9,582,367	65
Albuquerque, N.M.	9,401,018	66
Omaha, Neb.	9,383,504	67
Little Rock, Ark.	9,375,784	68
Davenport - Rock Island - Moline, Iowa-Ill.	9,246,053	69
Springfield - Decatur - Champaign, Ill.	9,134,504	70
Green Bay, Wisc.	8,962,498	71
Knoxville, Tenn.	8,937,026	72
Cedar Rapids - Waterloo - Dubuque, Iowa	8,336,683	73
Roanoke - Lynchburg, Va.	8,211,614	74
Portland - Poland Spring, Maine	7,569,919	75
Austin, Tex.	7,488,937	76
Spokane, Wash.	7,429,911	77
South Bend - Elkhart, Ind.	7,058,728	78
Paducah - Cape Girardeau - Harrisburg - Marion, Ky.-Mo.-Ill.	7,015,628	79
Baton Rouge, La.	7,007,818	80
Lexington, Ky.	7,002,978	81
Johnstown - Altoona, Pa.	6,736,844	82
Chattanooga, Tenn.	6,495,543	83
Evansville, Ind.	6,495,406	84
Peoria, Ill.	6,381,891	85
Jackson, Miss.	6,213,295	86
Lincoln - Hastings - Kearney, Neb.	6,208,813	87
Lansing, Mich.	6,158,998	88
Columbia, S.C.	6,141,461	89
Springfield, Mass.	6,055,759	90
Youngstown, Ohio	6,045,935	91
Tucson, Ariz.	6,034,289	92
Bristol - Kingsport - Johnson City, Tenn.	5,882,812	93
Ft. Wayne, Ind.	5,830,949	94
Huntsville - Decatur - Florence, Ala.	5,790,851	95
Salinas - Monterey, Calif.	5,726,878	96
Las Vegas, Nev.	5,687,014	97
Springfield, Mo.	5,587,737	98
Santa Barbara - Santa Maria - San Luis Obispo, Calif.	5,563,022	99
Waco - Temple, Tex.	5,485,522	100
Madison, Wisc.	5,468,809	101
Rockford, Ill.	5,339,601	102
Sioux Falls - Mitchell, S.D.	5,283,599	103
Fargo, N.D.	5,275,822	104
Burlington - Plattsburgh, Vt.-N.Y.	5,147,098	105
El Paso, Tex.	5,082,219	106
Colorado Springs - Pueblo, Colo.	5,005,749	107
Lafayette, La.	4,882,193	108
Beaumont - Port Arthur, Tex.	4,672,598	109
Augusta, Ga.	4,607,668	110
Ft. Myers - Naples, Fla.	4,550,611	111
Reno, Nev.	4,522,082	112
Savannah, Ga.	4,481,734	113
Yakima, Wash.	4,429,708	114
Greenville - New Bern - Washington, N.C.	4,428,315	115
Amarillo, Tex.	4,361,938	116
Charleston, S.C.	4,267,576	117
Corpus Christi, Tex.	4,205,336	118
Duluth - Superior, Minn.-Wisc.	4,129,501	119
Binghamton, N.Y.	4,119,641	120
Odessa - Midland, Tex.	4,020,532	121
Topeka, Kans.	3,991,791	122
Wichita Falls - Lawton, Tex.-Okla.	3,923,149	123
La Crosse - Eau Claire, Wisc.	3,837,030	124
Columbus, Ga.	3,834,368	125
Erie, Pa.	3,824,395	126
Minot - Bismarck - Dickinson, N.D.	3,802,872	127
Wheeling - Steubenville, W.Va.-Ohio	3,801 425	128
Wausau - Rhinelander, Wisc.	3,786,081	129
Montgomery, Ala.	3,684,754	130
Terre Haute. Ind.	3,670,036	131
Monroe - El Dorado, La.-Ark.	3,660,318	132
Bakersfield, Calif.	3,649,902	133
Lubbock, Tex.	3,645,537	134
Joplin - Pittsburg, Mo.-Kans	3,636,760	135
Macon, Ga.	3,560,669	136
Boise, Ida.	3,552,052	137
Rochester - Mason City - Austin, Minn.-Iowa	3,550,247	138
Eugene, Ore.	3,526,531	139
Tallahassee, Fla.	3,445,304	140
Sioux City, Iowa	3,443,134	141
McAllen - Brownsville, Tex.	3,388,945	142
Columbia - Jefferson City, Mo.	3,333,703	143
Chico - Redding, Calif.	3,238,700	144
Traverse City - Cadillac, Mich.	3,169,754	145
Missoula - Butte, Mont.	3,131,522	146
Ft. Smith, Ark.	2,839,994	147
Columbus - Tupelo, Miss.	2,815,239	148
Bluefield - Beckley - Oak Hill, W.Va.	2,799,683	149
Florence, S.C.	2,785,550	150
Quincy - Hannibal, Ill.-Mo.	2,708,718	151
Albany, Ga.	2,623,139	152
Wilmington, N.C.	2,622,186	153
Idaho Falls - Pocatello, Ida.	2,601,834	154
Bangor, Maine	2,593,384	155
Utica, N.Y.	2,589,953	156
Sarasota, Fla.	2,582,376	157
Abilene - Sweetwater, Tex.	2,556,798	158
Tyler, Tex.	2,538,270	159
Rapid City, S.D.	2,526,138	160
Medford, Ore.	2,360,661	161
Billings - Hardin, Mont.	2,134,144	162
Elmira, N.Y.	2,058,282	163
Lake Charles, La.	2,038,744	164
Dothan, Ala.	2,014,906	165
Alexandria, La.	1,951,798	166
Salisbury, Md.	1,849,715	167
Watertown - Carthage, N.Y.	1,790,156	168
Gainesville, Fla.	1,750,810	169
Laurel - Hattiesburg, Miss.	1,693,655	170
Clarksburg - Weston, W.Va.	1,658,837	171
Casper - Riverton, Wyo.	1,657,362	172
Meridian, Miss.	1,549,430	173
Great Falls, Mont.	1,527,621	174
Ardmore - Ada, Okla.	1,508,204	175
Biloxi - Gulfport - Pascagoula, Miss.	1,467,434	176
Roswell, N.M.	1,415,763	177
Grand Junction, Colo.	1,389,484	178
Greenwood - Greenville, Miss.	1,361,791	179
Palm Springs, Calif.	1,360,313	180
El Centro - Yuma, Calif.-Ariz.	1,327,039	181
Eureka, Calif.	1,319,233	182
Panama City, Fla.	1,247,258	183
Lafayette, Ind.	1,233,109	184
Cheyenne, Wyo.	1,226,828	185
Jonesboro, Ark.	1,204,551	186
Marquette, Mich.	1,203,877	187
St. Joseph, Mo.	1,158,647	188
Alexandria, Minn.	1,106,748	189
San Angelo, Tex.	1,099,730	190
Jackson, Tenn.	1,093,193	191
Tuscaloosa, Ala.	1,075,058	192
Lima, Ohio	1,008,695	193
Hagerstown, Md.	945,648	194
Anniston, Ala.	929,704	195
Bowling Green, Ky.	894,045	196
Parkersburg, W.Va.	827,090	197
Harrisonburg, Va.	777,082	198
Victoria, Tex.	769,376	199
Zanesville, Ohio	677,847	200
Presque Isle, Maine	633,382	201
Laredo, Tex.	625.539	202
Twin Falls, Ida.	608,314	203
Flagstaff, Ariz.	593,423	204
Ottumwa - Kirksville, Iowa-Mo.	558,778	205
Bend, Ore.	551,827	206
Mankato, Minn.	535,967	207
North Platte, Neb.	377,790	208
Alpena, Mich.	327,715	209
Selma, Ala.	292,943	210
Glendive, Mont.	123,690	211

S&MM/ARBITRON TV MARKET (ADI) RANKING

TOTAL RETAIL SALES

ADI	($000)	Rank
New York, N.Y.	87,799,733	1
Los Angeles, Calif.	66,667,428	2
Chicago, Ill.	42,295,167	3
Philadelphia, Pa.	34,801,156	4
San Francisco, Calif.	33,348,946	5
Boston, Mass.	32,762,126	6
Detroit, Mich.	24,387,191	7
Dallas - Ft. Worth, Tex.	24,258,092	8
Houston, Tex.	23,745,796	9
Washington, D.C.	23,734,550	10
Cleveland, Ohio	18,571,789	11
Miami, Fla.	17,477,374	12
Minneapolis - St. Paul, Minn.	17,441,520	13
Seattle - Tacoma, Wash.	16,525,096	14
Atlanta, Ga.	15,591,105	15
Pittsburgh, Pa.	15,101,114	16
St. Louis, Mo.	14,561,534	17
Denver, Colo.	13,893,885	18
Hartford - New Haven, Conn.	12,870,574	19
Tampa - St. Petersburg, Fla.	12,754,859	20
Sacramento - Stockton, Calif.	12,429,706	21
Baltimore, Md.	11,652,437	22
Portland, Ore.	11,041,107	23
Indianapolis, Ind.	10,947,032	24
San Diego, Calif.	10,860,056	25
Kansas City, Mo.	10,196,296	26
Phoenix, Ariz.	9,549,276	27
Orlando - Daytona Beach - Melbourne, Fla.	9,071,477	28
Cincinnati, Ohio	9,063,120	29
Milwaukee, Wisc.	8,854,101	30
Nashville, Tenn.	8,408,371	31
Charlotte, N.C.	8,366,889	32
New Orleans, La.	8,173,844	33
Providence - New Bedford, R.I.-Mass.	8,060,256	34
Buffalo, N.Y.	8,042,303	35
Columbus, Ohio	8,008,611	36
Oklahoma City, Okla.	7,847,536	37
Salt Lake City, Utah	7,786,490	38
Raleigh - Durham, N.C.	7,554,321	39
San Antonio, Tex.	7,265,762	40
Greenville - Spartanburg - Asheville, S.C.-N.C.	7,260,413	41
Norfolk - Portsmouth - Newport News - Hampton, Va.	7,225,319	42
Grand Rapids - Kalamazoo - Battle Creek, Mich.	7,030,391	43
Memphis, Tenn.	6,880,206	44
Harrisburg - York - Lancaster - Lebanon, Pa.	6,814,966	45
Louisville, Ky.	6,754,182	46
Albany - Schenectady - Troy, N.Y.	6,737,083	47
Charleston - Huntington, W.Va.	6,690,604	48
Greensboro - Winston-Salem - High Point, N.C.	6,496,036	49
Richmond, Va.	6,334,280	50
Dayton, Ohio	6,034,973	51
Flint - Saginaw - Bay City, Mich.	5,987,097	52
Birmingham, Ala.	5,975,957	53
Tulsa, Okla.	5,952,251	54
Shreveport - Texarkana, La.-Tex.-Ark.	5,591,176	55
Wichita - Hutchinson, Kans.	5,486,782	56
Jacksonville, Fla.	5,467,787	57
Little Rock, Ark.	5,465,914	58
Albuquerque, N.M.	5,406,876	59
West Palm Beach, Fla.	5,348,934	60
Toledo, Ohio	5,338,582	61
Portland - Poland Spring, Maine	5,308,470	62
Mobile - Pensacola, Ala.-Fla.	5,218,033	63
Rochester, N.Y.	5,164,532	64
Fresno, Calif.	5,138,327	65
Wilkes-Barre - Scranton, Pa.	5,106,008	66
Knoxville, Tenn.	5,043,692	67
Des Moines, Iowa	5,010,144	68
Syracuse, N.Y.	4,998,416	69
Springfield - Decatur - Champaign, Ill.	4,742,228	70
Roanoke - Lynchburg, Va.	4,641,769	71
Omaha, Neb.	4,458,968	72
Davenport - Rock Island - Moline, Iowa-Ill.	4,335,476	73
Paducah - Cape Girardeau - Harrisburg - Marion, Ky.-Mo.-Ill.	4,283,515	74
Lexington, Ky.	4,112,351	75
Spokane, Wash.	4,061,251	76
Cedar Rapids - Waterloo - Dubuque, Iowa	4,050,981	77
Green Bay, Wisc.	4,023,061	78
Austin, Tex.	3,997,670	79
Springfield, Mass.	3,743,083	80
South Bend - Elkhart, Ind.	3,647,272	81
Johnstown - Altoona, Pa.	3,600,059	82
Chattanooga, Tenn.	3,503,297	83
Lincoln - Hastings - Kearney, Neb.	3,444,591	84
Evansville, Ind.	3,430,415	85
Springfield, Mo.	3,413,040	86
Burlington - Plattsburgh, Vt.-N.Y.	3,352,880	87
Las Vegas, Nev.	3,343,960	88
Bristol - Kingsport - Johnson City, Tenn.	3,249,052	89
Baton Rouge, La.	3,227,683	90
Columbia, S.C.	3,219,862	91
Jackson, Miss.	3,119,531	92
Tucson, Ariz.	3,115,838	93
Youngstown, Ohio	3,089,934	94
Sioux Falls - Mitchell, S.D.	3,047,689	95
Waco - Temple, Tex.	3,038,819	96
Huntsville - Decatur - Florence, Ala.	2,991,062	97
Ft. Wayne, Ind.	2,980,186	98
El Paso, Tex.	2,978,139	99
Salinas - Monterey, Calif.	2,932,779	100
Peoria, Ill.	2,891,864	101
Fargo, N.D.	2,882,235	102
Reno, Nev.	2,864,033	103
Lansing, Mich.	2,849,463	104
Amarillo, Tex.	2,767,135	105
Santa Barbara - Santa Maria - San Luis Obispo, Calif.	2,766,578	106
Greenville - New Bern - Washington, N.C.	2,720,751	107
Beaumont - Port Arthur, Tex.	2,715,043	108
Ft. Myers - Naples, Fla.	2,668,936	109
Madison, Wisc.	2,650,887	110
Colorado Springs - Pueblo, Colo.	2,549,725	111
Yakima, Wash.	2,507,961	112
Corpus Christi, Tex.	2,475,452	113
Lubbock, Tex.	2,464,752	114
Odessa - Midland, Tex.	2,462,900	115
Lafayette, La.	2,462,048	116
Savannah, Ga.	2,403,110	117
Rockford, Ill.	2,364,603	118
Eugene, Ore.	2,354,638	119
McAllen - Brownsville, Tex.	2,354,490	120
Augusta, Ga.	2,289,830	121
Boise, Ida.	2,239,300	122
Charleston, S.C.	2,211,364	123
Erie, Pa.	2,130,643	124
Missoula - Butte, Mont.	2,121,245	125
Wichita Falls - Lawton, Tex.-Okla.	2,113,489	126
Bakersfield, Calif.	2,077,958	127
Duluth - Superior, Minn.-Wisc.	2,066,904	128
Terre Haute, Ind.	2,054,231	129
Binghamton, N.Y.	2,034,371	130
Columbus, Ga.	2,020,249	131
Joplin - Pittsburg, Mo.-Kans	2,015,775	132
Montgomery, Ala.	2,013,365	133
Bluefield - Beckley - Oak Hill, W.Va.	2,007,117	134
Rochester - Mason City - Austin, Minn.-Iowa	1,979,140	135
Tallahassee, Fla.	1,960,574	136
Monroe - El Dorado, La.-Ark.	1,950,642	137
Columbia - Jefferson City, Mo.	1,927,337	138
Sioux City, Iowa	1,920,739	139
Wheeling - Steubenville, W.Va.-Ohio	1,918,568	140
La Crosse - Eau Claire, Wisc.	1,885,613	141
Macon, Ga.	1,877,865	142
Ft. Smith, Ark.	1,869,382	143
Bangor, Maine	1,866,572	144
Traverse City - Cadillac, Mich.	1,829,514	145
Idaho Falls - Pocatello, Ida.	1,825,041	146
Minot - Bismarck - Dickinson, N.D.	1,820,947	147
Chico - Redding, Calif.	1,795,622	148
Wausau - Rhinelander, Wisc.	1,772,279	149
Florence, S.C.	1,771,034	150
Topeka, Kans.	1,737,824	151
Medford, Ore.	1,674,779	152
Abilene - Sweetwater, Tex.	1,572,357	153
Wilmington, N.C.	1,571,045	154
Columbus - Tupelo, Miss.	1,547,322	155
Sarasota, Fla.	1,538,153	156
Tyler, Tex.	1,531,358	157
Billings - Hardin, Mont.	1,502,389	158
Rapid City, S.D.	1,489,553	159
Albany, Ga.	1,445,477	160
Quincy - Hannibal, Ill.-Mo.	1,397,177	161
Utica, N.Y.	1,356,944	162
Salisbury, Md.	1,209,221	163
Casper - Riverton, Wyo.	1,115,523	164
Dothan, Ala.	1,103,013	165
Lake Charles, La.	1,075,688	166
Great Falls, Mont.	1,067,347	167
Watertown - Carthage, N.Y.	1,045,641	168
Gainesville, Fla.	990,397	169
Elmira, N.Y.	980,039	170
Clarksburg - Weston, W.Va.	976,827	171
Laurel - Hattiesburg, Miss.	950,930	172
Alexandria, La.	891,939	173
Greenwood - Greenville, Miss.	876,208	174
Roswell, N.M.	864,097	175
Panama City, Fla.	852,667	176
El Centro - Yuma, Calif.-Ariz.	824,222	177
Meridian, Miss.	819,756	178
Biloxi - Gulfport - Pascagoula, Miss.	809,908	179
Grand Junction, Colo.	794,445	160
Cheyenne, Wyo.	793,587	181
San Angelo, Tex.	787,510	182
Jonesboro, Ark.	783,169	183
St. Joseph, Mo.	754,429	184
Palm Springs, Calif.	753,674	185
Eureka, Calif.	719,734	186
Ardmore - Ada, Okla.	705,106	187
Jackson, Tenn.	701,975	188
Alexandria, Minn.	666,776	189
Parkersburg, W.Va.	663,731	190
Tuscaloosa, Ala.	647,406	191
Lafayette, Ind.	626,079	192
Hagerstown, Md.	625,960	193
Laredo, Tex.	623,600	194
Marquette, Mich.	609,982	195
Lima, Ohio	589,726	196
Bowling Green, Ky.	576,062	197
Victoria, Tex.	533,288	198
Anniston, Ala.	505,478	199
Presque Isle, Maine	481,749	200
Harrisonburg, Va.	442,521	201
Bend, Ore.	436,535	202
Mankato, Minn.	387,898	203
Flagstaff, Ariz.	371,256	204
Zanesville, Ohio	360,035	205
Ottumwa - Kirksville, Iowa-Mo.	342,958	206
Twin Falls, Ida.	329,242	207
North Platte, Neb.	238,686	208
Selma, Ala.	212,681	209
Alpena, Mich.	173,726	210
Glendive, Mont.	98,219	211

S&MM/ARBITRON TV MARKET (ADI) RANKING

BUYING POWER INDEX (BPI)

ADI	BPI	Rank
New York, N.Y.	8.2880	1
Los Angeles, Calif.	5.6302	2
Chicago, Ill.	3.7864	3
Philadelphia, Pa.	3.0631	4
San Francisco, Calif.	2.7801	5
Boston, Mass.	2.5387	6
Detroit, Mich.	2.0689	7
Washington, D.C.	2.0474	8
Houston, Tex.	1.8754	9
Dallas - Ft. Worth, Tex.	1.8656	10
Cleveland, Ohio	1.5936	11
Minneapolis - St. Paul, Minn.	1.4295	12
Seattle - Tacoma, Wash.	1.3746	13
Miami, Fla.	1.3644	14
Pittsburgh, Pa.	1.3637	15
Atlanta, Ga.	1.3142	16
St. Louis, Mo.	1.2226	17
Denver, Colo.	1.1668	18
Hartford - New Haven, Conn.	1.0823	19
Tampa - St. Petersburg, Fla.	1.0414	20
Sacramento - Stockton, Calif.	1.0384	21
Baltimore, Md.	1.0193	22
San Diego, Calif.	.9347	23
Indianapolis, Ind.	.9031	24
Portland, Ore.	.8894	25
Phoenix, Ariz.	.8461	26
Kansas City, Mo.	.8265	27
Milwaukee, Wisc.	.8093	28
Cincinnati, Ohio	.8084	29
Orlando - Daytona Beach - Melbourne, Fla.	.7118	30
New Orleans, La.	.7079	31
Buffalo, N.Y.	.6985	32
Nashville, Tenn.	.6978	33
Charlotte, N.C.	.6910	34
Columbus, Ohio	.6887	35
Oklahoma City, Okla.	.6724	36
Salt Lake City, Utah	.6524	37
Providence - New Bedford, R.I.-Mass.	.6521	38
Grand Rapids - Kalamazoo - Battle Creek, Mich.	.6427	39
Raleigh - Durham, N.C.	.6296	40
San Antonio, Tex.	.5993	41
Greenville - Spartanburg - Asheville, S.C.-N.C.	.5971	42
Harrisburg - York - Lancaster - Lebanon, Pa.	.5835	43
Norfolk - Portsmouth - Newport News - Hampton, Va.	.5835	43
Memphis, Tenn.	.5781	45
Louisville, Ky.	.5666	46
Albany - Schenectady - Troy, N.Y.	.5635	47
Charleston - Huntington, W.Va.	.5414	48
Dayton, Ohio	.5257	49
Greensboro - Winston-Salem - High Point, N.C.	.5200	50
Richmond, Va.	.5140	51
Birmingham, Ala.	.5071	52
Tulsa, Okla.	.5010	53
Flint - Saginaw - Bay City, Mich.	.5006	54
Shreveport - Texarkana, La.-Tex.-Ark.	.4776	55
Wilkes-Barre - Scranton, Pa.	.4769	56
Wichita - Hutchinson, Kans.	.4746	57
Toledo, Ohio	.4630	58
Mobile - Pensacola, Ala.-Fla.	.4517	59
West Palm Beach, Fla.	.4487	60
Rochester, N.Y.	.4480	61
Little Rock, Ark.	.4420	62
Jacksonville, Fla.	.4383	63
Syracuse, N.Y.	.4378	64
Albuquerque, N.M.	.4351	65
Fresno, Calif.	.4346	66
Knoxville, Tenn.	.4162	67
Des Moines, Iowa	.4142	68
Springfield - Decatur - Champaign, Ill.	.3947	69
Omaha, Neb.	.3928	70
Davenport - Rock Island - Moline, Iowa-Ill.	.3849	71
Roanoke - Lynchburg, Va.	.3788	72
Green Bay, Wisc.	.3775	73
Portland - Poland Spring, Maine	.3695	74
Cedar Rapids - Waterloo - Dubuque, Iowa	.3548	75
Spokane, Wash.	.3379	76
Paducah - Cape Girardeau - Harrisburg - Marion, Ky.-Mo.-Ill.	.3347	77
Lexington, Ky.	.3294	78
Austin, Tex.	.3254	79
South Bend - Elkhart, Ind.	.3100	80
Johnstown - Altoona, Pa.	.3087	81
Chattanooga, Tenn.	.2977	82
Baton Rouge, La.	.2957	83
Evansville, Ind.	.2867	84
Jackson, Miss.	.2813	85
Springfield, Mass.	.2797	86
Columbia, S.C.	.2784	87
Lincoln - Hastings - Kearney, Neb.	.2777	88
Bristol - Kingsport - Johnson City, Tenn.	.2732	89
Springfield, Mo.	.2701	90
Tucson, Ariz.	.2682	91
Youngstown, Ohio	.2632	92
Peoria, Ill.	.2601	93
Huntsville - Decatur - Florence, Ala.	.2586	94
Ft. Wayne, Ind.	.2565	95
Lansing, Mich.	.2563	96
Las Vegas, Nev.	.2525	97
Waco - Temple, Tex.	.2501	98
Burlington - Plattsburgh, Vt.-N.Y.	.2479	99
El Paso, Tex.	.2452	100
Sioux Falls - Mitchell, S.D.	.2446	101
Salinas - Monterey, Calif.	.2445	102
Fargo, N.D.	.2366	103
Santa Barbara - Santa Maria - San Luis Obispo, Calif.	.2312	104
Madison, Wisc.	.2285	105
Colorado Springs - Pueblo, Colo.	.2198	106
Rockford, Ill.	.2185	107
Greenville - New Bern - Washington, N.C.	.2182	108
Lafayette, La.	.2153	109
Beaumont - Port Arthur, Tex.	.2094	110
Augusta, Ga.	.2085	111
Savannah, Ga.	.2067	112
Reno, Nev.	.2050	113
Amarillo, Tex.	.2044	114
Ft. Myers - Naples, Fla.	.2031	115
Yakima, Wash.	.1986	116
Charleston, S.C.	.1978	117
Corpus Christi, Tex.	.1957	118
McAllen - Brownsville, Tex.	.1855	119
Odessa - Midland, Tex.	.1812	120
Duluth - Superior, Minn.-Wisc.	.1811	121
Lubbock, Tex.	.1794	122
Columbus, Ga.	.1790	123
Wichita Falls - Lawton, Tex.-Okla.	.1765	124
Binghamton, N.Y.	.1763	125
Monroe - El Dorado, La.-Ark.	.1738	126
Eugene, Ore.	.1718	127
Erie, Pa.	.1717	128
Montgomery, Ala.	.1716	129
Boise, Ida.	.1688	130
La Crosse - Eau Claire, Wisc.	.1682	131
Wheeling - Steubenville, W.Va.-Ohio	.1682	131
Terre Haute, Ind.	.1679	133
Joplin - Pittsburg, Mo.-Kans.	.1678	134
Topeka, Kans.	.1636	135
Wausau - Rhinelander, Wisc.	.1636	135
Bakersfield, Calif.	.1629	137
Tallahassee, Fla.	.1614	138
Minot - Bismarck - Dickinson, N.D.	.1612	139
Macon, Ga.	.1593	140
Rochester - Mason City - Austin, Minn.-Iowa	.1592	141
Sioux City, Iowa	.1560	142
Columbia - Jefferson City, Mo.	.1533	143
Missoula - Butte, Mont.	.1516	144
Traverse City - Cadillac, Mich.	.1495	145
Chico - Redding, Calif.	.1473	146
Bluefield - Beckley - Oak Hill, W.Va.	.1448	147
Ft. Smith, Ark.	.1407	148
Florence, S.C.	.1381	149
Columbus - Tupelo, Miss.	.1367	150
Bangor, Maine	.1322	151
Idaho Falls - Pocatello, Ida.	.1304	152
Wilmington, N.C.	1268	153
Albany, Ga.	.1248	154
Quincy - Hannibal, Ill.-Mo.	.1216	155
Abilene - Sweetwater, Tex.	.1204	156
Medford, Ore.	.1192	157
Tyler, Tex.	.1172	158
Utica, N.Y.	.1147	159
Rapid City, S.D.	.1145	160
Sarasota, Fla.	.1142	161
Billings - Hardin, Mont.	.1038	162
Dothan, Ala.	.0951	163
Elmira, N.Y.	.0895	164
Lake Charles, La.	.0895	164
Salisbury, Md.	.0893	166
Alexandria, La.	.0870	167
Watertown - Carthage, N.Y.	.0846	168
Clarksburg - Weston, W.Va.	.0808	169
Laurel - Hattiesburg, Miss.	.0799	170
Gainesville, Fla.	.0798	171
Casper - Riverton, Wyo.	.0775	172
Great Falls, Mont.	.0747	173
Meridian, Miss.	.0734	174
Greenwood - Greenville, Miss.	.0729	175
Ardmore - Ada, Okla.	.0677	176
Biloxi - Gulfport - Pascagoula, Miss.	.0667	177
Roswell, N.M.	.0659	178
El Centro - Yuma, Calif.-Ariz.	.0653	179
Panama City, Fla.	.0635	180
Grand Junction, Colo.	.0626	181
Jonesboro, Ark.	.0609	182
Palm Springs, Calif.	.0603	183
Eureka, Calif.	.0592	184
Cheyenne, Wyo.	.0574	185
St. Joseph, Mo.	.0555	186
Alexandria, Minn.	.0546	187
Marquette, Mich.	.0546	187
Jackson, Tenn.	.0538	189
Lafayette, Ind.	.0537	190
San Angelo, Tex.	.0533	191
Tuscaloosa, Ala.	.0515	192
Lima, Ohio	.0462	193
Hagerstown, Md.	.0460	194
Bowling Green, Ky.	.0440	195
Anniston, Ala.	.0431	196
Parkersburg, W.Va.	.0424	197
Laredo, Tex.	.0393	198
Harrisonburg, Va.	.0373	199
Victoria, Tex.	.0366	200
Presque Isle, Maine	.0333	201
Zanesville, Ohio	.0310	202
Flagstaff, Ariz.	.0293	203
Bend, Ore.	.0285	204
Twin Falls, Ida.	.0279	205
Ottumwa - Kirksville, Iowa-Mo.	.0272	206
Mankato, Minn.	.0268	207
North Platte, Neb.	.0178	208
Selma, Ala.	.0161	209
Alpena, Mich.	.0151	210
Glendive, Mont.	.0064	211

S&MM's SURVEY OF TELEVISION MARKETS

	S&MM ESTIMATES 1983												
	POPULATION—12/31/83										EFFECTIVE BUYING INCOME	RETAIL SALES	
					Population by Age Group (Thousands)								
STATE S&MM/ARBITRON TV MARKET (ADI)	Total Pop. (Thous.)	Total Households (Thous.)	Black Pop. (Thous.)	Spanish-Origin Pop. (Thous.)	2–11 Years	12–17 Years	18–24 Years	25–34 Years	35–49 Years	50 & Over	Total EBI ($000)	Total Retail Sales ($000)	**Buying Power Index**
ALABAMA													
ANNISTON	122.8	42.3	22.6	1.1	17.7	11.3	20.8	20.3	20.6	28.5	929,704	505,478	.0431
BIRMINGHAM	1,357.9	496.4	338.7	8.8	199.1	126.9	158.5	225.4	237.3	367.7	11,219,689	5,975,957	.5071
DOTHAN	284.2	100.0	53.0	3.2	44.6	27.9	33.3	45.5	50.1	73.4	2,014,906	1,103,013	.0951
HUNTSVILLE-DECATUR-FLORENCE	688.3	251.1	87.5	4.9	100.6	69.7	82.7	110.5	133.8	170.5	5,790,851	2,991,062	.2586
MOBILE-PENSACOLA	1,161.1	404.6	273.4	15.4	184.3	117.9	151.1	193.6	210.1	264.2	10,285,557	5,218,033	.4517
MONTGOMERY	491.3	172.3	191.1	4.8	76.6	48.9	61.5	76.0	82.9	129.3	3,684,754	2,013,385	.1716
SELMA	51.9	17.5	29.1	.6	9.0	6.0	6.1	7.5	8.1	13.4	292,943	212,681	.0161
TUSCALOOSA	142.3	50.3	40.3	1.2	20.2	12.0	26.2	23.9	23.1	32.6	1,075,058	647,406	.0515
ARIZONA													
FLAGSTAFF	84.7	26.2	1.3	8.7	14.8	8.3	17.1	16.1	13.1	11.7	593,423	371,256	.0293
PHOENIX	2,112.2	790.7	56.5	303.1	309.8	193.5	260.9	358.8	365.0	553.3	19,802,049	9,549,276	.8461
TUCSON	708.1	269.1	19.9	174.2	99.4	62.8	96.4	125.4	119.1	182.6	6,034,289	3,115,838	.2682
ARKANSAS													
FT. SMITH	381.4	137.9	9.4	3.1	55.1	35.9	48.2	60.0	67.0	103.5	2,839,994	1,869,382	.1407
JONESBORO	182.6	67.0	3.4	1.1	25.3	16.9	21.4	26.5	31.6	55.7	1,204,551	783,169	.0609
LITTLE ROCK	1,211.6	435.2	220.8	8.7	179.0	112.7	142.7	193.9	208.7	335.9	9,375,784	5,465,914	.4420
CALIFORNIA													
BAKERSFIELD	376.9	133.3	19.7	89.2	60.1	35.4	47.2	65.2	65.0	89.3	3,649,902	2,077,958	.1629
CHICO-REDDING	380.5	148.2	2.7	20.0	49.6	32.8	46.9	63.4	65.0	111.5	3,238,700	1,795,622	.1473

San Francisco has no city limits.

Thinking of the San Francisco market as no more than the City of San Francisco is a big marketing mistake. The City's influence extends across 10,000 square miles and 10 counties. This spectacular ADI ranks fifth nationally in both effective buying income ($71.3 billion) and annual retail sales ($34.3 billion). Its sales potential is limitless.

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- 73% of San Mateo County, with the state's fifth highest median household EBI
- 89% of San Francisco
- 42% of the East Bay's 1.4 million adult residents.

With the San Francisco Newspapers, you can bring your message to the upscale people who make this ADI superlative: 766,500 college grads; 653,700 adults in professional/technical/managerial positions; and 967,000 adults living in households with $35,000 or more in annual household income. Discover no-limit advertising with The Chronicle and The Examiner.

Represented nationally by
Sawyer-Ferguson-Walker

Sources: Scarborough San Francisco Report, 1984, 5-issue reach. Sales & Marketing Management Survey of Buying Power, 1984. ABC audits, September 1983

SAN FRANCISCO NEWSPAPER AGENCY

Agent of San Francisco Chronicle/San Francisco Examiner/San Francisco Sunday Examiner & Chronicle, 925 Mission Street, San Francisco, CA 94103

San Francisco Chronicle San Francisco Examiner Sunday Examiner & Chronicle

S&MM's SURVEY OF TELEVISION MARKETS

	S&MM ESTIMATES 1983												
	POPULATION—12/31/83										EFFECTIVE BUYING INCOME	RETAIL SALES	
					Population by Age Group (Thousands)								
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CA (cont.)													
EL CENTRO-YUMA	187.5	60.5	4.9	90.1	32.4	19.7	24.1	28.9	30.5	44.7	1,327,039	824,222	.0653
EUREKA	148.7	58.7	.6	5.7	19.3	11.8	20.6	28.9	24.7	38.7	1,319,233	719,734	.0592
FRESNO	1,128.8	387.4	44.6	353.5	180.1	109.8	145.9	195.3	191.4	263.1	9,727,178	5,138,327	.4346
LOS ANGELES	12,118.7	4,406.6	1,117.4	3,164.7	1,687.2	1,074.1	1,566.2	2,248.2	2,252.9	2,905.9	135,807,941	66,667,428	5.6302
PALM SPRINGS	141.8	52.3	6.6	29.2	20.0	12.3	15.6	23.0	23.2	43.1	1,360,313	753,674	.0603
SACRAMENTO-STOCKTON	2,384.0	906.1	121.6	301.3	330.0	214.1	300.0	435.1	430.7	597.6	24,306,525	12,429,706	1.0384
SALINAS-MONTEREY	559.7	196.8	21.7	138.6	76.7	45.9	80.5	112.5	92.0	133.1	5,726,878	2,932,779	.2445
SAN DIEGO	2,036.1	749.3	116.8	329.9	261.2	165.6	326.4	390.3	345.2	485.9	22,696,449	10,860,056	.9347
SAN FRANCISCO	5,342.1	2,086.5	466.2	712.3	647.1	449.5	649.5	1,061.7	1,051.3	1,338.0	69,075,811	33,348,946	2.7801
SANTA BARBARA-SANTA MARIA-SAN LUIS OBISPO	493.7	185.9	11.0	82.8	56.2	38.9	81.3	91.5	82.0	130.7	5,563,022	2,766,578	.2312
COLORADO													
COLORADO SPRINGS-PUEBLO	562.4	205.1	24.1	92.2	81.9	52.6	82.3	100.6	99.3	127.0	5,005,749	2,549,725	.2198
DENVER	2,510.7	965.9	84.7	244.7	351.8	219.3	351.8	537.9	468.4	501.1	28,068,519	13,893,885	1.1668
GRAND JUNCTION	151.0	55.6	.3	11.5	23.3	13.3	17.[illegible]	27.7	26.7	38.5	1,389,484	794,445	.0626
CONNECTICUT													
HARTFORD-NEW HAVEN	2,226.6	806.8	159.2	78.5	277.9	209.3	274.8	379.9	403.5	625.0	26,450,990	12,870,574	1.0823
DISTRICT OF COLUMBIA													
WASHINGTON	4,053.8	1,480.8	942.0	102.5	542.4	388.2	496.0	792.6	838.5	884.6	51,373,584	23,734,550	2.0474
FLORIDA													
FT. MYERS-NAPLES	448.9	183.7	32.7	23.1	48.2	33.4	38.5	56.9	66.6	195.1	4,550,611	2,668,936	.2031
GAINESVILLE	204.0	75.1	38.1	6.0	25.0	16.1	45.7	40.1	31.0	40.3	1,750,810	990,397	.0798
JACKSONVILLE	1,074.1	387.4	240.6	17.7	160.1	103.7	131.0	185.8	192.8	266.4	9,708,308	5,467,787	.4383
MIAMI	2,951.9	1,138.2	453.1	762.0	325.8	231.5	305.4	456.3	529.4	1,036.3	31,294,343	17,477,374	1.3644

New England's 2nd ADI

HARTFORD/NEW HAVEN ADI MEDIA FACTS

THE HARTFORD-
NEW HAVEN ADI
NEW
HAVEN
PMA

FACT 1 You can't cover the Hartford/New Haven ADI without buying the New Haven Primary Market Area (PMA).

FACT 2 The New Haven PMA covers 31 cities and towns with 496,000 adults 18 +.

FACT 3 The Register and/or Journal-Courier reaches 50% of all adults in the PMA every day...and the Sunday Register reaches 68% of all adults.

New Haven Register Journal-Courier

Represented nationally by Sawyer-Ferguson-Walker Company

Source: New Haven CMS conducted by Belden Associates, 1983

S&MM's SURVEY OF TELEVISION MARKETS

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FL (cont.)													
ORLANDO-DAYTONA BEACH-MELBOURNE	1,702.0	652.5	216.4	47.7	208.6	151.3	201.8	255.1	296.2	546.4	15,743,482	9,071,477	.7118
PANAMA CITY	176.8	64.9	23.0	2.3	25.8	17.1	20.6	26.9	32.5	48.5	1,247,258	852,667	.0635
SARASOTA	233.5	103.8	12.6	3.6	19.1	14.8	18.0	27.1	32.0	118.7	2,582,376	1,538,153	.1142
TALLAHASSEE	448.6	155.6	151 2	6.0	68.8	42.5	69.8	78.5	73.4	101.0	3,445,304	1,960,574	.1614
TAMPA-ST. PETERSBURG	2,473.1	994.6	256.5	114.6	276.5	193.8	246.1	345.8	386.7	967.9	23,702,389	12,754,859	1.0414
WEST PALM BEACH	939.3	383.5	135.0	42.3	102.2	70.0	88.7	132.0	144.7	379.8	10,883,855	5,348,934	.4487
GEORGIA													
ALBANY	380.8	127.0	133.0	3.8	64.4	40.3	45.5	61.5	63.5	91.7	2,623,139	1,445.477	.1248
ATLANTA	3,120.8	1,119.5	697.1	32.5	465.2	298.7	385.4	598.0	612.1	666.4	30,502,505	15,591,105	1.3142
AUGUSTA	608.2	206.3	236.1	8.4	95.3	62.1	78.0	102.4	103.7	145.8	4,607,668	2,289,830	.2085
COLUMBUS	531.7	181.5	203.1	8.6	79.1	52.6	84.0	86.0	85.1	127.7	3,834,368	2,020 249	.1790
MACON	418.5	142.6	147.3	4.0	64.0	42.8	53.1	69.0	75.5	100.3	3,560,669	1,877,865	.1593
SAVANNAH	587.0	196.1	200.3	8.6	90.9	56.5	92.3	99.3	93.3	133.4	4,481,734	2,403,110	.2067
IDAHO													
BOISE	425.7	153.2	1.8	22.9	68.9	39.2	51.3	75.4	74.2	100.3	3,552,052	2,239,300	.1688
IDAHO FALLS-POCATELLO	329.1	108.2	.7	14.7	63.2	31.4	43.4	57.1	53.2	64.0	2,601,834	1,825,041	.1304
TWIN FALLS	75.4	26.3	.0	3.4	12.6	6.7	8.1	11.9	12.6	20.3	608.314	329,242	.0279
ILLINOIS													
CHICAGO	8,450.1	3,038.8	1,618.8	666.1	1,218.2	805.1	1,044.4	1,482.4	1,536.6	2,093.8	93,156,155	42,295,167	3.7864
PEORIA	587.7	218.2	27.9	5.2	85.0	52.3	82.6	99.8	100.1	148.7	6,381,891	2,891,864	.2601
QUINCY-HANNIBAL	332.6	125.5	6.7	2.2	44.3	29.3	42.0	48.3	53.1	105.4	2,708,718	1,397,177	.1216
ROCKFORD	517.5	192.0	29.8	9.5	77.2	51.4	60.6	86.8	94.0	131.0	5,339,601	2,364,603	.2185
SPRINGFIELD-DECATUR-CHAMPAIGN	924.5	352.7	52.0	7.8	125.3	79.5	138.4	154.2	153.6	244.9	9,134,504	4,742,228	.3947
INDIANA													
EVANSVILLE	714.6	263.7	30.8	3.5	102.5	67.2	84.5	114.8	122.9	200.0	6,495,406	3,430,415	.2867
FT. WAYNE	659.0	232.0	28.3	8.5	103.5	64.4	79.1	111.4	113.0	164.5	5,830,949	2,980,186	.2565
INDIANAPOLIS	2,204.3	791.8	195.1	16.9	323.6	212.3	285.6	377.1	399.6	537.9	20,468,035	10,947,032	.9031
LAFAYETTE	133.0	45.6	2.0	1.5	16.0	10.0	34.4	22.7	19.3	27.0	1,233,109	626,079	.0537
SOUTH BEND-ELKHART	778.1	277.8	58.0	10.1	118.2	74.6	92.8	128.8	133.8	204.2	7,058,728	3,647,272	.3100
TERRE HAUTE	438.2	164.5	7.3	2.0	59.1	38.7	53.6	65.4	71.6	136.8	3,670,036	2,054,231	.1679

In This $20.5 Billion Market,* More Than 1/3 Million Adults Live in Pay TV Households. Can You Afford to Miss Them?

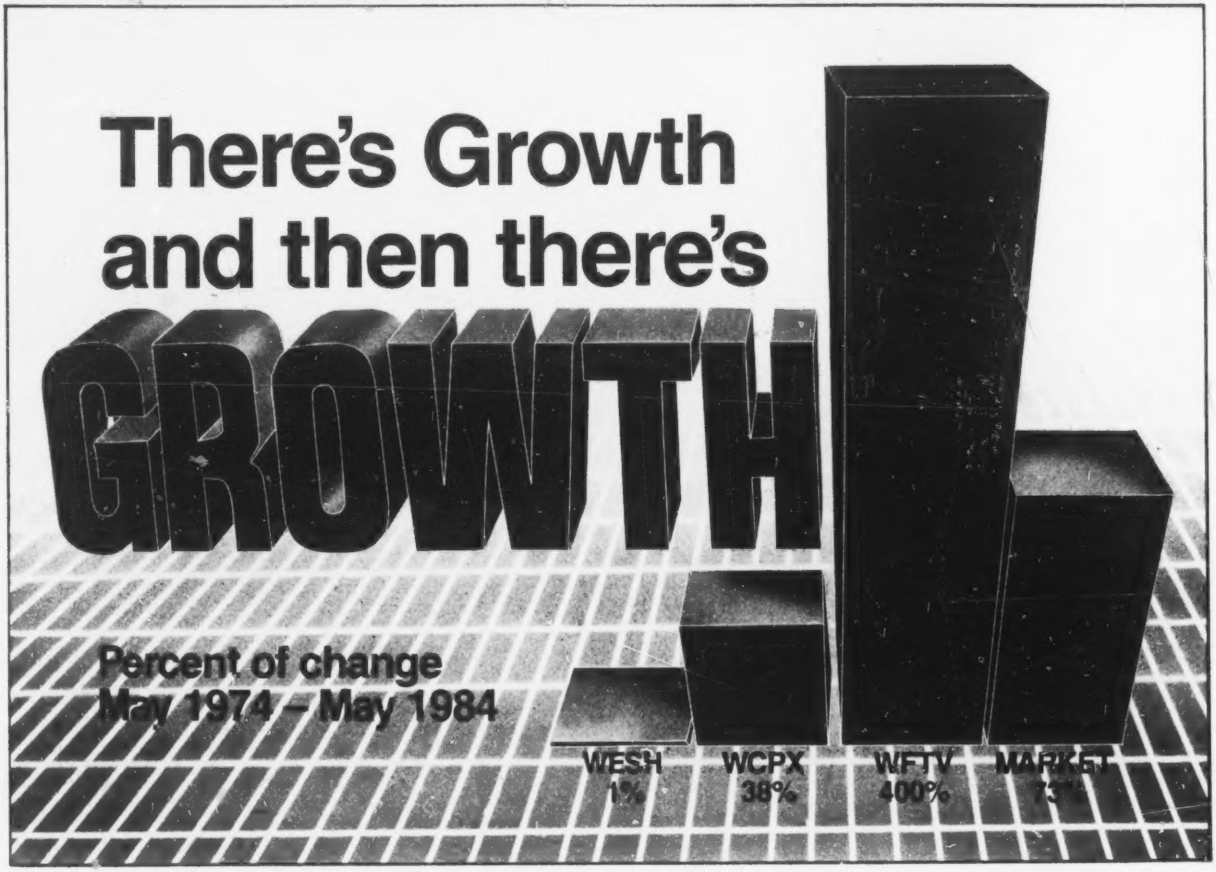
We reach 77% of them with a 5-issue combination ad! To learn more, contact your Star and News representative. Or, phone Alan Judkins, Advertising Director at (317) 633-1132.

*Indianapolis ADI

Sources:
Scarborough Market Study
1984 S&MM "Survey of Buying Power"

THE INDIANAPOLIS STAR THE INDIANAPOLIS NEWS

Member: Million Market Newspapers, Inc. Metropolitan Sunday Newspapers, Inc. representing Sunday and Metro Comics



There's Growth and then there's GROWTH

Orlando-Daytona Beach-Melbourne is one of America's fastest growing television markets. In ten short years its household population has expanded by 73%, but this impressive increase still doesn't come close to the audience growth of WFTV's top rated EYEWITNESS NEWS.

Since 1974 our 6:00 PM newscast has grown by a remarkable 400%, while our competition has failed to keep pace with us or even the market. Today, EYEWITNESS NEWS is the undisputed leader in all time periods.

Central Florida and WFTV, we've come a long way together.

WE DELIVER CENTRAL FLORIDA

abc WFTV 9

ORLANDO

DAYTONA BEACH-MELBOURNE

*Source: Arbitron May '74 and '84, station percent of change for average households, Mon–Fri 6:00 – 6:30 PM. Market change for TVHH. The data herein are subject to qualifications contained within the report.

S&MM's SURVEY OF TELEVISION MARKETS

	S&MM ESTIMATES 1983												
	POPULATION—12/31/83										EFFECTIVE BUYING INCOME	RETAIL SALES	
					Population by Age Group (Thousands)								
STATE S&MM/ARBITRON TV MARKET (ADI)	Total Pop. (Thous.)	Total Households (Thous.)	Black Pop. (Thous.)	Spanish-Origin Pop. (Thous.)	2–11 Years	12–17 Years	18–24 Years	25–34 Years	35–49 Years	50 & Over	Total EBI ($000)	Total Retail Sales ($000)	**Buying Power Index**
IOWA													
CEDAR RAPIDS-WATERLOO-DUBUQUE	868.7	318.2	13.7	4.9	123.4	83.9	124.1	144.7	140.4	223.6	8,336,683	4,050,981	.3548
DAVENPORT-ROCK ISLAND-MOLINE	903.2	339.0	23.3	24.3	132.8	87.2	104.7	147.9	156.0	244.8	9,246,053	4,335,476	.3849
DES MOINES	959.7	369.6	17.2	8.3	130.1	84.3	126.3	156.9	159.7	272.6	9,582,367	5,010,144	.4142
OTTUMWA-KIRKSVILLE	77.6	29.1	.4	.4	9.8	6.2	11.6	11.9	11.8	24.1	558,778	342,958	.0272
SIOUX CITY	399.0	149.1	1.3	2.6	58.1	36.1	48.2	59.8	61.6	121.1	3,443,134	1,920,739	.1560
KANSAS													
TOPEKA	403.5	150.8	26.6	13.4	54.5	32.4	67.4	69.1	62.4	103.6	3,991,791	1,737,824	.1636
WICHITA-HUTCHINSON	1,093.5	421.6	41.4	33.7	152.8	94.6	135.2	178.7	182.1	313.1	11,294,206	5,486,782	.4746
KENTUCKY													
BOWLING GREEN	119.4	43.1	8.9	.9	16.3	10.5	19.5	19.3	20.3	29.8	894,045	576,062	.0440
LEXINGTON	882.9	317.3	54.9	6.5	131.0	83.3	123.0	153.2	153.4	211.2	7,002,978	4,112,351	.3294
LOUISVILLE	1,429.5	515.3	146.0	10.9	212.3	137.1	178.6	248.3	253.2	354.0	12,746,865	6,754,182	.5666
PADUCAH-CAPE GIRARDEAU-HARRISBURG-MARION	895.0	341.7	55.7	5.5	119.2	77.7	113.5	133.7	149.3	276.1	7,015,628	4,283,515	.3347
LOUISIANA													
ALEXANDRIA	265.2	88.6	66.0	4.9	42.0	26.4	40.0	41.8	43.5	61.2	1,951,798	891,939	.0870
BATON ROUGE	757.0	253.8	246.6	13.1	123.1	77.7	112.7	139.0	126.9	149.1	7,007,818	3,227,683	.2957
LAFAYETTE	567.3	193.6	142.1	10.9	94.0	62.4	77.2	91.0	94.5	126.0	4,882,193	2,462,048	.2153
LAKE CHARLES	220.0	76.4	46.2	2.8	35.4	22.4	29.0	36.9	38.8	49.2	2,038,744	1,075,688	.0895
MONROE-EL DORADO	535.3	187.5	180.1	4.7	85.9	53.8	68.7	76.8	85.2	145.2	3,660,318	1,950,642	.1738
NEW ORLEANS	1,768.5	631.8	527.2	57.7	278.2	180.3	231.0	318.2	303.9	393.0	16,354,400	8,173,844	.7079
SHREVEPORT-TEXARKANA	1,275.6	460.8	351.9	21.6	194.3	120.3	150.4	195.2	212.8	359.1	10,618,026	5,591,176	.4776
MAINE													
BANGOR	344.6	123.2	.4	1.1	48.4	33.0	43.0	56.5	59.3	94.3	2,593,384	1,866,572	.1322
PORTLAND-POLAND SPRING	860.4	317.8	2.3	4.0	117.9	81.9	102.4	144.7	148.4	240.6	7,569,919	5,308,470	.3695
PRESQUE ISLE	88.3	29.7	.8	.5	13.7	9.6	11.5	14.4	15.0	21.2	633,382	481,749	.0333
MARYLAND													
BALTIMORE	2,409.5	856.8	593.1	23.8	311.1	234.3	300.5	427.7	453.1	618.1	24,226,329	11,652,437	1.0193
HAGERSTOWN	114.6	41.0	5.0	.7	14.4	10.9	14.0	19.0	21.2	32.2	945,648	625,960	.0460
SALISBURY	224.8	81.9	51.4	1.7	28.9	21.2	26.1	35.1	39.2	68.0	1,849,715	1,209,221	.0893
MASSACHUSETTS													
BOSTON	5,348.8	1,952.2	201.1	110.4	669.2	504.8	686.3	936.6	941.5	1,475.6	58,512,796	32,762,126	2.5387
SPRINGFIELD	647.8	234.1	33.0	24.9	80.3	59.1	95.2	107.0	104.8	184.9	6,055,759	3,743,083	.2797
MICHIGAN													
ALPENA	41.9	15.3	.0	.1	5.8	4.6	4.6	5.7	7.4	12.6	327,715	173,726	.0151
DETROIT	4,656.5	1,661.6	893.8	76.5	683.4	460.9	584.2	821.3	829.8	1,137.3	49,228,678	24,387,191	2.0689
FLINT-SAGINAW-BAY CITY	1,221.2	423.7	119.5	28.7	191.7	129.8	159.6	201.3	216.1	281.7	11,429,288	5,987,097	.5006
GRAND RAPIDS-KALAMAZOO-BATTLE CREEK	1,607.4	564.6	94.7	30.3	241.1	156.6	218.8	273.1	274.8	388.9	15,301,202	7,030,391	.6427
LANSING	613.3	211.2	35.1	15.5	89.1	57.4	100.5	114.7	104.9	127.3	6,158,998	2,849,463	.2563
MARQUETTE	158.6	54.6	1.5	.8	21.2	13.6	26.4	25.5	23.7	43.0	1,203,877	609,982	.0546
TRAVERSE CITY-CADILLAC	414.0	150.5	2.5	2.3	59.1	41.6	44.0	64.4	69.8	122.0	3,169,754	1,829,514	.1495

S&MM's SURVEY OF TELEVISION MARKETS

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	POPULATION—12/31/83										EFFECTIVE BUYING INCOME	RETAIL SALES	
					Population by Age Group (Thousands)								
STATE S&MM/ARBITRON TV MARKET (ADI)	Total Pop. (Thous.)	Total House-holds (Thous.)	Black Pop. (Thous.)	Spanish-Origin Pop. (Thous.)	2–11 Years	12–17 Years	18–24 Years	25–34 Years	35–49 Years	50 & Over	Total EBI ($000)	Total Retail Sales ($000)	**Buying Power Index**
MINNESOTA													
ALEXANDRIA	165.7	58.0	.1	.5	23.7	16.6	19.1	22.7	26.2	51.7	1,106,748	666,776	.0546
DULUTH-SUPERIOR	472.9	174.5	1.3	1.5	65.4	44.1	55.6	74.5	75.7	142.7	4,129,501	2,066,904	.1811
MANKATO	64.8	23.1	.2	.4	8.2	5.3	12.8	10.6	9.1	16.6	535,967	387,898	.0268
MINNEAPOLIS-ST. PAUL	3,192.3	1,152.9	50.9	26.3	455.0	307.2	421.5	579.4	558.2	765.9	33,418,776	17,441,520	1.4295
ROCHESTER-MASON CITY-AUSTIN	385.0	145.3	.8	3.5	53.7	36.6	43.0	59.4	65.0	114.8	3,550,247	1,979,140	.1592
MISSISSIPPI													
BILOXI-GULFPORT-PASCAGOULA	174.9	60.2	35.3	3.3	27.0	16.9	27.8	29.3	29.5	38.1	1,467,424	809,908	.0667
COLUMBUS-TUPELO	441.5	150.9	127.5	3.5	69.5	43.8	57.6	66.7	73.5	115.4	2,815,239	1,547,322	.1367
GREENWOOD-GREENVILLE	252.1	79.7	147.7	3.3	46.8	28.6	31.7	35.6	35.4	63.5	1,361,791	876,208	.0729
JACKSON	808.1	274.2	353.4	7.1	133.1	82.3	101.2	130.1	130.9	200.9	6,213,295	3,119,531	.2813
LAUREL-HATTIESBURG	231.7	79.9	60.8	2.1	36.4	22.6	31.8	35.9	38.0	58.9	1,693,655	950,930	.0799
MERIDIAN	227.7	78.8	89.4	2.3	37.5	22.5	26.7	33.2	35.8	64.0	1,549,430	819,756	.0734
MISSOURI													
COLUMBIA-JEFFERSON CITY	390.0	139.0	19.7	2.9	50.5	33.2	65.2	65.4	62.3	101.8	3,333,703	1,927,337	.1533
JOPLIN-PITTSBURG	456.5	174.8	4.1	3.8	62.1	40.0	50.5	65.5	75.7	149.2	3,636,760	2,015,775	1678
KANSAS CITY	1,857.1	699.5	194.7	38.3	260.1	166.5	231.3	321.6	335.6	483.4	19,125,853	10,196,296	.8265
ST. JOSEPH	135.3	51.2	2.8	1.7	17.5	11.6	17.3	19.3	20.9	44.5	1,158,647	754,429	.0555
ST. LOUIS	2,865.1	1,045.8	415.8	25.2	406.5	275.5	333.1	464.2	507.4	789.0	28,454,151	14,561,534	1.2226
SPRINGFIELD	753.6	280.6	8.2	5.9	99.6	65.6	90.5	108.0	127.3	241.2	5,587,737	3,413,040	.2701
MONTANA													
BILLINGS-HARDIN	233.2	88.2	.3	5.5	36.0	21.4	27.2	41.3	40.9	57.7	2,134,144	1,502,389	.1038
GLENDIVE	13.8	5.2	.0	.1	2.2	1.3	1.8	2.3	2.3	3.4	123,690	98,219	.0064
GREAT FALLS	177.3	66.4	1.0	2.0	26.7	17.2	21.8	29.1	30.8	45.2	1,527,621	1,067,347	.0747
MISSOULA-BUTTE	362.7	136.9	.4	3.8	51.3	33.1	49.4	67.4	63.4	86.1	3,131,522	2,121,245	.1516
NEBRASKA													
LINCOLN-HASTINGS-KEARNEY	678.1	255.9	4.2	7.9	92.1	56.5	90.8	109.3	107.2	200.6	6,208,813	3,444,591	.2777
NORTH PLATTE	43.4	16.0	.1	1.6	6.9	4.0	4.9	7.2	7.3	11.5	377,790	238,686	.0178
OMAHA	932.4	346.1	46.7	13.8	137.7	89.3	111.0	156.4	160.6	246.1	9,383,504	4,458,968	.3928
NEVADA													
LAS VEGAS	540.0	211.8	53.8	39.6	74.6	49.1	68.8	101.6	110.8	117.9	5,687,014	3,343,960	.2525
RENO	416.7	165.7	5.8	21.9	51.5	35.4	52.0	82.4	82.2	101.0	4,522,082	2,864,033	.2050
NEW MEXICO													
ALBUQUERQUE	1,132.1	393.2	13.2	392.6	184.9	118.2	143.1	203.7	200.8	237.7	9,401,018	5,406,876	.4351
ROSWELL	158.2	55.9	4.8	42.6	26.1	15.3	18.4	24.3	25.9	41.8	1,415,763	864,097	.0659

Survey of Buying Power, published in July, includes the most current estimates of the demographic and socioeconomic factors of regions, states, metropolitan markets, counties, and cities.

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NEW YORK													
ALBANY-SCHENECTADY-TROY	1,311.8	480.1	38.8	12.5	171.7	125.1	158.0	211.6	223.6	387.6	13,099,865	6,737,083	.5635
BINGHAMTON	431.6	154.4	4.1	2.7	59.1	43.3	52.3	66.1	76.1	122.6	4,119,641	2,034,371	.1763
BUFFALO	1,725.4	622.4	123.6	20.7	230.4	167.0	212.8	267.5	294.1	506.6	16,246,092	8,042,303	.6985
ELMIRA	241.3	85.8	5.3	1.5	34.3	24.3	27.8	36.5	41.5	69.6	2,058,282	980,039	.0895
NEW YORK	18,025.8	6,623.6	2,989.2	2,161.0	2,292.0	1,670.2	1,974.7	2,995.8	3,459.7	5,163.5	211,354,216	87,799,733	8.2880
ROCHESTER	956.1	346.6	80.9	19.9	129.3	92.3	123.1	166.7	171.3	246.2	11,004,755	5,164,532	.4480
SYRACUSE	1,047.7	367.5	41.0	9.8	141.9	101.4	154.9	172.7	175.1	271.6	10,369,227	4,998,416	.4378
UTICA	293.4	103.3	5.7	2.5	38.9	28.2	38.0	42.9	48.1	89.3	2,589,953	1,356,944	.1147
WATERTOWN-CARTHAGE	232.9	77.6	.5	1.1	34.9	24.3	33.0	34.2	37.8	61.5	1,790,156	1,045,641	.0846
NORTH CAROLINA													
CHARLOTTE	1,772.9	639.6	339.1	12.3	257.7	169.2	212.6	306.0	337.4	439.8	15,300,953	8,366,889	.6910
GREENSBORO-WINSTON SALEM-HIGH POINT	1,277.2	473.8	236.0	8.5	174.8	119.8	152.7	218.8	246.6	332.0	11,537,937	6,496,036	.5200
GREENVILLE-NEW BERN-WASHINGTON	637.7	216.3	214.9	9.4	93.0	58.6	113.2	105.5	103.1	142.5	4,428,315	2,720,751	.2182
RALEIGH-DURHAM	1,667.5	587.1	516.0	21.2	237.6	153.4	255.2	304.4	294.4	372.1	13,819,531	7,554,321	.6296
WILMINGTON	364.0	126.4	97.7	3.4	57.5	37.2	42.5	61.1	64.0	90.4	2,622,186	1,571,045	.1268
NORTH DAKOTA													
FARGO	595.1	212.2	1.6	3.9	83.7	53.7	86.3	94.4	90.9	165.9	5,275,822	2,882,235	.2366
MINOT-BISMARCK-DICKINSON	399.4	140.4	1.2	2.2	62.8	39.5	50.4	65.7	64.1	101.6	3,802,872	1,820,947	.1612
OHIO													
CINCINNATI	1,963.6	719.9	194.0	10.9	289.8	189.7	248.1	328.0	344.8	498.4	19,207,179	9,063,120	.8084
CLEVELAND	3,785.1	1,407.8	472.1	49.1	531.1	359.6	450.6	629.7	671.7	1,030.0	37,416,241	18,571,789	1.5936
COLUMBUS	1,681.6	631.1	152.1	10.2	244.3	154.4	228.7	301.8	304.3	395.8	16,000,306	8,008,611	.6887
DAYTON	1,287.4	482.5	127.2	8.1	188.0	122.9	154.0	214.7	238.0	329.4	12,270,527	6,034,973	.5257
LIMA	113.0	40.9	11.5	.9	17.4	11.1	13.6	18.4	18.7	29.8	1,008,695	589,726	.0462
TOLEDO	1,132.3	411.6	71.9	34.2	171.7	106.8	149.6	188.2	188.1	290.1	10,785,354	5,338,582	.4630
YOUNGSTOWN	649.4	238.6	62.5	6.9	89.5	60.5	75.7	102.7	111.7	190.8	6,045,935	3,089,934	.2632
ZANESVILLE	84.4	31.2	3.7	.3	12.6	8.4	10.1	13.1	14.4	23.1	677,847	360,035	.0310

The Albany, N.Y. Television Market.

Sources: Fall Nielsen Ratings 1975-82, Simmons 1982

CABLE PENETRATION: 51%
PRIME TIME NETWORK RATINGS: DOWN 26%

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OKLAHOMA													
ARDMORE-ADA	203.0	75.7	9.5	2.1	28.3	18.2	22.2	28.1	33.6	66.5	1,508,204	705,106	.0677
OKLAHOMA CITY	1,576.9	594.8	103.5	31.5	225.5	134.1	211.6	266.1	274.9	412.5	15,836,138	7,847,536	.6724
TULSA	1,202.4	451.8	81.8	15.3	174.8	108.1	135.2	200.3	219.3	326.2	11,589,999	5,952,251	.5010
OREGON													
BEND	67.4	25.3	.0	1.1	10.0	6.0	7.3	13.5	12.4	15.9	551,827	436,535	.0285
EUGENE	428.1	164.9	1.7	8.5	60.7	37.0	55.0	83.9	75.1	102.4	3,526,531	2,354,638	.1718
MEDFORD	309.7	117.8	1.1	9.6	44.4	27.7	31.6	53.5	55.5	87.3	2,360,661	1,674,779	.1192
PORTLAND	2,085.8	804.4	35.3	48.2	293.2	180.3	248.6	403.7	369.3	523.4	20,180,988	11,041,107	.8894
PENNSYLVANIA													
ERIE	424.4	151.7	14.4	2.5	61.7	40.6	53.4	67.6	70.4	117.7	3,824,395	2,130,643	.1717
HARRISBURG-YORK-LANCASTER-LEBANON	1,367.6	500.7	54.6	19.6	186.5	125.6	164.6	230.6	247.9	373.7	13,736,510	6,814,966	.5835
JOHNSTOWN-ALTOONA	854.7	305.1	7.6	3.4	116.8	78.3	116.2	131.3	140.0	248.3	6,736,844	3,600,059	.3087
PHILADELPHIA	7,031.3	2,538.6	1,134.7	195.4	917.2	662.8	857.5	1,149.2	1,253.7	1,999.6	73,887,770	34,801,156	3.0631
PITTSBURGH	3,322.3	1,240.8	197.2	16.5	415.9	297.2	404.7	526.9	561.6	1,030.4	32,621,347	15,101,114	1.3637
WILKES BARRE-SCRANTON	1,308.2	485.3	7.5	5.0	164.8	115.3	144.8	191.9	218.4	439.8	11,021,946	5,106,008	.4769
RHODE ISLAND													
PROVIDENCE-NEW BEDFORD	1,545.5	563.2	40.8	33.0	198.9	144.4	191.2	249.4	259.7	461.3	14,772,025	8,060,256	.6521
SOUTH CAROLINA													
CHARLESTON	592.2	195.3	212.4	8.4	93.1	59.7	93.4	109.7	99.8	115.5	4,267,576	2,211,364	.1978
COLUMBIA	764.6	259.3	289.3	9.3	114.0	75.8	116.8	139.3	131.2	163.6	6,141,461	3,219,862	.2784
FLORENCE	396.4	135.3	146.7	3.7	65.5	41.5	47.5	67.7	68.6	91.4	2,785,550	1,771,034	.1381
GREENVILLE-SPARTANBURG-ASHEVILLE	1,620.0	591.3	246.6	11.3	227.1	150.3	192.1	265.7	302.2	437.5	12,868,899	7,260,413	.5971
SOUTH DAKOTA													
RAPID CITY	265.6	95.3	1.6	4.5	43.4	24.8	36.3	48.3	43.1	58.4	2,526,138	1,489,553	.1145
SIOUX FALLS-MITCHELL	629.8	233.6	.7	1.9	91.0	59.2	78.7	93.7	97.3	187.9	5,283,599	3,047,689	.2446
TENNESSEE													
BRISTOL-KINGSPORT-JOHNSON CITY	768.5	271.7	13.8	4.1	112.1	72.7	87.5	126.4	147.0	201.5	5,882,812	3,249,052	.2732
CHATTANOOGA	821.0	292.1	76.5	5.9	123.4	77.3	95.7	138.5	155.8	205.1	6,495,543	3,503,297	.2977
JACKSON	149.3	54.3	30.1	1.1	21.5	13.6	17.0	23.8	25.6	43.1	1,093,193	701,975	.0538
KNOXVILLE	1,142.2	413.6	47.9	8.0	164.1	109.0	137.3	190.9	210.3	297.7	8,937,026	5,043,692	.4162
MEMPHIS	1,620.3	557.5	611.5	15.4	255.4	164.9	205.7	267.9	270.0	399.8	12,408,499	6,880,206	.5781
NASHVILLE	1,793.3	641.0	225.6	16.3	251.8	163.8	228.1	303.0	328.7	463.0	15,5[illegible]7,249	8,408,371	.6978
TEXAS													
ABILENE-SWEETWATER	303.8	112.1	13.8	40.3	42.1	26.1	38.0	43.4	48.9	95.3	2,556,798	1,572,357	.1204
AMARILLO	481.8	175.9	18.0	67.1	76.1	43.9	58.7	77.8	83.9	123.0	4,361,938	2,767,135	.2044
AUSTIN	749.6	281.9	74.2	140.1	101.8	62.4	128.3	149.9	121.9	161.8	7,488,937	3,997,670	.3254
BEAUMONT-PORT ARTHUR	474.6	168.9	103.1	15.6	71.7	45.9	56.3	75.4	83.0	126.0	4,672,598	2,715,043	.2094
CORPUS CHRISTI	507.5	164.6	18.1	285.1	87.8	52.3	65.0	85.3	83.9	113.3	4,205,336	2,475,452	.1957
DALLAS-FT. WORTH	3,976.0	1,474.7	551.5	326.1	585.0	361.2	499.3	734.6	749.2	918.9	42,620,551	24,258,092	1.8656
EL PASO	715.9	219.1	25.2	430.0	130.2	76.2	105.4	120.2	121.0	135.2	5,082,219	2,978,139	.2452
HOUSTON	3,891.1	1,398.1	728.1	615.3	612.7	357.4	511.6	803.7	732.4	733.3	43,972,800	23,745,796	1.8754
LAREDO	121.6	32.3	.1	111.0	25.4	14.8	14.9	18.3	18.4	24.7	625,539	623,600	.0393
LUBBOCK	456.1	157.9	27.3	124.8	72.0	43.8	71.0	73.0	74.5	104.1	3,645,537	2,464,752	.1794

S&MM's SURVEY OF TELEVISION MARKETS

S&MM ESTIMATES 1983

	POPULATION—12/31/83										EFFECTIVE BUYING INCOME	RETAIL SALES	
					Population by Age Group (Thousands)								
STATE S&MM/ARBITRON TV MARKET (ADI)	Total Pop. (Thous.)	Total House-holds (Thous.)	Black Pop. (Thous.)	Spanish-Origin Pop. (Thous.)	2–11 Years	12–17 Years	18–24 Years	25–34 Years	35–49 Years	50 & Over	Total EBI ($000)	Total Retail Sales ($000)	**Buying Power Index**
TX (cont.)													
MCALLEN-BROWNSVILLE	624.0	171.4	1.6	531.2	131.0	74.2	70.6	95.2	94.4	132.2	3,388,945	2,354,490	.1855
ODESSA-MIDLAND	383.2	134.7	18.7	106.9	63.4	36.4	49.2	66.0	67.5	85.4	4,020,532	2,462,900	.1812
SAN ANGELO	117.0	42.1	4.2	28.9	16.5	10.2	16.5	18.7	19.2	32.1	1,099,730	787,510	.0533
SAN ANTONIO	1,567.2	521.6	91.9	771.1	256.3	159.4	198.3	257.4	264.1	376.0	13,147,606	7,265,762	.5993
TYLER	283.9	100.3	61.0	12.7	42.5	25.7	32.3	45.8	48.7	79.6	2,538,270	1,531,358	.1172
VICTORIA	77.5	26.3	5.6	26.2	13.0	7.7	9.9	13.7	13.6	16.6	769,376	533,288	.0366
WACO-TEMPLE	653.0	227.3	108.4	69.6	90.6	52.5	132.5	103.9	96.5	153.6	5,485,522	3,038,819	.2501
WICHITA FALLS-LAWTON	455.6	161.8	39.2	26.2	64.3	39.7	67.8	71.7	74.6	121.8	3,923,149	2,113,489	.1765
UTAH													
SALT LAKE CITY	1,775.4	549.3	10.3	75.7	359.3	165.6	248.3	309.7	269.5	322.0	14,200,767	7,786,490	.6524
VERMONT													
BURLINGTON-PLATTSBURGH	618.8	216.3	3.8	5.0	86.9	60.8	86.9	108.2	106.8	150.9	5,147,098	3,352,880	.2479
VIRGINIA													
HARRISONBURG	108.5	37.1	2.5	.8	13.4	9.1	19.4	17.6	18.3	27.7	777,082	442,521	.0373
NORFOLK-PORTSMOUTH-NEWPORT NEWS-HAMPTON	1,461.3	499.9	445.9	22.4	205.8	135.4	235.7	258.8	257.8	321.6	12,874,461	7,225,319	.5835
RICHMOND	1,244.9	441.8	349.3	10.9	163.5	115.4	161.5	224.4	228.3	317.6	11,587,781	6,334,280	.5140
ROANOKE-LYNCHBURG	1,001.3	353.3	160.2	6.5	130.9	91.2	131.9	163.0	183.9	275.0	8,211,614	4,641,769	.3788
WASHINGTON													
SEATTLE-TACOMA	2,984.4	1,149.9	97.9	60.7	397.9	256.7	384.9	577.0	549.0	727.7	32,759,401	16,525,096	1.3746
SPOKANE	893.1	333.2	5.8	20.0	131.5	80.6	114.2	156.1	153.5	227.0	7,429,911	4,061,251	.3379
YAKIMA	474.7	172.3	5.0	42.3	73.0	44.1	57.9	84.2	82.3	115.6	4,429,708	2,507,961	.1986
WEST VIRGINIA													
BLUEFIELD-BECKLEY-OAK HILL	401.3	142.3	29.6	2.9	62.9	37.4	44.6	66.6	64.8	112.2	2,799,683	2,002,117	.1448
CHARLESTON-HUNTINGTON	1,489.4	530.4	33.0	8.8	230.9	141.4	177.4	247.0	259.3	384.4	11,452,414	6,690,604	.5414
CLARKSBURG-WESTON	235.6	85.4	1.8	1.9	33.4	21.6	27.2	36.5	38.7	71.1	1,658,837	976,827	.0808
PARKERSBURG	93.4	34.9	.8	.4	13.5	8.8	10.3	15.2	17.4	25.4	827,090	663,731	.0424
WHEELING-STEUBENVILLE	452.6	167.1	10.6	2.1	63.8	41.5	50.7	71.4	75.8	136.3	3,801,425	1,918,568	.1682
WISCONSIN													
GREEN BAY	985.8	353.8	1.2	5.0	143.7	102.2	120.3	159.2	163.1	265.1	8,962,498	4,023,061	.3775
LA CROSSE-EAU CLAIRE	451.8	160.5	.6	1.5	62.7	42.8	65.4	70.8	70.2	125.6	3,837,030	1,885,613	.1682
MADISON	519.5	198.7	5.9	4.0	68.1	46.4	79.8	101.6	86.1	122.5	5,468,809	2,650,887	.2285
MILWAUKEE	1,877.9	689.2	167.7	43.3	263.0	182.7	235.5	320.5	327.7	490.0	19,825,353	8,854,101	.8093
WAUSAU-RHINELANDER	440.5	157.2	.6	1.7	64.2	45.3	53.7	67.9	72.6	122.3	3,786,081	1,772,279	.1636
WYOMING													
CASPER-RIVERTON	157.0	56.9	.6	5.8	25.8	14.2	20.9	31.2	27.8	30.4	1,657,362	1,115,523	.0775
CHEYENNE	130.4	49.6	2.2	13.2	19.7	11.9	16.4	22.7	22.7	32.3	1,226,828	793,587	.0574
TOTAL UNITED STATES ADIs	233,991.3	85,195.4	27,973.4	16,420.4	32,880.8	21,742.2	29,508.5	40,219.7	41,582.6	60,875.0	2,312,394,417	1,177,905,256	99.2943

Data in this *Survey of Buying Power—Part II* have been organized into six sections. The black index tabs along the right-hand edge of the book provide easy access to each section.

Section F
ZIP CODE CHARACTERISTICS

If you would like more information . . .

. . . . on Zip Codes and their characteristics, Bill Communications' Market Statistics Div., the people who prepare the data for *S&MM's Surveys*, have Zip Code demographics for all Zip Codes in the U.S. Data for three basic areas, demographics, socioeconomic characteristics, and housing characteristics, show more than 200 different items for any given Zip, with the emphasis on the type of data most needed by marketers, sales analysts, and direct mail specialists. Age, sex, race, mobility, occupation, education, income, homeowners, renters, number of autos per household—the list of specific characteristics is virtually endless. To receive more information concerning Zip Code demographics from Market Statistics, write them at 633 Third Ave., New York, NY 10017.

In the meantime, here are just a few of the characteristics that are available; these tables having been arranged to show the top 50 Zips in six different areas.

Children age 0 to 5 years

Rank	Zip Code	Post Office Name	County/State	Total
1.	60623	Chicago	Cook, IL	15,602
2.	93030	Oxnard	Ventura, CA	14,795
3.	84070	Sandy	Salt Lake, UT	14,348
4.	60609	Chicago	Cook, IL	14,139
5.	90201	Bell	Los Angeles, CA	12,275
6.	60647	Chicago	Cook, IL	12,043
7.	60608	Chicago	Cook, IL	11,931
8.	11207	Brooklyn	Kings, NY	11,851
9.	84057	Orem	Utah, UT	11,141
10.	11226	Brooklyn	Kings, NY	10,976
11.	60628	Chicago	Cook, IL	10,736
12.	11211	Brooklyn	Kings, NY	10,725
13.	60622	Chicago	Cook, IL	10,631
14.	60644	Chicago	Cook, IL	10,346
15.	60651	Chicago	Cook, IL	9,876
16.	60617	Chicago	Cook, IL	9,848
17.	11212	Brooklyn	Kings, NY	9,455
18.	90011	Los Angeles	Los Angeles, CA	9,420
19.	84601	Provo	Utah, UT	9,286
20.	60620	Chicago	Cook, IL	9,230
21.	90044	Los Angeles	Los Angeles, CA	9,205
22.	10453	Bronx	Bronx, NY	9,105
23.	90650	Norwalk	Los Angeles, CA	9,104
24.	60103	Bartlett	Cook, IL	9,061
25.	92054	Oceanside	San Diego, CA	9,050
26.	97005	Beaverton	Washington, OR	8,736
27.	84113	Salt Lake City	Salt Lake, UT	8,710
28.	83401	Idaho Falls	Bonneville, ID	8,693
29.	60624	Chicago	Cook, IL	8,615
30.	63301	St. Charles	St. Charles, MO	8,535
31.	48227	Detroit	Wayne, MI	8,483
32.	11208	Brooklyn	Kings, NY	8,469
33.	90280	South Gate	Los Angeles, CA	8,461
34.	78040	Laredo	Webb, TX	8,413
35.	91331	Pacoima	Los Angeles, CA	8,367
36.	84120	Salt Lake City	Salt Lake, UT	8,336
37.	78501	McAllen	Hidalgo, TX	8,260
38.	35020	Bessemer	Jefferson, AL	8,245
39.	11221	Brooklyn	Kings, NY	8,241
40.	48180	Taylor	Wayne, MI	8,238
41.	76541	Killeen	Bell, TX	8,156
42.	11203	Brooklyn	Kings, NY	8,155
43.	90255	Huntington Park	Los Angeles, CA	8,151
44.	60636	Chicago	Cook, IL	8,128
45.	70062	Kenner	Jefferson, LA	8,127
46.	48910	Lansing	Ingham, MI	8,061
47.	70117	New Orleans	Orleans, LA	8,057
48.	85706	Tucson	Pima, AZ	8,007
49.	70360	Houma	Terrebonne, LA	7,978
50.	94590	Vallejo	Solano, CA	7,945

Households with income of $75,000 and over

Rank	Zip Code	Post Office Name	County/State	Total
1.	10021	New York	New York, NY	7,433
2.	10028	New York	New York, NY	5,303
3.	90274	Palos Verdes Peninsula	Los Angeles, CA	3,573
4.	90210	Beverly Hills	Los Angeles, CA	2,884
5.	10583	Scarsdale	Westchester, NY	2,800
6.	10022	New York	New York, NY	2,776
7.	77024	Houston	Harris, TX	2,735
8.	90049	Los Angeles	Los Angeles, CA	2,678
9.	90024	Los Angeles	Los Angeles, CA	2,593
10.	48013	Bloomfield Hills	Oakland, MI	2,553
11.	06830	Greenwich	Fairfield, CT	2,498
12.	20854	Rockville	Montgomery, MD	2,150
13.	20016	Washington	District of Columbia	2,101
14.	10024	New York	New York, NY	2,021
15.	60521	Hinsdale	Du Page, IL	2,006
16.	10023	New York	New York, NY	2,003
17.	60035	Highland Park	Lake, IL	1,965
18.	20015	Washington	Montgomery, MD	1,915
19.	48033	Keego Harbor	Oakland, MI	1,891
20.	94025	Menlo Park	San Mateo, CA	1,832
21.	60611	Chicago	Cook, IL	1,801
22.	60062	Northbrook	Cook, IL	1,796
23.	20034	Washington	Montgomery, MD	1,788
24.	48236	Detroit	Wayne, MI	1,783
25.	60093	Winnetka	Cook, IL	1,746
26.	94022	Los Altos	Santa Clara, CA	1,703
27.	92037	La Jolla	San Diego, CA	1,687
28.	60610	Chicago	Cook, IL	1,643
29.	94010	Burlingame	San Mateo, CA	1,627
30.	48010	Birmingham	Oakland, MI	1,522
31.	90272	Pacific Palisades	Los Angeles, CA	1,493
32.	44122	Cleveland	Cuyahoga, OH	1,468
33.	60091	Wilmette	Cook, IL	1,466
34.	06880	Westport	Fairfield, CT	1,465
35.	92660	Newport Beach	Orange, CA	1,447
36.	60010	Barrington	Lake, IL	1,439
37.	20008	Washington	District of Columbia	1,386
38.	53217	Milwaukee	Milwaukee, WI	1,379
39.	77079	Houston	Harris, TX	1 339
40.	06840	New Canaan	Fairfield, CT	1,334
41.	06820	Darien	Fairfield, CT	1,333
42.	75205	Dallas	Dallas, TX	1,325
43.	85253	Scottsdale	Maricopa, AZ	1,315
44.	63141	St. Louis	St. Louis, MO	1,293
45.	75248	Dallas	Dallas, TX	1,286
46.	60025	Glenview	Cook, IL	1,269
47.	07078	Short Hills	Essex, NJ	1,267
48.	33156	Miami	Dade, FL	1,260
49.	92705	Santa Ana	Orange, CA	1,251
50.	60045	Lake Forest	Lake, IL	1,246

Persons employed in manufacturing industries

Rank	Zip Code	Post Office Name	County/State	Total
1.	28052	Gastonia	Gaston, NC	19,127
2.	94086	Sunnyvale	Santa Clara, CA	17,698
3.	60647	Chicago	Cook, IL	17,065
4.	60623	Chicago	Cook, IL	16,198
5.	03060	Nashua	Hillsborough, NH	16,028
6.	46514	Elkhart	Elkhart, IN	15,523
7.	44094	Willoughby	Lake, OH	14,603
8.	60617	Chicago	Cook, IL	14,190
9.	28601	Hickory	Catawba, NC	13,963
10.	46901	Kokomo	Howard, IN	13,922
11.	27292	Lexington	Davidson, NC	13,801
12.	60618	Chicago	Cook, IL	13,663
13.	30720	Dalton	Whitfield, GA	13,545
14.	98055	Renton	King, WA	13,271
15.	48185	Wayne	Wayne, MI	13,215
16.	06810	Danbury	Fairfield, CT	13,186
17.	27215	Burlington	Alamance, NC	13,155
18.	97005	Beaverton	Washington, OR	13,069
19.	95051	Santa Clara	Santa Clara, CA	13,014
20.	06010	Bristol	Hartford, CT	12,707
21.	60622	Chicago	Cook, IL	12,513
22.	24541	Danville	Danville, VA	12,474
23.	90250	Hawthorne	Los Angeles, CA	12,441
24.	90650	Norwalk	Los Angeles, CA	12,424
25.	98031	Kent	King, WA	12,363
26.	48197	Ypsilanti	Washtenaw, MI	12,343
27.	60639	Chicago	Cook, IL	12,264
28.	60085	Waukegan	Lake, IL	11,943
29.	60651	Chicago	Cook, IL	11,905
30.	90201	Bell	Los Angeles, CA	11,897
31.	28645	Lenoir	Caldwell, NC	11,680
32.	44035	Elyria	Lorain, OH	11,584
33.	07087	Union City	Hudson, NJ	11,484
34.	60608	Chicago	Cook, IL	11,482
35.	54911	Appleton	Outagamie, WI	11,462
36.	90255	Huntington Park	Los Angeles, CA	11,423
37.	90280	South Gate	Los Angeles, CA	11,407
38.	27260	High Point	Guilford, NC	11,301
39.	28081	Kannapolis	Cabarrus, NC	11,202
40.	06450	Meriden	New Haven, CT	11,160
41.	53081	Sheboygan	Sheboygan, WI	11,151
42.	29720	Lancaster	Lancaster, SC	11,050
43.	63301	St. Charles	St. Charles, MO	11,015
44.	48180	Taylor	Wayne, MI	10,993
45.	53186	Waukesha	Waukesha, WI	10,966
46.	60505	Aurora	Kane, IL	10,839
47.	60625	Chicago	Cook, IL	10,816
48.	18103	Allentown	Lehigh, PA	10,773
49.	29730	Rock Hill	York, SC	10,718
50.	48077	Utica	Macomb, MI	10,656

Asian and Pacific Islander population

Rank	Zip Code	Post Office Name	County/State	Total
1.	96817	Honolulu	Honolulu, HI	41,869
2.	96819	Honolulu	Honolulu, HI	41,529
3.	96816	Honolulu	Honolulu, HI	38,997
4.	96744	Kaneohe	Honolulu, HI	30,125
5.	96822	Honolulu	Honolulu, HI	28,280
6.	96782	Pearl City	Honolulu, HI	27,762
7.	96720	Hilo	Hawaii, HI	26,961
8.	96797	Waipahu	Honolulu, HI	26,559
9.	10002	New York	New York, NY	24,709
10.	96701	Aiea	Honolulu, HI	24,367
11.	96792	Waianae	Honolulu, HI	21,762
12.	91754	Monterey Park	Los Angeles, CA	18,878
13.	96818	Honolulu	Honolulu, HI	18,815
14.	96706	Ewa Beach	Honolulu, HI	17,555
15.	96786	Wahiawa	Honolulu, HI	17,212
16.	96826	Honolulu	Honolulu, HI	17,154
17.	11373	Flushing	Queens, NY	17,096
18.	94133	San Francisco	San Francisco, CA	17,044
19.	96734	Kailua	Honolulu, HI	16,116
20.	94015	Daly City	San Mateo, CA	15,480
21,	96815	Honolulu	Honolulu, HI	15,031
22.	94121	San Francisco	San Francisco, CA	14,804
23.	94109	San Francisco	San Francisco, CA	13,490
24.	90026	Los Angeles	Los Angeles, CA	13,233
25.	94122	San Francisco	San Francisco, CA	13,059
26.	90701	Artesia	Los Angeles, CA	12,833
27.	94112	San Francisco	San Francisco, CA	12,715
28.	96825	Honolulu	Honolulu, HI	12,539
29.	96813	Honolulu	Honolulu, HI	12,465
30.	94118	San Francisco	San Francisco, CA	12,343
31.	96789	Wahiawa	Honolulu, HI	12,267
32.	90247	Gardena	Los Angeles, CA	11,925
33.	11355	Flushing	Queens, NY	11,182
34.	96821	Honolulu	Honolulu, HI	10,794
35.	94590	Vallejo	Solano, CA	10,582
36.	96732	Kahului	Maui, HI	10,578
37.	90004	Los Angeles	Los Angeles, CA	10,544
38.	94116	San Francisco	San Francisco, CA	10,461
39.	90745	Wilmington	Los Angeles, CA	10,180
40.	60625	Chicago	Cook, IL	10,084
41.	60640	Chicago	Cook, IL	10,020
42.	10013	New York	New York, NY	9,590
43.	90006	Los Angeles	Los Angeles, CA	9,369
44.	90012	Los Angeles	Los Angeles, CA	9,230
45.	96814	Honolulu	Honolulu, HI	9,163
46.	96793	Wailuku	Maui, HI	8,920
47.	94134	San Francisco	San Francisco, CA	8,683
48.	94110	San Francisco	San Francisco, CA	8,626
49.	92154	San Diego	San Diego, CA	8,592
50.	94501	Alameda	Alameda, CA	8,431

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5-4522

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Households with six or more persons

Rank	Zip Code	Post Office Name	County/State	Total
1.	60623	Chicago	Cook, IL	5,702
2.	60609	Chicago	Cook, IL	5,026
3.	60628	Chicago	Cook, IL	4,941
4.	93030	Oxnard	Ventura, CA	4,779
5.	60608	Chicago	Cook, IL	4,242
6.	60636	Chicago	Cook, IL	3,935
7.	60620	Chicago	Cook, IL	3,915
8.	78040	Laredo	Webb, TX	3,846
9.	60647	Chicago	Cook, IL	3,726
10.	60624	Chicago	Cook, IL	3,683
11.	60617	Chicago	Cook, IL	3,672
12.	91331	Pacoima	Los Angeles, CA	3,665
13.	60644	Chicago	Cook, IL	3,603
14.	38109	Memphis	Shelby, TN	3,526
15.	90011	Los Angeles	Los Angeles, CA	3,504
16.	84070	Sandy	Salt Lake, UT	3,423
17.	91744	La Puente	Los Angeles, CA	3,399
18.	60651	Chicago	Cook, IL	3,362
19.	60622	Chicago	Cook,IL	3,353
20.	90201	Bell	Los Angeles, CA	3,276
21.	11207	Brooklyn	Kings, NY	3,207
22.	84601	Provo	Utah, UT	3,135
23.	60612	Chicago	Cook, IL	3,117
24.	60621	Chicago	Cook, IL	3,104
25.	78501	McAllen	Hidalgo, TX	3,072
26.	78207	San Antonio	Bexar, TX	3,028
27.	90063	Los Angeles	Los Angeles, CA	3,005
28.	90022	Los Angeles	Los Angeles, CA	2,903
29.	19143	Philadelphia	Philadelphia, PA	2,887
30.	48227	Detroit	Wayne, MI	2,866
31.	90650	Norwalk	Los Angeles, CA	2,843
32.	79907	El Paso	El Paso, TX	2,771
33.	75216	Dallas	Dallas, TX	2,740
34.	21215	Baltimore	Baltimore City, MD	2,727
35.	11211	Brooklyn	Kings, NY	2,701
36.	78521	Brownsville	Cameron, TX	2,699
37.	11221	Brooklyn	Kings, NY	2,698
38.	33311	Fort Lauderdale	Broward, FL	2,689
39.	60643	Chicago	Cook, IL	2,686
40.	11226	Brooklyn	Kings, NY	2,636
41.	11203	Brooklyn	Kings, NY	2,627
42.	96819	Honolulu	Honolulu, HI	2,615
43.	70117	New Orleans	Orleans, LA	2,602
44.	92704	Santa Ana	Orange, CA	2,563
45.	11212	Brooklyn	Kings, NY	2,557
46.	78520	Brownsville	Cameron, TX	2,534
47.	90033	Los Angeles	Los Angeles, CA	2,513
48.	60653	Chicago	Cook, IL	2,509
49.	84057	Orem	Utah, UT	2,502
50.	11208	Brooklyn	Kings, NY	2,486

Households in mobile homes, trailers, boats, etc.

Rank	Zip Code	Post Office Name	County/State	Total
1.	92343	Hemet	Riverside, CA	7,481
2.	85705	Tucson	Pima, AZ	6,928
3.	33903	Fort Myers	Lee, FL	5,870
4.	33801	Lakeland	Polk, FL	5,322
5.	33512	Brooksville	Hernando, FL	5,185
6.	33507	Bradenton	Manatee, FL	4,911
7.	85364	Yuma	Yuma, AZ	4,896
8.	85706	Tucson	Pima, AZ	4,747
9.	89110	Las Vegas	Clark, NV	4,589
10.	80221	Denver	Adams, CO	4,516
11.	33599	Zephyrhills	Pasco, FL	4,374
12.	32748	Leesburg	Lake, FL	4,301
13.	92021	El Cajon	San Diego, CA	4,160
14.	32019	Daytona Beach	Volusia, FL	4,110
15.	32807	Orlando	Orange, FL	4,052
16.	92399	Yucaipa	San Bernardino, CA	3,517
17.	32304	Tallahassee	Leon, FL	3,483
18.	89431	Sparks	Washoe, NV	3,419
19.	94086	Sunnyvale	Santa Clara, CA	3,368
20.	87401	Farmington	San Juan, NM	3,198
21.	33541	Largo	Pinellas, FL	3,104
22.	26505	Morgantown	Monongalia, WV	3,032
23.	29405	Charleston	Charleston, SC	2,984
24.	32210	Jacksonville	Duval, FL	2,952
25.	59801	Missoula	Missoula, MT	2,945
26.	33540	Largo	Pinellas, FL	2,908
27.	99504	Anchorage	Anchorage, AK	2,890
28.	85220	Apache Junction	Pinal, AZ	2,841
29.	33595	Venice	Sarasota, FL	2,791
30.	89121	Las Vegas	Clark, NV	2,721
31.	85301	Glendale	Maricopa, AZ	2,703
32.	82716	Gillette	Campbell, WY	2,684
33.	57701	Rapid City	Pennington, SD	2,683
34.	93534	Lancaster	Los Angeles, CA	2,651
35.	65201	Columbia	Boone, MO	2,641
36.	97701	Bend	Deschutes, OR	2,640
37.	28540	Jacksonville	Onslow, NC	2,637
38.	97526	Grants Pass	Josephine, OR	2,616
39.	71446	Leesville	Vernon, LA	2,589
40.	32401	Panama City	Bay, FL	2,561
41.	82001	Cheyenne	Laramie, WY	2,547
42.	32741	Kissimmee	Osceola, FL	2,544
43.	82901	Rock Springs	Sweetwater, WY	2,533
44.	33569	Riverview	Hillborough, FL	2,522
45.	85713	Tucson	Pima, AZ	2,517
46.	33566	Plant City	Hillsborough, FL	2,516
47.	96001	Redding	Shasta, CA	2,516
48.	95401	Santa Rosa	Sonoma, CA	2,496
49.	29150	Sumter	Sumter, SC	2,494
50.	79763	Odessa	Ector, TX	2,492

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WORTH WRITING S&MM FOR

To receive materials listed below, circle the appropriate numbers on the postcard and drop it in the mail. The Advertisers' Index, page 174, shows where to find advertisements of many of the companies mentioned.

Markets/Media

1. A booklet from the ***Columbus Dispatch*** gives an overview of the current market that includes demographics on its economy, retail sales figures, education, employment, and market growth.

2. The ***Seattle Times*** and ***Post Intelligencer*** have complete sales and marketing information available detailing the demographics for Washington State and Seattle.

3. *Recruit Atlanta*, a complete market profile from the ***Atlanta Journal-Constitution,*** contains demographics on its population, housing, education, opportunities, and newspaper coverage.

4. A market study from the ***Chicago Tribune*** profiles Chicago's home-furnishings market and suggests ways to present merchandise to potential shoppers.

5. The ***Buffalo News*** offers market data on the readership of its Sunday newspaper.

6. A series of booklets from the ***Press-Enterprise*** contains detailed demographics for the Riverside-San Bernardino, CA, metro area and advertising information on varied topics including employment, travel, real estate, and the auto industry.

7. The ***St. Louis Post-Dispatch*** provides a market kit showing basic readership demographics for prime audiences in the St. Louis market.

8. Simmons newspaper demographics for the Denver ADI, TV market, and the Denver-Boulder SMSA are available from the ***Denver Rocky Mountain News***.

9. ***Capital Newspapers*** offers general marketing information which gives demographics about the Albany market.

10. *The 1984 Profile of the Home Center Market*, from ***Home Center Magazine***, details market and demographic data on the nearly 9,000 retail companies that operate more than 26,000 full-line home improvement centers in the U.S. with sales in excess of $50 billion.

11. MARKETING INTELLIGENCE TRACKING SYSTEM (MINT), newspaper research reports from **Advertising Checking Bureau,** provides competitive advertising information for any product in all markets in the U.S.

12. ***Hardware Retailing*** sends complete hardware/home center do-it-yourself data material and information on its marketing seminars being held in nine major U.S. cities.

13. Information is available from the ***Milwaukee Journal/Sentinel*** on co-op advertising support, target marketing, selective distribution, and test marketing in the Milwaukee market.

(continued on next page)

READER SERVICE CARD

Place
Stamp
Here

S&MM
SALES & MARKETING MANAGEMENT
P.O. Box 2783
Clinton, Iowa 52735

WORTH WRITING S&MM FOR Please send me the items circled below:

10/29/84
do not use after
1/29/85

1	2	3	4	5	6	7	8	9	10	11	12	13	
14	15	16	17	18	19	20	21	22	23	24	25	26	
101	102	103	104	105	106	107	108	109	110	111	112	113	114
115	116	117	118	119	120	121	122	123	124	125	126	127	128
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Name

Title

Company

Address Phone

City State Zip

I am presently a subscriber A ☐ Yes B ☐ No

WORTH WRITING S&MM FOR

(continued)

Meeting Information

14. A Value Season Package, from **Amelia Island Plantation,** located just 30 miles north of Jacksonville, includes 900 acres of sports, resort, and meeting facilities—all at an affordable price.

15. **The Columbia Inn,** Columbia, MD, offers a brochure describing its meeting facilities, guest accommodations, and easy access to both Baltimore and Washington, DC.

16. A brochure from the **Adam's Mark,** Houston, describes its meeting facilities, its 14,800-sq.-ft. exhibition center, and its capable staff ready to meet all your meeting needs.

17. Information is available from the **Hyatt Regency Atlanta** detailing its meeting and exhibit space, accommodations, restaurants, central location, and a professional staff to handle all your details.

18. **Peachtree Sheraton Conference Center,** Atlanta, offers a booklet on its meeting and banquet facilities, including a floor plan of its meeting rooms and a chart detailing the size and capacity of each room.

Miscellaneous

19. **NFL Films** sends brochures on two new training and motivational films, *No Guts, No Glory* and *Playing to Win*, that give Don Shula's and Fran Tarkenton's strategies for business success.

20. *1983–84 Recognition and Award Catalogue* from **Seiko** describes its line of watches and clocks to help build a successful program.

21. Enjoy the convenience and prestige of a corporate environment without expensive overhead with the **Headquarters Cos.'** complete executive office. Brochure gives details.

22. Four new training films from **BNA Communications,** based on the book *Successful Cold Call Selling*, teaches you to convince prospective clients to listen on your first contact.

23. **Human Edge Business Strategy Software** sends a brochure on its software program, developed by human behavior specialists and sales experts, that helps give your salespeople a psychological edge over their prospects.

24. Information on its 45-inch rear-screen, color video projection system in a space-saving, one-piece cabinet will be sent from **Panasonic.**

25. The **American Marketing Assn.** will send information on its membership for marketing professionals.

Use numbers **101-131** to request additional information from advertisers in this issue.

READER SERVICE CARD

S&MM SALES & MARKETING MANAGEMENT

P.O. Box 2783
Clinton, Iowa 52735

Place
Stamp
Here

WORTH WRITING S&MM FOR Please send me the items circled below:

10/29/84
do not use after
1/29/85

1 2 3 4 5 6 7 8 9 10 11 12 13
14 15 16 17 18 19 20 21 22 23 24 25
101 102 103 104 105 106 107 108 109 110 111 112 113 114
115 116 117 118 119 120 121 122 123 124 125 126 127 128
129 130 131

Name ____________________
Title ____________________
Company ____________________
Address ____________________ Phone ____________________
City ____________________ State ____________ Zip ____________

I am presently a subscriber A ☐ Yes B ☐ No

A.

Downing Displays
work as hard as you do

At Downing, we make displays that work as hard as you do. Displays that are easy to transport and assemble. Quality and workmanship that make every Downing Display, from our smallest table-top to the limits of your imagination, the most versatile, durable, effective displays found anywhere.

A. 10′ Unlimited Exhibit with Transparency Panel and Lighted Header (Shipping container converts to a table)

B. The Downing 10′ UPS Exhibit (Meets UPS shipping requirements)

C. 10′ Unlimited Exhibit with Photo Mural and Transparency Panel

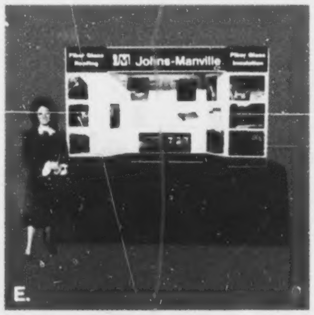
D. An 8′ Illuminated Transparency Tower

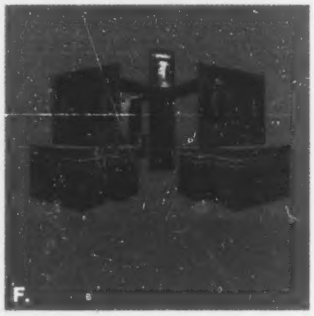
E. 4′ x 7′ 360° Table-Top Display (Reversible)

downing displays inc.
the 10′ ... UPS
B.

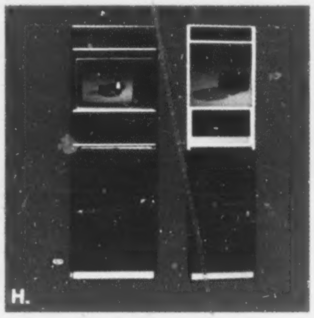
Close to the land and the people who work it
LAND BANK
America's ag lender.
C.

D.


Johns-Manville
E.


F.

Texas Instruments
G.


H.

F. 20′ x 20′ Island Display with Illuminated Transparency Tower

G. The Downing Hinged Panel Exhibit (Shipping case converts to table)

H. Lightweight Rear-Screen Projection Unit and Video Monitor Enclosure

downing

Downing Displays, Inc., 115 West McMicken Avenue, Cincinnati, Ohio 45210/(513) 621-7888

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Circle No. 110 on Reader Service Card

000.0
10 9 8 7 6 5 4 3 2 1

Take Off.

Launch sales in the nation's 10th largest market with the newspapers that are in command.

Atlanta is now the 10th largest MSA in the country. And counting.

And while network television viewership declines, Atlanta Journal-Constitution readership and circulation are up. We're now reaching over 1,000,000 Atlantans on a single Sunday. Combined daily readership has grown 21% over the past two years. And circulation is taking off—with strong increases seven days a week.

So if your mission is to reach Atlanta with power to spare, buy the Atlanta Journal-Constitution and come along for the ride.

Because the sky's the limit.

Atlanta Journal-Constitution Circulation.

	Combined Daily	Saturday	Sunday
Total Paid Circulation 3/31/84*	411,510	446,440	567,993
Change 3/31/84 vs. 3/31/83	+13,892	+22,119	+31,713

*Six-month average. As filed with the Audit Bureau of Circulations, subject to audit. Sources: Audit Bureau of Circulations Publisher's Statements for six-month periods ending March 31, 1983 and March 31, 1984. Sales and Marketing Management Survey of Buying Power, 1983. Scarborough Atlanta Market Study, 1981 and 1983.

The Atlanta Journal
THE ATLANTA CONSTITUTION
Reach out for the South

Represented nationally by Sawyer • Ferguson • Walker Co., Inc.

Circle No. 131 on Reader Service Card